Manage-A-Bit

BIRLA INSTITUTE OF TECHNOLOGY MESRA, RANCHI

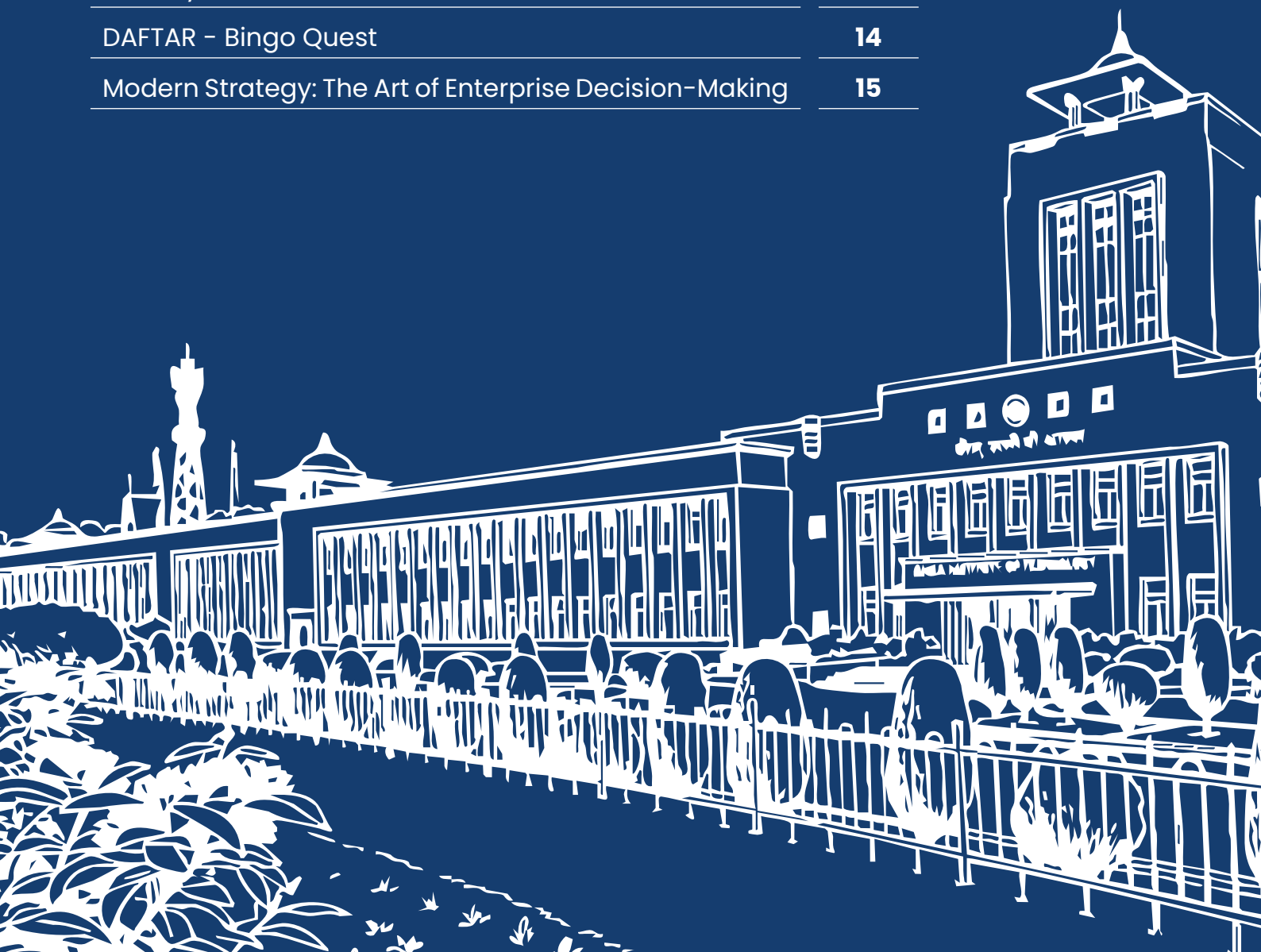
DEPARTMENT OF MANAGEMENT STUDIES



ISSUE 1 VOLUME VI

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Department Overview, Vision & Mission

Overview

The Department of Management Studies was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously striven to achieve this aim by maintaining the highest standards in the Postgraduate (MBA) and Doctoral Programmes offered by it since its inception.

The vision of the department today is to be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

The department follows the philosophy of Outcome-Based Education. Therefore, the teaching-learning process is student-centric. The pedagogy is practical, hands-on, and real-time. Case studies, Problem Solving Exercises, Role-Plays, Management Games, and Presentations are extensively used. The curriculum is planned to facilitate learning in theory and practice of all aspects of the discipline of management ensuring the achievement of predefined learning outcomes.

Vision

To be recognized as a front runner in Management education in the country in consonance with the social, economic, and ecological environment while striving to contribute to nation-building through excellence in research and development activities.

Mission

- To educate students at Postgraduate and Doctoral level to perform challenging managerial jobs in the industry as a leader and achieve excellence as Entrepreneurs and Researchers.
- To provide excellent research and development facilities for faculty and students to undertake path breaking theoretical and applied research.
- To build national capabilities in management education and research in emerging areas.
- To uphold the values of Personal Integrity and Social Responsibility in all our decisions.



From the Desk of the Head



Dear Members of the Department of Management Studies,

The academic year 2025–26 has been a year of meaningful progress, renewed momentum, and growing aspirations for the Department of Management Studies, BIT Mesra. As we look back, it is encouraging to see the department making steady strides in academic excellence, student development, research, and external engagement. This edition of the Departmental Newsletter provides a glimpse into these accomplishments and the collective efforts behind them.

A major highlight of the year has been the vibrant academic and campus life of our students. Alongside their regular academic pursuits, students actively participated in internships, projects, placements, student clubs, competitions, seminars, and a wide range of co-curricular and extracurricular activities. Their participation in various institutional events provided valuable opportunities to develop leadership, teamwork, communication, and problem-solving skills. These experiences, supported by a stimulating and collaborative learning environment, have contributed to their overall professional and personal development.

The year also witnessed the strengthening of our research culture, with increased faculty engagement, improved quality of publications, and greater success in securing sponsored research projects. The department also successfully organised short-term training programmes, conferences, workshops, and other academic activities that provided valuable opportunities for knowledge sharing, professional development, and interaction with experts from academia and industry.

These achievements are the result of the collective commitment and efforts of our faculty members, staff, students, and research scholars. I sincerely appreciate their contribution and congratulate the entire department on these accomplishments.

As we move forward, we remain committed to strengthening our academic and research ecosystem, fostering industry and institutional collaborations, and creating greater opportunities for holistic student development.

I extend my best wishes to the entire department for continued growth, excellence, and success.

Warm regards,

Dr. Kumar Sanjay Sawarni

Professor of Practice and Head, Department of Management Studies

Birla Institute of Technology, Mesra

From the Desk of the Faculty Advisor



Dear Students, Faculty, and Well-wishers,

It gives me immense pleasure to present this edition of our Departmental Newsletter for the academic session 2025-26. The Department of Management Studies at BIT Mesra continues to grow as a vibrant hub of learning, innovation, and professional excellence, and this newsletter stands as a testament to the collective efforts of our students, faculty, and staff over the past academic period.

This year has been marked by remarkable milestones from insightful guest lectures and industry interactions to seminars, conferences, and a range of student activities that reflect the intellectual curiosity and dedication of our management fraternity. Our students have continued to represent the department with distinction in various inter-collegiate and intra-collegiate events, summer internships, and live projects, bringing back valuable exposure and recognition for the institute.

In today's dynamic business environment, management education must go beyond the classroom. It requires cultivating analytical thinking, ethical leadership, adaptability, and a global outlook. I am proud to see our department consistently striving to bridge this gap between academic learning and industry expectations through workshops, seminars, conferences, and experiential learning opportunities that prepare our students to become future-ready professionals and responsible leaders.

I would like to place on record my appreciation for the unwavering support of our faculty members, whose mentorship continues to shape the intellectual and professional journey of our students. Equally, I commend the enthusiasm and initiative shown by our students, particularly the newsletter committee, whose hard work has brought this edition to fruition.

As we move forward into this academic year, I encourage every student to actively engage in departmental activities, pursue knowledge beyond the prescribed curriculum, and contribute meaningfully to the department's growing legacy. Let us continue to foster a culture of collaboration, innovation, and excellence that BIT Mesra is known for.

I extend my best wishes to the entire team for their continued success and look forward to another year of learning, growth, and achievement together.

Warm regards,

Dr. Abhisek Jana
Assistant Professor
Faculty Advisor, Departmental Newsletter
Department of Management Studies
Birla Institute of Technology, Mesra

From the Desk of the Editor



Every milestone begins not with an elaborate plan, but with the courage to take the first step. More than a record of events, this edition captures the resilience, intellect, and ambition cultivated within the Department of Management Studies.

In modern business, potential is fragile and procrastination remains the ultimate thief of time. Ideas, frameworks, and talent lose their currency the moment they are surrendered to hesitation. Success demands decisive execution over passive contemplation; behind every cracked case and executed initiative lie hours of relentless, unglamorous effort. This publication stands as a celebration of those who refused to let inaction steal their momentum and instead chose immediate action.

Bringing this vision to fruition requires steadfast mentorship. I extend our heartfelt gratitude to our Head of Department, Dr. Kumar Sanjay Sawarni, for his visionary leadership; to our Faculty Coordinator, Dr. Neeraj Mishra, whose constant guidance and faith anchor our team; and to our Faculty Advisor, Dr. Abhishek Jana, whose meticulous eye enriched every page of this publication.

To the editorial team and our contributors: this issue is proof of what happens when we claim our time and channel it into collective creativity. May these pages remind us all to seize the moment, embrace the perspiration behind progress, and lead with purpose.

Shreyansh Upadhyay
President, Media & PR | Editor
Department of Management Studies,
Birla Institute of Technology, Mesra

Student Clubs

The Academic Forum – TAF acts as a bridge between the students and the faculty. TAF handles all the academic-related activities of the department. TAF ensures that there is smooth coordination between the students, faculty and all the academic activities. Overall, TAF is a catalyst for enriching your educational experience at the department.

Faculty Coordinator: Dr. Shelly Srivastava.

Team Media & Public Relations – Team Media & PR serves as the official voice of the Department of Management Studies, BIT Mesra. The team spearheads the department's digital presence by managing its LinkedIn, Instagram, and Facebook handles, showcasing academic milestones, events, and student achievements. Beyond social media management, the team documents every milestone through detailed event reports, issues official press releases for external outreach, and produces insightful podcasts featuring industry leaders and campus talent. Acting as the central communications hub, Team Media and PR coordinates all visual, digital, and print media operations to strengthen the department's institutional brand and public engagement.

Faculty Coordinator: Dr. Niraj Mishra.

Team Sustainability - Team Sustainability is the CSR wing of the Department of Management, dedicated to inspiring students to contribute to societal welfare. The team organises events and extracurricular activities across the department and at the intercollege level all year — and takes pride in hosting the most events of any wing.

Faculty Coordinator: Dr. Anand Prasad Sinha.

Student Activity Forum - The Student Activity Forum (SAF) is responsible for organising extracurricular events — a series of innovative intercollege and intracollege programs held throughout the year. It gives students a platform to build a practical approach to solving management problems, well beyond the classroom.

Faculty Coordinator: Dr. Sujata P. Dash.



ALCOM (Alumni Connect) - Identify and compile data of alumni across all batches.

Ensure registration of students and alumni on the BIT Mesra Alumni Association (BITMAA) portal. Reconnect with unregistered or "lost" alumni through LinkedIn and other professional networks. Establish batch-wise communication channels for effective outreach. Organise alumni talks, guest lectures, mentorship sessions, workshops, and networking events. Invite alumni to participate as speakers, mentors, and evaluators.

Faculty Coordinator: Dr. Shradha Shivani

Team Graphics - The Graphics Team of the Department of Management Studies, BIT, serves as the visual heartbeat behind every occasion. Transforming concepts into compelling designs, they craft the official posters that spark engagement and the backdrops that define the stage. Through precision and creative storytelling, they shape the visual identity that brings every departmental event to life.

Faculty Coordinator: Dr. Satyajit Mahato.

The Departmental Placement Unit - The Departmental Placement Unit (DPU) equips students for career success through comprehensive professional grooming. Key initiatives include resume and cover letter workshops, soft skills and presentation training, and aptitude test preparation. By organising mock group discussions, interview prep, career counselling, and driving industry connections via the T&P Cell, DPU ensures students enter the job market fully industry-ready.

Faculty Coordinator: Dr. Shelly Srivastava.



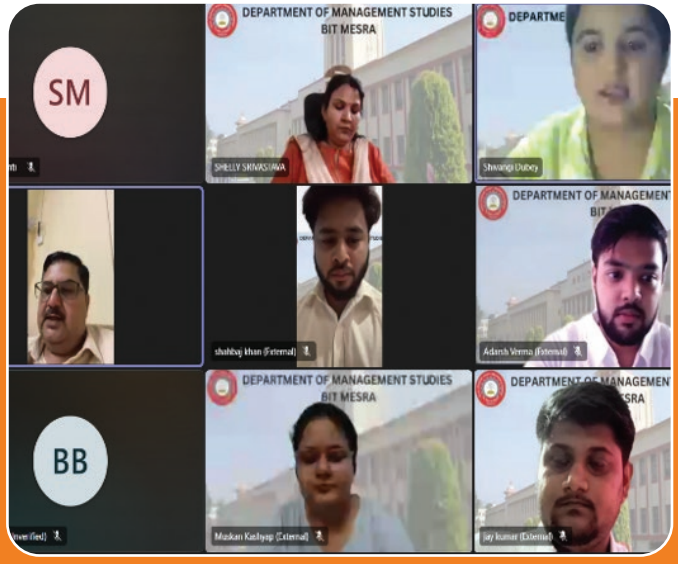
Campus Pulse:
A Chronicle of Growth and Ambition

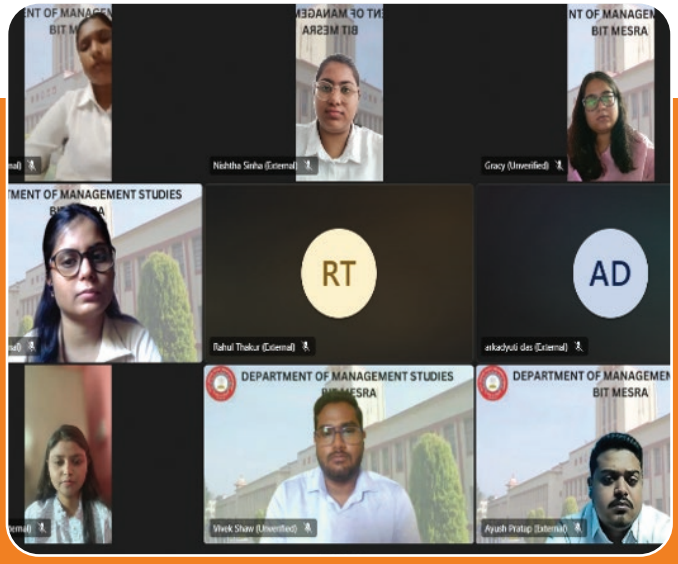
By Campus Reporter

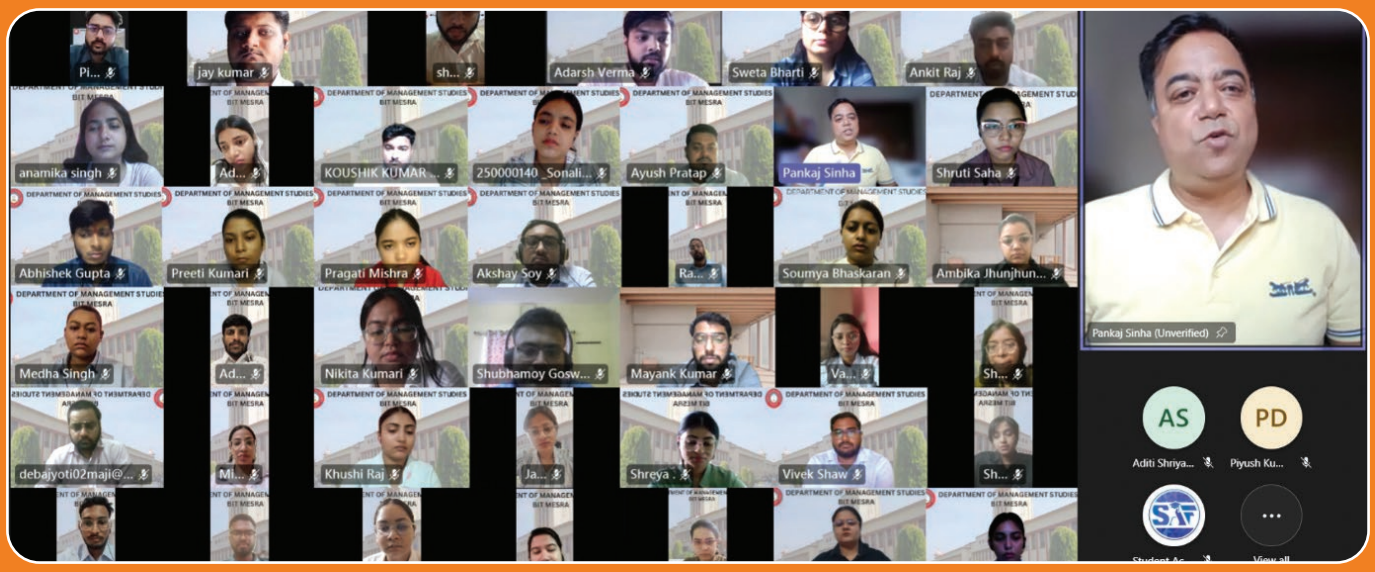
Walking through the corridors of the Department of Management Studies at BIT Mesra over the past year, one could feel a palpable energy—a steady drumbeat of curiosity, fierce competition, and a shared drive to grow. From welcoming raw, ambitious talent to watching them command debate stages and corporate simulations, the campus has been alive with moments that defined more than just an academic year. Here is a look back at the major events that shaped our journey.

Udgam 2025:
Taking the First Bold Step

Every great journey begins with a single step, and for the MBA, IMBA, and BHM batch of 2025–27, that step was Udgam 2025. Spanning seven virtual sessions across June and July, the induction introduced new students to the realities of the corporate world. Industry stalwarts and accomplished alumni—including Mr. Pankaj Sinha (Coca-Cola), Mr. Raj Vardhan (Start-up Mentor), Mr. Shivesh Kumar Singh (Bandhan Bank), Mr. Pratyay Das (Moody's), Ms. Nikita Jha (Xiaomi India), and Mr. Sanket Ghosh (Barclays)—shared personal stories, reminding the batch that career growth is rarely linear and always rewards curiosity and discipline.







UDGAM 2025 – On-Campus Orientation

Department of Management Studies, BIT Mesra
4th August 2025 | CAT Hall

The Department of Management Studies at BIT Mesra hosted the offline session of UDGAM 2025, welcoming the new MBA, IMBA, and BHM batch of 2025–27 to campus. The event marked the formal conclusion of the induction journey that began with a series of virtual sessions in June and July.

Warm Inauguration & Leadership Addresses

The programme opened with ceremonial lamp lighting and the BIT Prayer. Dr. Shraddha Shivani, Head of the Department, set the tone with an address on the institute's legacy, evolving management education, and the value of BIT's global alumni network.

Senior academic leaders—Dr. S. S. Solanki and Dr. Bhaskar Karn—emphasized academic discipline, intellectual curiosity, and maintaining a healthy balance in campus life.

Academic Framework & Institutional Overview

A faculty introduction followed, helping students connect with their mentors.

Through presentations, the students received:

- An overview of BIT's infrastructure and academic strengths
- Insights into the institute's mission and values from Dr. Anand Pd. Sinha
- Placement Cell guidance by Dr. D. K. Chand, covering preparation, industry connect, and career support
- Academic structure and evaluation methods explained by Mr. Amrik Kundu
- Dr. S. P. Dash briefed students on the Internal Complaints Committee (ICC), reaffirming BIT's commitment to a safe and inclusive campus environment.



Clubs, Culture & Student Life

Post-lunch, the batch was introduced to various student-run clubs central to BIT's vibrant campus culture. A programme-specific presentation covered the MBA, IMBA, and BHM curriculum, experiential learning components, and interdisciplinary opportunities. The Yuva Tourism Club also showcased its initiatives and upcoming activities.

The offline Udgam session not only welcomed the new batch to campus but also provided them with clarity, confidence, and a holistic understanding of life at BIT Mesra.



Quizzard'25: A Clash of Sharp Minds

On September 1, 2025, the Seminar Hall turned into an arena of quick wits during Quizzard'25. Coordinated by Dr. Anupam Ghosh, 11 energetic student teams went head-to-head through intense rounds testing their general and business knowledge. When the dust settled, Team Daydreamers walked away with the winner's trophy, closely followed by Cyclonic Army and Team Illuminati.





From Campus to Corporate: Elevating Your Professional Brand

Department of Management Studies | 20th September 2025

The Department of Management Studies, BIT Mesra, through its Departmental Placement Unit, held a specialized session titled "Crafting Impactful CVs Today, Shaping Stronger Careers Tomorrow." The workshop provided students with a roadmap to transition from academic profiles to professional, industry-aligned resumes.

De-cluttering and Professionalism

The speaker, Mr. Pratyay Das (Class of 2021), addressed common pitfalls, urging students to remove redundant personal data—such as addresses and sensitive information—and avoid over-designed templates. He emphasized that clarity and substance outweigh aesthetic graphics, and cautioned against using vague terms like "basic skills" which dilute a candidate's profile.

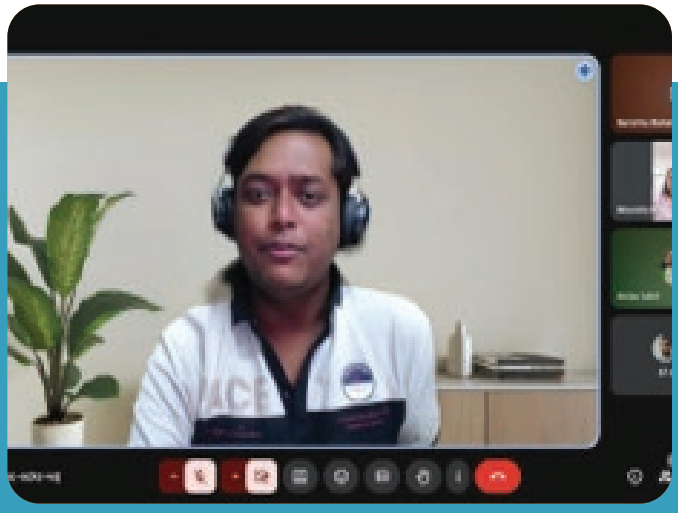
The STAR Framework & ATS Optimization

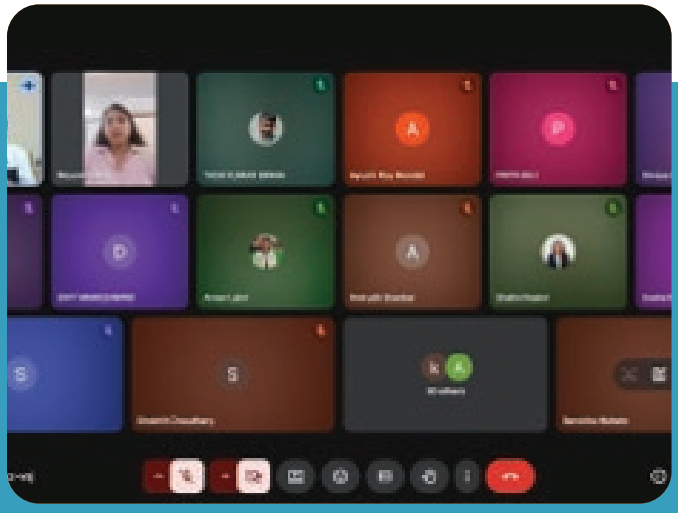
- A significant portion of the session focused on the STAR method (Situation, Task, Action, Result). Students learned to:
- Quantify Achievements: Replace generic statements with data-backed results from internships and projects.
- Targeted Alignment: Use relevant keywords from job descriptions to ensure compatibility with Applicant Tracking Systems (ATS).
- Core Essentials: Prioritize LinkedIn profiles, certifications, and scholarships over secondary details.

Real-World Application

To ground the theory, the speaker shared the evolution of his own CV from his time as a student to his current professional level. This comparative analysis, alongside a live audit of common errors, provided students with practical insights into how to tailor a document for specific roles, whether for academic placements or specialized corporate jobs.

The session successfully equipped students with the tools to build impactful CVs that effectively reflect their professional journey and career goals.





Sustainable Futures: Insights from Kartavya'25

On October 11, 2025, Team Sustainability brought national attention to campus with Kartavya'25. Centred on the circular economy and sustainable innovation, the case study competition drew 105 team registrations from top-tier institutions across India. Twenty-one finalist teams presented actionable solutions on waste-to-wealth and recyclable packaging in front of an esteemed panel, with Team Biod taking home the top prize.







DAFTAR – Bingo Quest: High-Stakes Strategy in Action

Strategy took centrestage on November 5, 2025, during DAFTAR – Bingo Quest. From tackling supply chain puzzles and crisis management tasks in Round 1 to a Shark Tank-style finale where eliminated ideas were reimagined into investable concepts, participants were pushed to think on their feet. Team Ameya emerged victorious, proving their strategic mettle.





Modern Strategy: The Art of Enterprise Decision-Making

Department of Management Studies | 17th January 2026

The Department of Management Studies, BIT Mesra, successfully organised an academic workshop titled "The Art of Enterprise Decision-Making" under the banner of The Academic Forum (TAF). Coordinated by Dr. Shelly Srivastava and Dr. Sujata Priyambada Dash, the event aimed to bridge the gap between classroom theory and real-world corporate strategy.

Industry Insights from an Alumnus

The session featured keynote speaker Mr. Pratyay Das (Class of 2021), a seasoned professional in Enterprise Performance Management (EPM). Drawing from his industry experience, Mr. Das highlighted how modern organisations have evolved beyond traditional spreadsheet-based planning. He emphasised a shift toward dynamic, integrated forecasting and strategic resource allocation as essential drivers for organisational sustainability.

Technical Depth: ERP vs. EPM

A core focus of the workshop was distinguishing between operational and strategic technology:

» ERP Systems (e.g., SAP): Used for managing day-to-day business operations.
» EPM Systems: Utilised at a higher level to analyse data, measure performance, and support top-tier management decisions.

Through a live demonstration of CXO dashboards, students observed how complex data is distilled into visual KPIs. The session provided rare, hands-on exposure to industry-standard platforms such as OneStream and Oracle PBCS, offering a practical perspective rarely found in textbooks.

Mentorship and Career Guidance

The workshop concluded with an interactive Q&A where Mr. Das shared personal insights into building a career in consulting and analytics. He urged students to prioritise technical skills, problem-solving abilities, and continuous learning to meet modern industry expectations.

Overall, the initiative was highly enriching, leaving students and faculty with a deeper understanding of the role of financial analytics and technology in modern enterprise management.



Speak Fest '26: Purpose, Presence, and Persuasion

Department of Management Studies | 6th February 2026

The Department of Management Studies at BIT Mesra hosted Speak Fest '26, an event dedicated to the intersection of emotional intelligence and purposeful leadership. The fest challenged students to move beyond mere public speaking, focusing instead on the art of thinking clearly and speaking with genuine intent.

The program opened with a traditional lamp-lighting ceremony led by Prof. Supriyo Roy, Dr. Sujata Priyambada Dash, Dr. Anand Kumar, and Dr. Tanushree Mahato. In his inaugural address, Dr. Supriyo Roy reminded the audience that effective management isn't just about "speaking confidently"—it's about prioritizing clarity, empathy, and purpose in every interaction.

The Competition

Anchored by Nikita Kumari and Shreyansh Upadhyay, the competition tested eight finalists through two intellectually rigorous stages:

- Round 1: Emotional Calibration – Participants had 90 seconds to sense the room's atmosphere and channel a randomly assigned emotion, such as courage or nostalgia, testing their spontaneity and authenticity.
- Round 2: The Final Round – Speakers were given a provocative prompt (e.g., "Ambition isolates more than it elevates"). After just one minute of reflection, they delivered a two-minute speech, balancing rapid synthesis with structured reasoning.

Recognition and Awards

The event concluded with a prize distribution ceremony celebrating the diverse strengths of the participants:

- Best Adaptive Speaker: Rahul Kaushal
- Best Thought Architect: Pranjal
- Most Authentic Voice: Kshitij Tiwari
- Speaker to Watch: Aparna Jha

Following a Vote of Thanks to the faculty and organizers, Speak Fest '26 closed as a resounding success. It served as a powerful reminder that true leadership begins the moment thoughts are transformed into impactful words.





RMDA 2026:
Redefining Leadership in a High-Tech World

From February 20–22, 2026, the department hosted its landmark International Conference, "Redefining Management in the Digital Age (RMDA) 2026". Featuring 110 research presentations across 14 tracks, the conference brought together academic minds and industry leaders. Highlights included insightful keynotes on digital governance, AI in HR, brain-based management, and Industry 5.0, closing with a strong valedictory message on balancing technological augmentation with ethical, human-centric values.













Valedictory Ceremony

The three-day International Conference, "Redefining Management in the Digital Age (RMDA) 2026," concluded with a call for ethical AI integration and digital maturity. The event featured 110 research paper presentations and centred on the transition from simple automation to human-centric augmentation.

Key Highlights & Perspectives

- Defining Trends: Dr. Satyajit Mahato (Joint Convener) identified four pillars of the conference: Augmentation over Automation, Data-driven Decision-making, Sustainability, and the journey toward Digital Maturity.
- The Ethical Frontier: Chief Guest Prof. C. Jagannathan (VC, Sarala Birla University) warned that AI can "make or break" systems, emphasising that while data provides information, only ethics and values provide direction.
- Institutional Growth: Guest of Honour Prof. Ashoke Sharon (Dean of Faculty Affairs, BIT Mesra) highlighted AI's role in enhancing work quality and urged more interdisciplinary research.
- Human-Centric Solutions: Prof. Supriyo Roy (Conference President) reinforced the "70:30 rule" originally mentioned by VC Prof. Indranil Manna, advocating for solutions that look "beyond data" to prioritise human needs.



Academic Excellence

Prof. Sanjay Kumar Jha (Head of DoMS) lauded the intellectual contribution of the participants. The ceremony recognised excellence across 14 tracks, with "Best Paper" awards presented to:

Track	Winner(s)	Track	Winner(s)
1.1	Rakesh Kumar Mahto	5.0	Shreyansh Upadhyay
1.2	Nikita Kumari	6.0	Sarbojeet Poddar
2.0	Shubhra Parida & Team	7.0	Manshi Kumari
3.1	Sheetal Raj	8.0	Aditya Mishra
3.2	Pawan Kumar Tiwari	9.0	Harshita Tiwari
4.0	Rochak Arora	10.1	Devajit Barman; Rahul Rai & Team
10.2	Rashmi Singh	Online	Suvra Das

Acknowledgments

The event was made possible through the efforts of the organising committee, including Dr. Niraj Mishra (Convener), Dr. Sujata Priyambada Dash (Organising Secretary), and Dr. Anand Prasad Sinha (Joint Organising Secretary). Support was provided by sponsors including Baba Digital, Hotel Royal Retreat, ACS and others.





"Workshop on Education Shapes your mind, but life skills shapes your future"

Theme : Life Skills

Introduction & Felicitation

The Department of Management Studies organised a highly engaging workshop on "Life Skills" aimed at equipping students with essential tools for personal and professional development.

The session commenced with the warm welcome and felicitation of the esteemed speaker, Smt. Meena, by the Head of the Department, Dr. Sanjay Kumar Jha, and the Faculty Coordinator, Dr. Sujata Priyambada Dash. Smt. Meena has had a distinguished administrative career, including roles as ADM of Ranchi during the COVID-19 pandemic and Officer on Special Duty to the then Hon'ble Governor of Jharkhand (now Hon'ble President of India), Smt. Droupadi Murmu.





Session Overview & Key Insights

Drawing from her dynamic administrative experience, Smt. Meena emphasised that adaptability and continuous learning are vital for navigating diverse responsibilities. She shared the following core life skills with the students:

- The Power of Active Listening: True learning comes from listening, whereas speaking only repeats what one already knows. Attentive listening fosters broader perspectives and earns respect.
- Time Management & Prioritisation: Emphasising that everyone has the same 24 hours, she advised students to avoid procrastination, minimise digital distractions, and apply the 80/20 principle to maximise meaningful results.
- Work-Life Balance: Reflecting on the uncertainties witnessed during the pandemic, she urged students not to postpone meaningful relationships and to spend quality time with family.
- Positive Thinking & Gratitude: Sharing her experiences in crisis management, she explained how starting the day with positive affirmations and gratitude builds immense mental strength.
- Emotional Intelligence: She highlighted self-awareness, self-control, and empathy as crucial elements for maintaining healthy relationships and navigating challenges effectively.
- Decision-Making & Compassion: Careful critical analysis is necessary before forming conclusions. She beautifully distinguished empathy from compassion, noting that true compassion actively motivates us to help others.

Conclusion & Vote of Thanks

The workshop concluded with an interactive discussion where students reflected on integrating these insights into their future careers. The Vote of Thanks was proposed by MBA First-Year student Shreyansh Upadhyay. He expressed heartfelt gratitude to Smt. Meena for her invaluable guidance. He extended special thanks to the Head of the Department, Dr. Sanjay Kumar Jha, for his continuous support and leadership in fostering academic excellence, and to Dr. Sujata Priyambada Dash for her flawless coordination of the event.



Jharkhand Mahotsav: Celebrating Tribal Heritage through Innovation

The Department of Management Studies at BIT Mesra hosted a high-impact three-day National Workshop, "Jharkhand Mahotsav: Empowering Tribal Heritage through Tourism, Art, Culture, Technology, Innovation and Entrepreneurship," held from March 6–8, 2026. Organized with strategic financial support from the Department of Art & Culture, Government of Jharkhand, the event underscored the power of public agency partnerships in advancing regional development and heritage preservation. The workshop served as a collaborative platform, bringing together academicians, artisans, entrepreneurs, and students to examine how cutting-edge technologies—including Artificial Intelligence—and entrepreneurial frameworks can revitalise indigenous traditions, expand cultural tourism, and build sustainable livelihood models for tribal communities.





B-Trix'26:
The Ultimate Stage for Management Mastery

The Department of Management Studies at the Birla Institute of Technology (BIT) Mesra, successfully inaugurated its much-awaited flagship event, B-Trix'26, on March 27, 2026.

The two-day management fest unfolded as a dynamic celebration of experiential learning, healthy competition, creativity, and innovation. Bringing together enthusiastic participants and aspiring management professionals, B-Trix'26 transformed the campus into a vibrant arena of ideas, challenges, and collaboration.

The grand inauguration was orchestrated under the dynamic leadership and vision of the Head of the Department, Dr. Sanjay Kumar Jha. The smooth execution of the ceremony and the broader event framework was made possible through the dedicated efforts and significant contributions of the Faculty Coordinator, Dr. Sujata Priyambada Dash.

The department was deeply honoured to welcome Dr. Praveen Srivastava, Dean of Student Affairs, as the Chief Guest for the occasion. Gracing the inaugural ceremony, Dr. Praveen Srivastava emphasised the importance of such comprehensive platforms in fostering leadership and teamwork, and holistic development among aspiring management professionals.

Over two action-packed days, B-Trix'26 brought the spirit of management to life through an engaging lineup of challenges, competitions, and learning experiences. The fest featured four dynamic competitive events and an intensive skill-building workshop, giving participants a platform to put their managerial acumen, strategic thinking, and creativity to the test. Adding a meaningful dimension to the celebrations, the event also hosted a special initiative dedicated to women in management, highlighting the importance of inclusivity, empowerment, and equal opportunities in the world of business and leadership.

Reflecting on the significance of the fest, Dr. Kumar Sanjay Sawarni, Officiating HoD, Department of Management Studies, remarked that "B-Trix'26 provides our students with an unparalleled opportunity to bridge the gap between theoretical knowledge and practical application." His words captured the essence of an event that went beyond competition to foster learning, confidence, collaboration, and innovation. With its successful culmination, B-Trix'26 once again underscored BIT Mesra's commitment to cultivating future-ready business leaders and creating an academic environment where knowledge finds meaningful expression beyond the classroom.



The Campus Pulse:
B-Trix'26 Leaves BIT Mesra Buzzing

The hallways of BIT Mesra are still humming with energy after the Department of Management Studies recently wrapped up its annual flagship business extravaganza, B-Trix '26. Designed to push the boundaries of strategic thinking, sharp analysis, and marketing genius, this year's festival proved to be an unforgettable showcase of student talent, fierce grit, and high-octane innovation.

Under the inspiring vision of Head of Department Dr. Sanjay Kumar Jha, and driven by the tireless dedication of Faculty Coordinator Dr. Sujata Priyambada Dash, the organizing team delivered a flawlessly executed, high-stakes competition. Students from across domains locked horns in a clash of intellect, leaving audiences inspired and judges thoroughly impressed.

Here is a quick look at the standout teams who conquered the arena across the four flagship challenges:

» Case Quest: In a battle of analytical brilliance, Team Mindora claimed ultimate victory with their sharp problem-solving skills, followed by the formidable Team Cyclonic Army in second, and Team Shreya Mishra securing a well-earned third place.

» Finmaze: Navigating complex financial landscapes with supreme acumen, Team Deadpool stole the show to take the top spot. Team Ameya earned second honors, while Team Insight Alliance rounded out the podium in third.

» BQuiz: Pushing business trivia to its limits, Team Biz Braniacs emerged as the undisputed champions. Team Illuminatin 2.0 and Team Insight Alliance fought hard to clinch second and third places, respectively.

» Mad Squad: Delivering high-impact marketing genius, Team Apex Strategists swept first prize. Team Adventure (BIT Mesra main campus) secured a strong second place, while Team Ameya (BIT Mesra, Lalpur campus) proudly took home the third-place trophy.

The electric gathering drew to a memorable close with a heartfelt vote of thanks from Dr. Sujata Priyambada Dash, who applauded the passion of the participants and the dedication of the student committees. B-Trix '26 set a stunning benchmark for excellence—leaving the entire campus eagerly awaiting what next year will bring.







Battle of Minds'26: Diplomacy, Strategy, and Geopolitics

Geopolitical Simulation: USA–Iran Aggression and Institutional Scepticism

Date: April 17, 2026

Time: 3:00 PM onwards

Venue: Seminar Hall, Department of Management Studies, BIT Mesra

Moderator: Aditya Jha

Faculty Panel: Dr. Sujata Priyambada Dash, Dr. Nishikant Kumar, and Dr. Namrata

Executive Summary

Under the visionary leadership and guidance of Dr. Sanjay Kumar Jha, Head of the Department (HOD), the Department of Management Studies successfully organised "Battle of Minds 2026." This high-stakes debate simulation focused on the escalating tensions between the USA and Iran, providing a "professional laboratory" for student delegations to navigate complex economic and political interests. The event's seamless execution and academic depth were made possible through the dedicated mentorship and coordination of Dr. Sujata Priyambada Dash, whose expertise in fostering student excellence was evident throughout the proceedings.



Inaugural Ceremony & Keynote Address

The event was anchored by Shruti Saha and Simran, who set a grave and professional tone for the afternoon. Following the ceremonial lamp lighting, Dr. Sujata Priyambada Dash addressed the gathering. She characterised "Battle of Minds" as a flagship academic event designed to move beyond surface-level politics, focusing instead on logical thinking and the competitiveness required in global management and policy.

Strategic Agenda & Rules of Engagement

Moderator Aditya Jha officially opened the session by presenting the UN's opinion on the current USA-Iran matter. He established strict rules of engagement, including time limits for general speeches and a structured rebuttal phase. The debate was divided into two distinct parts:

» General Speech Phase: Where nations established their official stance.

» Substantive Rebuttal Phase: Where specific policies and "Institutional Scepticism" were addressed.





National Arguments

The debate was notable for its focus on the "Grey Zones" of modern warfare and economic impact:

- UAE (Saket & Pragati): Opened the general speech phase with a powerful economic critique. They argued that "water has become a chip" in this conflict—a strategic resource used for leverage. They raised significant concerns regarding global oil price inflation and stated that their support would be strictly guided by UN Resolution 27.
- Lebanon (Aparna & Shreyansh): Centred their argument on Equality and De-escalation. They acted as the voice of reason for smaller regional powers, demanding an immediate halt to hostilities to prevent a regional humanitarian collapse.
- USA (Akash & Rahul): Faced heavy criticism for "forcing things on Iran." In defence, the delegates argued that the USA is not actively seeking war but is following a "Neighbour First" security policy to protect its strategic interests.
- India (Swarit Swaraj & Hemant Kr Singh): Exercised a policy of Strategic Autonomy. The delegates stated firmly that India "will not choose sides," instead calling for immediate de-escalation based on the foundational principles of the UN Charter.
- China (Raj Lakshmi & Shrishti Sinha): Emphasized that growth is only possible through global peace, critiquing unilateral aggression that disrupts international trade.
- Israel (Dilkash & Medha): Focused on the human cost of the conflict, specifically noting the impact on affected families and regional security.
- Jordan (Anushka & Kshitij): Argued that escalating war for geopolitical or economic reasons is fundamentally wrong. They pushed for the establishment of recovery funds for nations caught in the crossfire.
- Iran (Amit Kumar Mahato & Saanya Singh): Maintained that they do not seek war and questioned the validity of treaties that infringe upon their sovereignty.

Closing Reflections from Guests

As the session concluded, the faculty panel shared their experiences from the "Battle of Minds":

» Dr. Sujata Priyambada Dash: Commended the organisers for maintaining the legacy of this flagship event. Her closing remarks resonated with the audience as she highlighted the "diplomatic grit" and professional standards displayed by the students, reinforcing her commitment to nurturing top-tier talent within the department

» Dr. Nishikant Kumar: Praised every participant for their preparedness. He remarked that seeing students argue from the perspective of nations with conflicting ideologies showed a high level of intellectual maturity.

» Dr. Namrata: Appreciated the seamless execution of the event and the professional conduct of the anchors and the moderator.

Final Rankings & Recognition

The winners were decided based on a cumulative score of research, speech clarity, and the ability to hold ground during rebuttals:

» Winners (1st Place): Lebanon (Aparna & Shreyansh)

» Runner Up (2nd Place): USA (Akash & Rahul)

» Third Place: Jordan (Anushka & Kshitij)

» Best Diplomat: UAE (Saket & Pragati)

Conclusion

The "Battle of Minds 2026" reaffirmed BIT Mesra's commitment to academic excellence. The department extends its gratitude to Dr. Sanjay Kumar Jha (HOD) for his institutional support and a special note of appreciation to Dr. Sujata Priyambada Dash, whose tireless efforts and mentorship continue to make such high-impact learning experiences a reality for the students.

Report Compiled By: Team Media & PR, Department of Management Studies, BIT Mesra



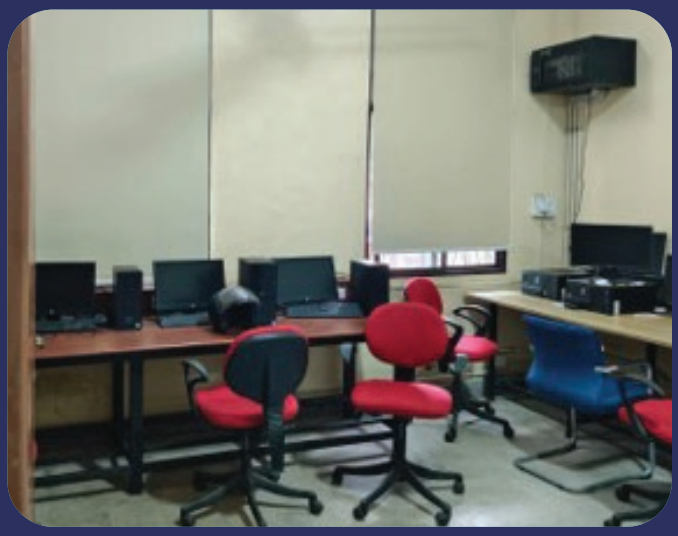
The Business Analytics Lab: From Numbers to Narratives

Transforming Raw Data into Smart Strategy

In today's fast-moving business world, good leadership relies on solid insights rather than just gut feeling. Built as a dynamic workspace for our analytics specialists, the Business Analytics Lab serves as a creative sandbox where numbers turn into real business solutions.

- Industry-Ready Tech: Outfitted with popular analytics toolkits like Python, R, Power BI, Tableau, SQL, and advanced spreadsheet modeling platforms.
- Real-World Problem Solving: Students work directly with real corporate datasets to tackle supply chain puzzles, fine-tune marketing campaigns, assess risks, and forecast financial trends.
- Agile Teamwork Setup: Designed like a modern corporate BI war room, encouraging students to collaborate on capstone projects, case challenges, and hackathons.

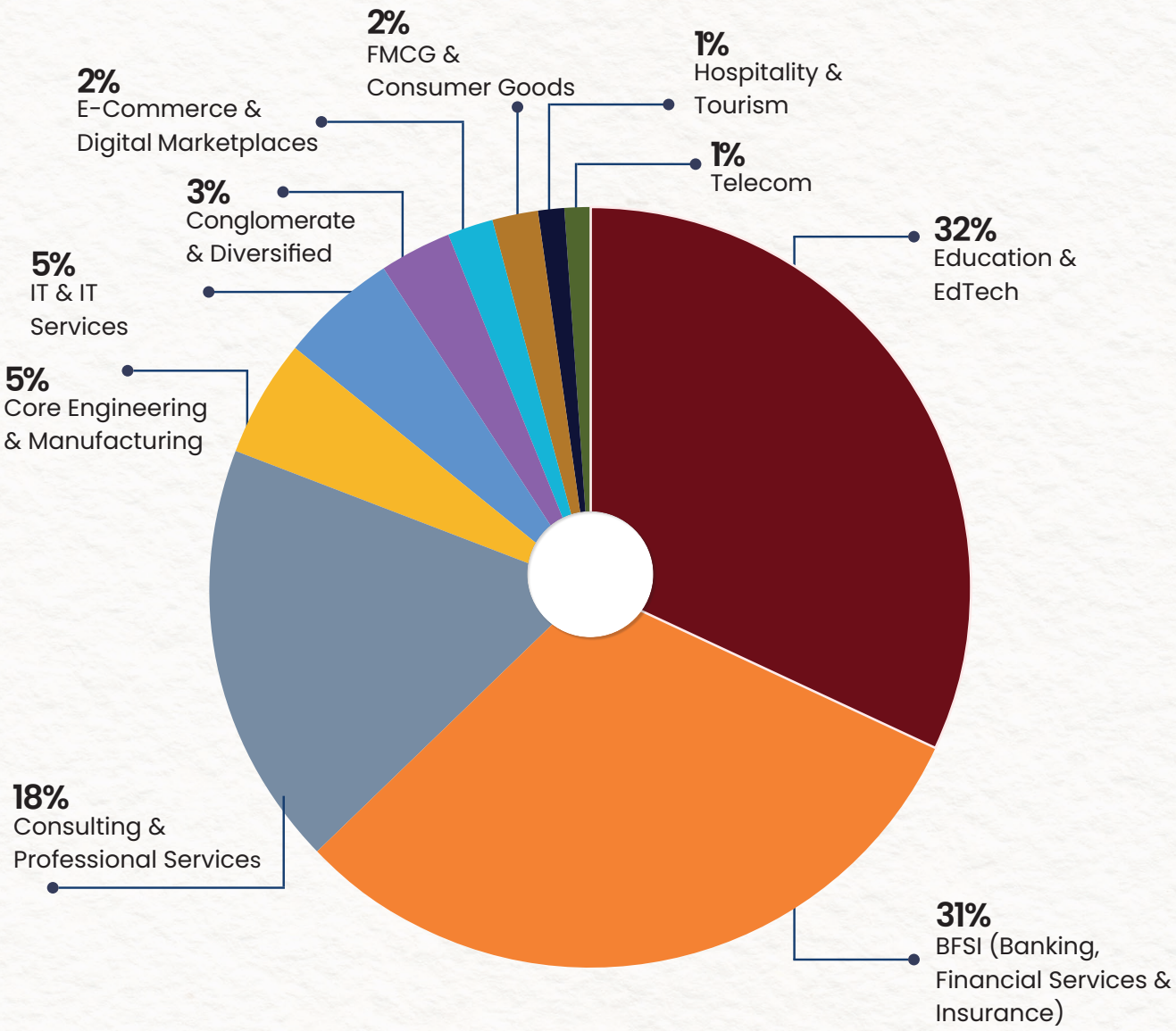
It is more than just a computer lab—it is where our students learn to think strategically, tell compelling data stories, and prepare to step out as confident, data-driven leaders.







Sector-wise Placements Data



Where Excellence Meets Opportunity: Our Placement Partners





































































Academic Leadership: Meet Our Distinguished Faculty

Sr. No.	Name	Designation
1	Dr. Kumar Sanjay Sawarni	Professor of Practice & Head
2	Dr. Amar Nath Jha	Professor
3	Dr. Shradha Shivani	Professor
4	Dr. Ravindra Nath Bhagat	Professor
5	Dr. Supriyo Roy	Professor
6	Dr. Bhaskar Karm	Associate Professor
7	Dr. Praveen Srivastava	Associate Professor
8	Dr. Niraj Mishra	Assistant Professor
9	Dr. Anupam Ghosh	Assistant Professor
10	Dr. Praveen Chandra Jha	Assistant Professor
11	Dr. Abhisek Jana	Assistant Professor
12	Dr. Nishikant Kumar	Assistant Professor
13	Dr. Shelly Srivastava	Assistant Professor
14	Dr. Gautam Shandilya	Assistant Professor
15	Dr. Anand Prasad Sinha	Assistant Professor
16	Dr. Sujata Priyambada Dash	Assistant Professor
17	Dr. Rohini Jha	Visiting Assistant Professor
18	Dr. Pranjal Kumar	Assistant Professor
19	Dr. Anand Kumar	Assistant Professor
20	Dr. Pratima Ekka	Assistant Professor
21	Dr. Satyajit Mahato	Assistant Professor
22	Dr. Tanushree Mahato	Assistant Professor
23	Dr. G P Mishra	Professor
24	Dr. Pranab Kumar	Associate Professor
25	Dr. Arun Kumar Singh	Assistant Professor
26	Dr. Abhay Ranjan Srivastava	Assistant Professor
27	Ms. Anupma Sahai	Assistant Professor
28	Dr. Somnath Mukherjee	Assistant Professor
29	Dr. Sandeep Nath Sahdeo	Assistant Professor
30	Dr. Syed Anis Haider	Assistant Professor
31	Dr. Ashutosh Mishra	Assistant Professor
32	Dr.(Mrs).Mili Dutta	Assistant Professor
33	Dr. Pradeep Munda	Assistant Professor
34	Dr. Soumitro Chakravarty	Assistant Professor
35	Dr. Avinash Kumar Sinha	Assistant Professor
36	Dr. Jaleshwar Bhagat	Assistant Professor
37	Dr. Satrajeet Choudhury	Assistant Professor
38	Dr. Tanmoy Kumar Banerjee	Assistant Professor
39	Mr. Prashant Kumar Singh	Assistant Professor
40	Mr. Amitabh Chandan	Assistant Professor
41	Dr. Swati Minz	Visiting Assistant Professor
42	Dr. Mahua Banerjee	Assistant Professor
43	Mrs. Vijaya Lakshmi(CSE)	Assistant Professor
44	Dr. Manshi Gupta(CSE)VF	Assistant Professor
45	Mrs. Mamta Pandey	Assistant Professor

PUBLISHED RESEARCH & SCHOLARLY WORKS

Dr. Mayank Parashar

Assistant Professor

Research Paper Published

» "The paradox of fossil fuel subsidies in emerging economies: Assessing their impact on environmental sustainability, energy equity, and energy security with a structural break", Environmental and Sustainability Indicators, Jan 2026, Vol. 30

Dr. Gautam Shandilya

Assistant Professor

Research Papers Published

» Decoding the Replay: Examining the Influence of Televisual Technologies on Fan Engagement in the IPL. Sport, Business and Management: An International Journal DOI: 10.1108/SBM-05-2025-0128 (SCOPUS-Q2) 2026

» From screen to suitcase: how culinary TV shows inspire global wanderlust in urban cities. International Journal of Tourism Cities DOI: 10.1080/20565607.2026.2672764 (SCOPUS-Q1) 2026

» Eco-Conscious Luxury: Decoding the Preferences of Affluent Travelers in Sustainable Hospitality. Journal of Hospitality and Tourism Insights, 8 (5), pp. 1717-1739 https://doi.org/10.1108/JHTI-04-2024-0375 (SCOPUS-Q1; IF: 4.8; ABDC-A & WoS) 2025

Book Authored

» Destination Data: Charting the Course for Transformative Travel Experiences. Emerald Publishing Limited DOI: https://doi.org/10.1108/978-1-83608-602-4 ISBN electronic: 978-1-83608-602-4 ISBN print: 978-1-83608-603-1 March 2026

Niraj Mishra

Assistant Professor

Research Papers Published

» "Decoding the replay: examining the influence of televisual technologies on fan engagement in the IPL", June 2026. Sport, Business and Management: An International Journal, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/SBM-05-2025-0128

» "Navigating retail investor anxiety: The interplay of NoMophobia, I-FoMO, and financial literacy in Indian markets", May 2026. Journal of the Knowledge Economy. Advance online publication. https://doi.org/10.1007/s13132-026-03293-z

» "Maximising student satisfaction: investigating the impact of online learning environments and readiness levels" May 2026. International Journal of Knowledge and Learning, (ahead of print). https://doi.org/10.1504/IJKL.2026.10078772

» "The path to possession: how intention to use virtual reality shapes psychological ownership in tourism" January 2026. Journal of Hospitality and Tourism Technology, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JHTT-09-2024-0590

» "Unveiling the aftermath of choice: exploring health insurance buyer's regret using mixed method approach" January 2026. International Journal of Pharmaceutical and Healthcare Marketing, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJPHM-06-2025-0121

» "Analysing the influence of moderating and mediating variables in social influencers effect on global consumers purchase intention and brand preference" January 2026. Economic Sciences, 22(1), 197–209. https://doi.org/10.69889/krn87p44

» "Influence of mobile learning on students' performance in higher education institutions: A systematic literature review", December 2025. International Journal of Information Science and Management. 24(1), 155-179 https://doi.org/10.22034/ijism.2026.2025375.1438

» "Factors influencing student learning performance and continuous use of artificial intelligence in online higher education" August 2025. Discover Education, 4(1), 1–18. https://doi.org/10.1007/S44217-025-00728-8

» "Authentic femvertising, workplace spirituality and ethical employer branding: Understanding Generation Z expectations from value-centric organizations" June 2026. PURUSHARTHA – A Journal of Management, Ethics and Spirituality, 18(2), 35–53. https://doi.org/10.21844/16202118203

Book Authored

» Destination Data: Charting the Course for Transformative Travel Experiences" (2026), published by Emerald Publishing Limited, ISBN (print): 978-1-83608-603-1,ISBN (electronic): 978-1-83608-602-4, https://doi.org/10.1108/978-1-83608-602-4

Award & Issuing Body

» Publication Quality Award, BITFAA,25, August 2025

Professional Recognition

» Invited as Panel Member for acrreditation of a university by Oman Authority for Quality Assurance of Education (OAQA)

» Invited as resource person in Two-Weeks Online Faculty Development Programme on Quantitative and Qualitative Research Methods held from 8th – 20th December 2025 by BIT Noida

Dr Kumar Sanjay Sawarni

Professor of Practice

Professional Recognition

» Invited as session Chair in International Conference on "Redefining Management in the Digital Age: Exploring New Paradigms, Innovations, Practices, and Possibilities" Feb 2026.

» Invited as Subject Expert for Faculty Interview Session at Sarla Birla University, Ranchi in June 2026

» Invited as a member of the Scrutiny Committee for faculty recruitment at National University of Study and Research in Law, Ranchi

Sponsored Projects & Consultancy

» Financial Inclusion of PVTGs: Banking Access and Microcredit in the Context of the Asur Tribe of Jharkhand, Funding Agency- ICSSR, Amount Sanctioned- 18 lakh, Duration/Status- 2 Years/ Ongoing

Dr. G. P. Mishra

Professor

Research Papers Published

» Mishra, G. P, et, al. (2025) An Empirical Study of the Synergistic Effect of the Theory of Planned Behaviour (TPB) & Unified Theory of Acceptance and Use of Technology (UTAUT) with Reference to the Purchase Intention of Electric Vehicles (EVS). Advances in Consumer Research. 2(5):34–45, SCOPUS, ABDC (B-Category)

» Singh, P. Kumar, A, Mishra, G.P. (2025), "Integrating Corporate Social Responsibility (CSR) and Circular Economy (CE): A Pathway to Sustainable Business Practices and Global Resilience", Educational Administration: Theory and Practice, 30(11), 1251 - 1259, ISSN: 2148-2403 (Scopus Indexed)

» Kumar, Alok, Singh, P. & Mishra, G.P. (2025), "Integrating Human Judgment and AI: An Empirical Study of Hybrid Leadership Recruitment Models", Journal of Information Systems Engineering and Management, 10(33s), e-ISSN:2468-4376 (Scopus Indexed)

» Dua, S, Mishra, G.P., & Mishra, K.L., "The Influence of HR Analytics on Corporate Success and the Mediating Role of "Access to HR Technology" Between Their Relationship", Journal of International Commercial Law and Technology, 2025;6(1):913– 922 (Scopus Indexed, ABDC- C-Category)

Professional Recognition

» Acted as Co Chair in a session at the three day International conference on "Redefining Management in the Digital Age: Exploring new paradigms, Innovations, Practices and Possibilities", held from 20-26 Feb 2026, organized by the Department of Management, BIT Mesra

» Acted as a Session Chair in a session in a two day International Conference on Emerging Trends and Technologies in Applications of Computer Science (ICETTACS 2026) held on 9th -10th July, 2026 (Evening session) organized by BIT Mesra (Lalpur Campus)

Patents & Applications

» Design of Patent on "Payroll and compliance Management" accepted and published in Journal no. 23/2026, Journal date is 05/06/2026 and Application no is 490759-001.

Dr. Abhisek Jana

Assistant Professor

Research Papers Published

» Shandilya G, Jana A, Mishra N, Srivastava P (2026;), "Decoding the replay: examining the influence of televisual technologies on fan engagement in the IPL". Sport, Business and Management: An International Journal, Vol. ahead-of-print No. ahead-of-print. DOI: https://doi.org/10.1108/SBM-05-2025-0128 (SCOPUS-Q2). SJR 2025: 0.558

» Jana, A., Shandilya, G. and Srivastava, P. (2025), "Eco-conscious luxury: decoding the preferences of affluent travellers in sustainable hospitality", Journal of Hospitality and Tourism Insights, 8 (5), pp. 1717-1739. DOI: https://doi.org/10.1108/JHTI-04-2024-0375 (SCOPUS-Q1; IF: 4.8; WoS)

» Rai, R,, Jana, A. and Srivastava, P. (2025), "One Size Doesn't Fit All: Exploring Gendered Insights into Job Satisfaction and Employee Retention in HEI in India", Drishtikon: A Management Journal, 16(1), pp. 31-57. DOI:http://dx.doi.org/10.2139/ssrn.5701442

Book Authored

» Srivastava, P., Jana, A., Shandilya, G., & Mishra, N. (2026). Digital dimensions: Investigating virtual worlds' impact on hotel selection. In Destination data: Charting the course for transformative travel experiences (Chapter 12). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83608-602-420261012; ISBN electronic: 978-1-83608-602-4; ISBN print: 978-1-83608-603-1. (SCOPUS)

Dr. Anupam Ghosh

Assistant Professor

Research Papers Published

» Fatima, S. and Ghosh, A. (2025), "Do online reviews help in perceiving the desired service? A study based on Indian consumers", International Journal of Business Excellence, 37 (3), pp.361 - 386. (SCOPUS) DOI: 10.1504/IJBEX.2025.149877

» Patra, S. P. & Ghosh, A. (2025)."AI in Entertainment: Balancing Innovation and Legal Frameworks in India and the EU". Entertainment Law Review (ELR), 36 (6), 214-218, ABDC B, Thomson Reuters

» Ghosh, A. and Mishra, A. 2026. "SAP-Enabled Procurement, Milk Collection, and Integrated Production–Distribution Planning in the Dairy Sector Model- a case study." Paper presented at the International Conference on "Redefining Management for the Digital Age: Exploring New Paradigms, Innovations, Practices and Possibilities", at BIT MESRA, February 20-22

» Maiti, S; Roy, S; & Ghosh, A. 2026. Multi-objective AI model for evaluating sustainable suppliers in developing Nations: A Conceptual Model for India." Paper presented at the International Conference on "Transforming Enterprise through Management 5.0: Innovation, Technology & ESG (ICTEM 5.0)", at GNIOT MBA Institute & ACA- MIT, Nepal, January 30-31

» Jha, A., Bhaduri, M. and Ghosh, A. "Transforming Bharat: How AI is Re-defining Jobs in India" paper accepted at the International Conference on Leveraging Emerging Technologies and Analytics for Development (LEAD)-2025, organised by IIM Shillong on 10-12 December 2025

» Bhaduri, M. and Ghosh, A. "Corporate Social Responsibility Benchmarking and Corporate Governance", paper presented at the International Conference on Management for Sustainability: Strategies and Technology Intervention (ICMS-2025), School of Management Sciences, IIEST, Shibpur, scheduled for 21–22 August 2025

» Bhaduri, M., Ghosh, A. and Kumar, N. "Healthcare Commercialization and Corporate Social Responsibility (CSR)", paper presented at "International Conference on Frontiers in Translational Bioengineering for Healthcare", organised by the Department of Bioengineering and Biotechnology at BIT Mesra, May 8-10, 2025

Professional Recognition

» Nominated as member of "Federation of Jharkhand Chamber of Commerce & Industries" (FJCCI), Ranchi

» Invited as Chairman in National Seminar by Shaheed Sheikh Bhikhari College of Education, Sutiyamble, Kanke, Ranchi (Jharkhand) on 6th December 2025

» Invited as a expert speaker in the one week FDP organised by Department of Bioengineering and Biotechnology, BIT Mesra Ranchi with the theme "Sustainable Bioprocess Engineering for Industrial Application: towards the circular bioeconomy" , 18-22 May,2026

Dr. Nishikant Kumar

Assistant Professor

Research Papers Published

» Disaster-Oriented Tourism Planning: Management and Vulnerability Assessment using Geographic Information System. European Economic Letters Journal, August 2025, Vol. 15

» Responsible Innovation: Ethical Integration of Intellectual Property and Corporate Social Responsibility (CSR) in Business, EPH, International Journal of Business & Management Science, July 2026, Vol. 12, Issue 4

» Corporate Social Responsibility and Ethical Governance in Indian Educational Institutions: A Study of Emerging Best Practices, The Journal of Asia Entrepreneurship and Sustainability, Oct 2026, Vol.22

Professional Recognition

» Keynote Speaker and Session Chair for National Tribal Tourism Conference -2025 (NTTC) on 26th September 2025, IHM Ranchi.

Sponsored Projects & Consultancy

» Three Days National Workshop on "Empowering Tribal Heritage through Tourism, Art Culture, Technology, Innovation and Entrepreneurship", Funding Agency: Directorate of Art & Culture, Govt. of Jharkhand, Amount: Rs. 6,08,000, Duration: 06 -08 March 2026, Status: Completed

Dr. Sujata Priyambada Dash

Assistant Professor

Research Papers Published

» A Bibliometric Analysis on Green Human Capital and Work Engagement with emphasis on Psychological Ownership. Work: A Journal of Prevention, Assessment and Rehabilitation, December 2025, Sage, Quartile 2, IF:0.563, Indexed in SCOPUS and SSCI. DOI: https://doi.org/10.1177/10519815251396929

» A systematic review of multi-criteria decision-making (MCDM) methods applied to personnel selection: trends, models, and effectiveness. OPSEARCH, March 2026, Springer Nature, Q1 Journal, IF: 1.8, Indexed in SCOPUS https://doi.org/10.1007/s12597-026-01136-8

» A Socio-Technical Framework for Integrating Industry 4. o and Green HRM Through AI for Sustainable Circular Economy Transitions. Circular Economy and Sustainability, April 2026, 6, 196, Q1 Journal, IF:1.5, Springer, Scopus-indexed. Https://doi.org/10.1007/s43615-026-00925-z

» Green Human Capital as a Catalyst for Work Engagement in Sustainable Organisations. Quality & Quantity. April 2026, Indexed by Non- Paid SCOPUS; ABDC- 'B'; Quartile 1, Impact Factor: 1.9 (eISSN: 1573-7845; ISSN: 0033-5177) [Springer] https://doi.org/10.1007/s11135-026-02771-5

Books Authored

» Metaverse and Blockchain Use Cases and Applications. Advances in Computational Collective Intelligence, CRC Press, Taylor and Francis, ISBN: 9781003559269, August 2025 (Edited Book)

» Digital Immune System: Principles and Practices, Wiley Scrivener Publishing, Wiley, USA, ISBN: 978-1-394-38376-4, October 2025 (Edited Book)

» The Transformative Influence of Industry 4.0 and Artificial Intelligence on Human Resource Management. In Gantayat, P.K., Panda, S.K., & Balamurugan, S., & Peng, Sheng-Lung (Eds.), Hyper-Intelligent Networks: Exploring the Future of Connectivity for Society 5.0. Wiley Scrivener (Web of Science & Scopus). URL: DOI:10.1002/9781394315635. Ch. 21, December 2025 (Book Chapter)

» Artificial Intelligence and Knowledge Management Systems: Transforming the Future of Business Operations in the Fourth Industrial Revolution. In M. Russ and M. Lytras (Eds.), AI-Driven Knowledge Management: Strategies for the Modern Business Landscape, ISBN-13: 978-1805923930, March 2026 (Book Chapter)

» A Study on Digital Marketing Strategies for Travel and Accommodation. In Shandilya, G., Singh, N., Srivastava, P., & Mishra, N. (Eds.), Destination Data: Charting the course for Transformative Travel Experience, Emerald (Scopus), DOI: https://doi.org/10.1108/978-1-83608-602-420261006, April 2026

» Effectiveness of Social Media Towards Enhancement of Marketing Strategies in Indian Business Scenario. In Gupta, S.L., Singh, N., Mehta, N., Rathore, J.S., & Haldar, P. (Eds.) Data Driven Decisions: Leveraging Insights for Winning Marketing Strategies, DOI: 10.1108/978-1-83662-188, November 2025 (Book Chapter)

» Blockchain-Based Digital Immune System for IoT Security with Adaptive Threat Detection and Automated Response. In Dash, S.P., Mishra, V., Shaw, B., Panda, S.K., & Balamurugan, S. (Eds.), Digital Immune System: Principles and Practices (pp. 37-57), Wiley Scrivener (Web of Science & Scopus), ISBN: 9781394383757, October 2025

» Generative AI in Human Resources: Enhancing HRM functions through ChatGPT Technologies. In Rana, S.V., & Khan, A. (EDS.), Technology, Innovation, and Strategic Transformation in Human Resource Management, pp. 189-215. ISBN-13 9798260018453, May 2026. (Book Chapter)

Professional Recognition

» Invited as the Track Chair (Virtual Mode) to the International Conference SEEDS 2025 at Hat Yai campus of Prince Songkla University in Thailand on 'Sustainability, Equity, Entrepreneurship, and Digital Strategies' organized by Jaipuria Institute of Management, Noida, India in collaboration with Middlesex University, Dubai and the Prince of Songkla University, Thailand held during 2-4, December 2025.

» Invited as a Guest Speaker to the Induction Program for the MBA Batch 2025-2027 at the Institute of Management Studies, Ranchi University on 'Building Talent Mindset' on 09 April 2026.

Sponsored Projects & Consultancy

» Designing and Evaluating a Holistic Leadership Program to Empower Rural Women for Gram Panchayat Governance and Cooperative Entrepreneurship Development, Indian Council of Social Science Research (ICSSR), Amount: 10,00,000, Duration: September 2025-September 2026, (Status: Ongoing)

Dr. Sandeep Nath Sahdeo

Assistant Professor

Research Paper Published

» Sandeep Nath Sahdeo, Pradeep Munda, Amitabh Chandan (2026) "Strategic Human Resource Practices and Market Orientation: Their impact on organisational financial performance." Published in International Journal of innovative research in technology, Volume 12. Issue-12. ISSN: 2349- 6002, May 2026.DOI: https://doi.org/10.64643/IJIRTV12112-203126-459

Book Authored

» Next Gen business analytics: AI, Big data and beyond, Publisher: Chyren Publication, ISBN:978-93-7880-591-2, Publication date-25/05/2026

Patents & Applications

» A device implemented system and method for Modeling, Simulating and Visualizing Structured Data Entities using interaction-Derived feature extraction and a multi-parameter force based graph framework. Application No.-IN202631049507.Published on 05/06/2026, Journal No.-23/2026.

Dr. Praveen Srivastava

Associate Professor

Research Papers Published

» Mishra, N., Srivastava, S. & Srivastava, P. (2026), "From social networking to knowledge networking: analyzing the impact of social media on academic collaboration and success in university students", Global Knowledge, Memory and Communication, Vol. ahead-of-print, DOI: 10.1108/GKMC-09-2024-0608 [Scopus Q1, ABDC, ESCI]

» Neha, Ahmad, M. I. & Srivastava, P. (2026), "From adding to abandoning: psychological ownership as a mediator of cart abandonment among Gen Z", Human Systems Management, 0(0), DOI: 10.1177/01672533261460600 [Scopus Q3, ABDC, ESCI]

» Shandilya, G., Jana, A., Mishra, N. & Srivastava, P. (2026), "Decoding the replay: examining the influence of televisual technologies on fan engagement in the IPL", Sport, Business and Management: An International Journal, Vol. ahead-of-print, DOI: 10.1108/SBM-05-2025-0128 [Scopus Q2, ABDC, ESCI]

» Shandilya, G. & Srivastava, P. (2026), "From screen to suitcase: how culinary TV shows inspire global wanderlust in urban cities", International Journal of Tourism Cities, 1-28, DOI: 10.1080/20565607.2026.2672764 [Scopus Q1, ESCI]

» Srivastava, P. & Mishra, N. (2026), "The path to possession: how intention to use virtual reality shapes psychological ownership in tourism", Journal of Hospitality and Tourism Technology, Vol. ahead-of-print, DOI: 10.1108/JHTT-09-2024-0590 [Scopus Q1, SSCI, ABDC-B]

» Mishra, N., Srivastava, P. & Srivastava, A. R. (2026), "Maximising student satisfaction: investigating the impact of online learning environments and readiness levels", International Journal of Knowledge and Learning, Vol. ahead-of-print, DOI: 10.1504/IJKL.2026.10078772 [Scopus Q3, ESCI]

» Kumari, N., Mishra, N. & Srivastava, P. (2025), "Post-purchase regret in OTA: exploring the role of impulse buying", Journal of Hospitality Application and Research, 20(1), 106-127 [ABDC-C]

» Jana, A., Shandilya, G. & Srivastava, P. (2025), "Eco-conscious luxury: decoding the preferences of affluent travellers in sustainable hospitality", Journal of Hospitality and Tourism Insights, 8(8), 3020-3042, DOI: 10.1108/JHTI-04-2024-0375 [Scopus Q1, ABDC-C]

» Rai, R., Jana, A. & Srivastava, P. (2025), "One size does not fit all: exploring gendered insights into job satisfaction and employee retention in HEIs in India", Drishtikon: A Management Journal, 16(1), 31-57

Books Authored

» Srivastava, P., Jana, A., Shandilya, G. & Mishra, N. (2026), "Digital dimensions: investigating virtual worlds' impact on hotel selection", in Destination Data: Charting the Courses for Transformative Travel Experience (pp. 191-202), Emerald Publications, DOI: 10.1108/978-1-83608-602-420261012 [Scopus Indexed] (Book Chapter)

» Srivastava, S., Mishra, N. & Srivastava, P. (2025), "Social media marketing and investment: a case study of retail investors in India", in Data Driven Decisions: Leveraging Insights for Winning Marketing Strategies (pp. 1-14), Emerald Publications, DOI: 10.1108/978-1-83662-188-120251002 [Scopus Indexed] (Book Chapter)

» Srivastava, P. (2025), "Customer journeys in the digital age: a qualitative analysis of user-centric factors driving transformation in hospitality services", in Business Transformation and Digital Innovation in the Service Sector (pp. 278-286), Auerbach Publications/CRC Press, Taylor & Francis, DOI: 10.1201/9781003485599-18 [Scopus Indexed] (Book Chapter)

» Srivastava, P. & Shandilya, G. (2025), "Customer engagement in AI-driven interaction: the case of chatbots in event management", in The Future of Events - Trends, Technologies, and Stakeholder Engagement (pp. 255-274), CRC Press, Taylor & Francis (Book Chapter)

» Srijan, S., Srivastava, P. & Chatterjee, R. (2025), "Impact of music on happiness", in Beyond the Smile (pp. 231-254), Springer, Singapore, DOI: 10.1007/978-981-96-6759-8_18 (Book Chapter)

» Shandilya, G., Dubey, A. & Srivastava, P. (2025), "Fast food restaurants: shift from catchlines to consumer happiness", in Beyond the Smile (pp. 127-140), Springer, Singapore, DOI: 10.1007/978-981-96-6759-8_10 (Book Chapter)

» Srivastava, P. & Rodiris, L. J. (2025), "Chatbots in hospitality: decoding tourist behaviour among Indian and Filipino travellers", in Decoding Tourist Behaviour in the Digital Era: Insights for Effective Marketing (pp. 207-238), IGI Global, DOI: 10.4018/979-8-3693-3972-5.ch009 [Scopus Indexed] (Book Chapter)

Professional Recognition

» Received Reviewer Certificate from SAGE for reviewing for FIIB Business Review, 2026

» Resource Person, FDP on "Integrating Pedagogy and Technology: Implementing Outcome Based Education (OBE) in AI Era", Dept. of Management Studies, BIT Mesra, 11-15 May 2026

» Received Reviewer Certificate from Springer Nature for reviewing for Humanities and Social Sciences Communications, 2025

» Resource Person, Two-week Online FDP on Quantitative and Qualitative Research Methods, Dept. of Management Studies, BIT Mesra (Noida Campus), 8-20 Dec 2025 - Topic: "Mendeley: Reference Management Software"

Dr. Anand Prasad Sinha

Assistant Professor

Research Papers Published

» KM. Nidhi Singh, Anand Prasad Sinha (2026), AI-Driven Green HRM for Circular Economy Transition: Toward Sustainable Organizational Models, Journal of Sustainable Development, published by Wiley Online Library (ERP Environment and John Wiley & Sons Ltd., Page No. 0:1–22: https://doi.org/10.1002/sd.71198

» Vikram Pratap Singh, Anand P.D. Sinha (2026). "Recruitment & Selection Practices in the Indian Mining Industry: A Critical Analysis of the Eastern Coal Belt." "Advances in Consumer Research" Volume 3 | Issue 9

» Choudhary, Neha, Sinha, Anand Prasad, Dr. Mona Ratnesh, Dr. Julie Vardhan (2026). The Lived Experiences of Patients Receiving Dental Treatments from Service Robots in Jharkhand: A Phenomenological Inquiry. International Journal of Services Operations and Informatics. Published Online: March 16, 2026. Vol. 13 No.2-4, pp. 242-263

» Choudhary, Neha, Sinha, Anand Prasad, Mukherjee, Somnath (2025). Impact of Logistic Flows of Service Quality and Delivery Dimension Towards Customer Satisfaction: An Empirical Study" in International Journal of Electronic Customer Relationship Management Vol. 15, Nos. 1/2, 2025 (Non-Paid Scopus), Q4

» Choudhary, Neha, Sinha, Anand Prasad, Mukherjee, Somnath (2025). Identifying Key Success Factors and Challenges for Service Innovation in the Indian Banking Sector: A Critical Review in Journal of Civil and Environmental Engineering, Vol. 13 (5), pp. 74-96

Books Authored

» "AUGMENTED REALITY IN RETAIL SUPPLY CHAINS: ENHANCING INTEGRATION, VISIBILITY, AND CONSUMER EXPERIENCE"- Scopus Indexing

» Leverage Digital Marketing strategies to enhance customer engagement and increase bookings in the travel and accommodation Industry - Emerald Publishing

Award & Issuing Body

» Receive best appreciation award as a Faculty Mentor of Grand Finale SMART INDIA HACKATHON-2025 was held on 8th to 9th Dec 2025 at SRM Institute of Science & technology ,Deemed to be University, Ghaziabad, India.

» Received BIT Faculty Appreciation Award (BITFAA) for distinguish contribution in the year 2024 in terms of overall contribution to the institute on 15th August 2025.

Professional Recognition

» Invited as a Expert Jury Members in INSPIRE -MANAK Award held on 19th Dec 2025 and organized by National Innovation Foundation (NIF), School Education and Literacy Department, Govt. of Jharkhand.

» Invited as a Session Chairperson at the International Conference on Emerging Management Practices & Social Impact on Sustainability (ICMSIS'25) -2025, organised by AMITY University Jharkhand, on June 27th 2025.

» Invited as a Resource Person in Faculty Development Program (FDP) on Research Methodology Advancement Program -REMAP (2025) organized by the Faculty of Business Management, Sarala Birla University, Ranchi held from 23rd to 27th June 2025.

Sponsored Projects & Consultancy

» Organised Workshop IDE Boot Camp sponsored by AICTE and Fund of Rs. 11,00,000/-

Dr. Abhaya Ranjan Srivastav

Associate Professor

Research Papers Published

» Maximising student satisfaction: investigating the impact of online learning environments and readiness levels; Journal: International Journal of Knowledge and Learning, 2026; DOI: 10.1504/IJKL.2026.10078772

» Digital Destination: Assessing the viability of Virtual Travel for Sustainable Futures. Journal of Hospitality Application & Research 21(2), pp 66-97

» Evaluating GST 2.0's Effect on Affordability and Access: Evidence from Exemption of Life-Saving Drugs and Medical Devices in India; Journal: International Journal of Research in Management, Vol 16, Issue 2, April 2026

» The Impact of Digital Marketing Adoption on Industrial Buyer Behaviour in Manufacturing Firms; Journal: International Journal of Latest Technology in Engineering, Management & Applied Science, Vol 15, Issue 3, Mar 2026

Book Authored

» Book Chapter: Cybersecurity Risks and Mitigation Strategies in Digital Transformation of Travel Agencies; Book Name: Destination Data: Charting the course for Transformative Travel Experiences, Publisher: Emerald Publishing Limited, Year: 2026; ISBN electronic: 978-1-83608-602-4, ISBN print: 978-1-83608-603-1 DOI: https;//doi.org/10.1108/978-1-83608-602-420261010

Professional Recognition

» Co-Chairperson in Int. Conference "RMDA-2026" organised by BIT Mesra during 20-22 Feb, 2026;

» Resource Person (Discussants) in 23rd IASSI Annual Conference organised by Institute of Human Development & BIT Mesra;

» Expert member of the selection committee under Direct recruitment in GGSESTC, Bokaro on 13/09/25 during 25-27 Oct, 2025 for faculy members;

Patents & Applications

» A system and a method for predictive consumer engagement in digital marketing using context-aware behavioral synthesis and real-time adaptive response engine, Application No. 202631071274, Publication Date: 26/06/2026. Co-Inventors: Dr. P. K. Singh, Assistant Professor, BIT Mesra & Mr. R K Srivastava, Lead Data Scientist, Ericsson AB Stockholm, Sweden

Dr. Soumitro Chakravarty

Assistant Professor

Research Papers Published

» "AI's impact on Learning, Thinking and the Teacher-Student Relationship", Emerging Trends in Multidisciplinary Research & Technology, Vol.1, Aug. 2025, PP. 216-226

» Exploring the AI-Driven Future: Implications for Employment, Skills, and Workforce Adaptation, Emerging Trends in Multidisciplinary Research & Technology, Vol.1, Aug. 2025, PP. 206-215

» From Access to Agency: How Smart Technologies Shape Rural Women's Entrepreneurship in Jharkhand, India, International Journal Advanced Research Publications, Sep 2026, Vol.1, PP. 1-213

» From Access to Agency: How Smart Technologies Shape Rural Women's Entrepreneurship in Jharkhand, India, International Journal Advanced Research Publications, Sep 2026, Vol.1, PP. 1-21

» Empirical Investigation of Adaptive Machine Learning Pipelines for Resource-Constrained Applications, 2026 International Conference on NextGen Data Science and Analytics (ICNDSA), P. 1-6 (IEEE Scopus)

» Investigating the Effect of Blockchain Integration on Supply Chain Traceability: An Evidence-Based Study,2026 1st International Conference on AI, Data Science, Cyber Security and Smart Manufacturing for Sustainable Development (ICADCS) DOI: 10.1109/ICAD CS70036.2026 23-24 May 2026 (IEEE, Scopus)

Professional Recognition

» Certificate of Excellence in Reviewing for the Journal "Asian Research Journal of Arts & Social Sciences" April 2026

Dr. Supriyo Roy

Professor

Research Papers Published

» Enterprise Risk Management in Supply Chain Operation: An Application of Fuzzy Data-Driven Risk Assessment Methods in an Integrated Steel Plant

» Sneh Prabha, Satyaki Sarkar & Supriyo Roy* (2026). "Synergising Social Innovation and Entrepreneurship under Sustainable Tourism Framework: An Empirical Study". Accepted for Publication, Sustainable Development, Wiley, SSCI/ ABDC/ Scopus, Q1 category, I.F.: 8.2, https://doi.org/10.1002/sd.71187

» Swarup Mukherjee, Anupam Dey & Supriyo Roy* (2026). "Risk Prioritisation in Enterprise Supply Chains: Application of Fuzzy Analytic Hierarchy Process". Business Process Management Journal, Emerald, Q1, I.F.: 8.4, Vol. 32, Issue 2, pp. 487-521. (ABDC/SCOPUS/ SSCI)

» Swarup Mukherjee, Anupam Dey & Supriyo Roy* (2026). Service Quality Management under Risk Prioritisation and Imprecise Information: A Hybrid Fuzzy Approach. The TQM Journal, Emerald, Q1, I.F: 9.1, Vol. 38, Issue 2, pp. 223-245. ABDC/WOS/SCOPUS); DOI 10.1108/TQM-07-2024-0245

» Varsha Vinod, Satyaki Sarkar, Supriyo Roy* (2026). From Heritage Resources to Revenue Generation: A Predictive Structural Model for Heritage-Led Local Economic Development. Sustainability, MDPI, Q1, I.F.: 3.3, 18, 1161, https://doi.org/10.3390/su18031161 (WOS-SSCI/SCIE/Scopus)

» Varsha Vinod, Satyaki Sarkar, Supriyo Roy* (2025). From Heritage Valuation to Evidence-Based Computational Heritage Town Planning: Methodological Development and Application of Cultural Heritage Town Development Index. Urban Science, MDPI, Q1, 2025, 9(12), 514. https://doi.org/10.3390/urbansci9120514.I.F 2.9, ISSN No. 2413-8851 (WOS/Scopus/ESCI/Q1)

» Prabjot Kaur, Supriyo Roy* & Gagandeep Kaur (2025). Circular economy practices: a case with priority selection under multi-criteria decision-making. Circular Economy & Sustainability, Springer, Vol. 5, Issue 6, pp. 4773-4799, Q1, I.F. 6.28 (ABDC/SCOPUS). https://doi.org/10.1007/s43615-025-00572-w

» Sneh Prabha, Satyaki Sarkar & Supriyo Roy* (2025). Exploring Societal Development: The Impact of Social Innovation and Social Entrepreneurship - A Critical Review. Accepted for Publication in Asia Pacific Social Science Review (APSSR), Published by De La Salle University, Manila, ISSN No. 2350-8329. (Scopus/ Q1)

Dr. Rohini Jha

Assistant Professor

Research Paper Published

» Rohini Jha & Aveek Basu (2025). Exploring the synergies between enterprise resource planning and the Internet of Things. International Journal of Management Practice, Inderscience, Vol. 18, Issue 5, pp. 524-547



Alumni Footprints:
Wisdom from Industry Trailblazers



"My journey in the corporate world began right here at the Department of Management Studies, BIT Mesra, when I was campus-placed with Blue Star Limited in 2005. Looking back across more than two decades in the industry, including eight formative years with Blue Star and the past thirteen rewarding years leading business verticals at Voltas Limited, I can trace every major milestone back to the strong foundation built at BIT Mesra.

The rigorous academic curriculum, paired with a focus on real-world practical problem-solving, instilled in me the strategic mindset and leadership agility needed to navigate competitive markets. Whether driving business development or heading branch operations in consumer durables, the analytical discipline and values nurtured during my management studies have been my constant guide.

To the budding managers: embrace every challenge, stay curious, and leverage the rich ecosystem BIT Mesra offers. The grounding you receive here will serve as your launchpad to lead and make an enduring impact across industries."

Praveen Kumar Pandey
Branch Head – Unitary Products Business Group, Voltas Limited (A TATA Enterprise)
Alumnus, Department of Management Studies, BIT Mesra (Batch of 2005)



Dear Friends,

I feel honoured to connect with my young friends at BIT Mesra, pursuing MBA and wish you all a meaningful journey ahead. I remember it so vividly the day I stepped into the campus in July of 2007. The next two years were filled with lot of great memories of the campus and hostel life. We built good friendships while learning the principles and practices of management. While the studies helped us build the bases for our career, the friendships developed during those years got the best of our personal selves.

My message to you all is to remain curious and interested in learning new things, develop temperaments for teamwork and celebrate your success. Never get discouraged or shy away from initial failures and always believe that your perseverance, resilience and consistent efforts will push you closer to success. Always remain positive about prospects and build friendships and networks as they last for a lifetime. Making the MBA journey an exciting one is in your hands, give it a try and I am sure you will accomplish the impossible.

Best wishes,

Raman Tiwari

MBA Batch of 2007-09

VP, Risk Management, SBI Hong Kong



With over 22 years of rich experience across logistics and IT, I am a seasoned supply chain leader at Tata Steel, one of the world's premier steel producers. Holding an MBA in Marketing and E-Commerce, I bring a proven track record of delivering strategic and operational excellence across complex, dynamic supply chain ecosystems.

As the Chief of Logistics for the Ferro Alloys & Minerals Division (FAMD) at Tata Steel, I define and execute the division's strategic logistics roadmap. My mandate covers end-to-end supply chain orchestration—ensuring the seamless, cost-effective movement of raw materials from mines to plants and finished goods to diverse points of sale (POS). This encompasses high-volume export and import operations across multi-modal transport networks, multi-location facilities, and cross-functional stakeholder environments.

Currently, I oversee an annual logistics budget of ₹400 crore, lead a high-performing team of 100+ professionals, and manage operations across 35 distinct touchpoints. A major strategic highlight of my tenure includes steering the seamless supply chain and operational merger of TSML into Tata Steel.

Committed to future-ready supply chains, I pioneer digital transformation and sustainability initiatives across our logistics network. This includes architecting multimodal transit systems that reduce road dependency and shrink our carbon footprint, as well as deploying smart tracking and real-time monitoring solutions. My ongoing mission is to drive breakthrough efficiency and technological innovation in the logistics domain while steadfastly upholding Tata Steel's core values and strategic vision.

Amit Choubey
Chief of Logistics, FAMD
Tata Steel
Batch of 2000



As I look back on my journey since graduating from BIT Mesra in 1998, one thing stands out clearly—the world will keep changing, and your ability to learn, adapt, and stay curious will matter more than any single skill you acquire today.

You are entering a world shaped by AI, technology, entrepreneurship, and constant transformation. Embrace these changes, but never lose sight of the fundamentals: integrity, empathy, discipline, and the courage to take ownership.

Don't be afraid to start small, make mistakes, ask questions, or take an unconventional path. Build relationships, learn from people around you, and focus on creating value rather than simply chasing titles.

Your degree opens the door; your attitude, choices, and perseverance will determine how far you go.

Dream big, keep learning, stay grounded—and make your journey count.

Suchit Tripathy
Director - Technology & Transformation (Deloitte)
MBA Alumni, BIT Mesra
Batch of 1998



My message to the students is simple, remain curious, embrace change, and never stop learning. Build strong fundamentals, but be equally willing to challenge conventional thinking, explore new possibilities, and step outside your comfort zone. In a world being reshaped by technology and AI, your ability to adapt, collaborate, and connect knowledge with real-world impact will be as important as technical expertise. Don't define success merely by the first job you secure or the designation you achieve; focus on the value you create, the integrity you uphold, and the difference you make along the way.

Mridula Shekhar
Vice President and Head of Marketing
JCB India Ltd.

BIRLA INSTITUTE OF TECHNOLOGY MESRA, RANCHI

