

Imprints

K J Somaia Institute of Management | Alumni Newsletter
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Team ALCOM Speaks

Step into the 122nd edition of Imprints, where achievements, insights, and milestones come together. This edition showcases the remarkable contributions of our Alumni and faculty, featuring thought-provoking discussions, key events, and inspiring success stories. Each edition adds depth to our shared legacy, honouring our past while shaping the future of our Alma Mater.

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Mastering Admissions 2025 with Alumni

- The PSA-PI (Problem Solving Analysis & Personal interview) rounds of MBA and MBA Healthcare admissions process for the Batch 2025-27 successfully concluded in 13 cities across India, with approximately 414 total slots and 294 slots with Alums allocated for interview panels
- The process spanned nearly a fortnight and saw the participation of 143 Alumni in multiple panels interviewing the aspiring candidates



- Parvati Sreekumar 

CEO Conclave

- The Guest Lectures Committee hosted CEO Conclave 2025 in collaboration with Melange, hosting a panel of distinguished CEOs
- The topic of the discussion was 'Meeting Deadlines without Missing Life', moderated by Prof. Arun Thukral, Professor of Practice and Corporate Relations Lead
- The Panel comprised of Dr Rajan Venkatesh, CEO and Managing Director, Laxmi Organic Industries, Ashok Gautam, Managing Director & CEO, India International Bullion Exchange IFSC, Krishan Mishra, CEO, FPSB India and Sanjay Guha, Founder & CEO, Acquist Marketing & Information Solutions
- The session focused on the sentiment that true success extends beyond meeting deadlines, where ambition drives progress and well-being ensures sustainability



- Shivansh Shridhar 

[Watch here](#) 

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KJSIM bids farewell to Pooja Rasal

- The Alumni Committee extends its heartfelt gratitude to Pooja Anil Rasal for her invaluable contributions as Manager for Alumni Engagement
- An inspiring professional and a proud Alum, Pooja has left a lasting impact through her dedication to excellence and community upliftment
- The Institute wishes her continued success, happiness, and excellence in all her future endeavors

- Shivansh Shridhar 



Dr. Raman Ramachandran at Global Plant Protection Conference

- Dr. Ramachandran Raman, Dean & Director, K J Somaiya Institute of Management, participated in the international conference on One Health Perspectives in Global Plant Protection Research 2025
- The conference organised by the Centre for Plant Protection Studies to mark its 40th anniversary, explored key areas in Agricultural Entomology, Plant Pathology, Nematology, and Sericulture
- The event provided valuable insights for scientists, students, and industry professionals, with Dr. Raman's presence reinforcing the Institute's dedication to academic excellence and industry collaboration



- Dipanshi Banerjee [✉](#)

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Careers & Conversations

- The Guest Lectures Committee hosted a Careers & Conversations session with Sanjeev Gandhi, Managing Director and CEO at Orica
- In his conversation with Prof. Arun Thukral, Professor of Practice and Corporate Relations Lead, Sanjeev shed light on the theme 'Breaking Barriers Through Leadership Across Borders', underscoring the value of education, viewing setbacks as stepping stones to success, and stressing that a true leader is defined by a continuous willingness to learn and grow
- The session emphasised the importance of resilience, adaptability, and balancing risk, growth with AI's role in business intelligence



- Vatsala Shankar [✉](#)

[Watch here](#) [▶](#)

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Alum Achievements

Pramod Goel awarded by IFEA Awards

- **Pramod D Goel, Alum of Batch 1996**, Advocate at the Bombay High Court, was recently honoured with the 'Excellence in Advocacy and Human Rights' award by the IFEA Awards 2025 for his remarkable contributions to the legal field
- Pramod's extensive experience across legal practice, business management, and social service reflects a deep commitment to justice and advocacy, alongside successfully leading ventures in the legal and agricultural sectors



- Rohil Singh [✉](#)

[Click here to know more](#)

Komala Devi honoured as 'Women Achiever of the Year'

- **Komala Devi Velumani, Alum of Batch 2007**, HR Leader - Asia Pacific at SSG ISO, Lenovo, was recently honoured as 'Women Achiever of the Year' by the HR Association of India
- With over 17 years of experience in leading HR functions across Engineering, Management Consulting, and Technology industries she has heralded the industry with her outstanding contributions to the field of HR
- Komala's expertise in shaping HR strategies at leading organisations such as Deloitte, Honeywell, and IBM has notably influenced these organisations



- Dipanshi Banerjee [✉](#)

[Click here to know more](#)

Designed by Galesseti Chandrashekhar [✉](#)

Faculty Publications

Shopping Cart Abandonment among Young Consumers

- Dr Kiran Sharma, Professor & Area Chairperson – Marketing & International Business, K J Somaiya Institute of Management, published a research paper titled 'Shopping Cart Abandonment among Young Consumers: A Moderated Mediation Study' in Young Consumers – Insights and Ideas for Responsible Marketers, contributing significant insights to consumer behaviour research
- Her research investigates the key factors driving shopping cart abandonment among Indian millennials, highlighting perceived risk as a mediator between online buying intentions and abandonment
- It further examines the role of process satisfaction in moderating this relationship, demonstrating how an improved purchasing experience can mitigate the impact of perceived risk



- Dipanshi Banerjee 

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Research Paper on NoLo Wine Consumption

- Dr Krupa A Rai, Associate Professor – Marketing & International Business, published a research paper titled 'Uncorking the Psychological Factors Behind Habits and NoLo Wine Preferences' in the British Food Journal, which offered key insights into No-Low wine consumption among young adults
- The study highlighted habit theory, social influences, and health consciousness as key drivers, revealing that even lower-income consumers prioritise NoLo wines for perceived health benefits



- Shivansh Shridhar 

[Click here to know more](#)

Research Paper on Sustainable Tourism Marketing

- Dr Vartika Chaudhary Ramnani, Assistant Professor – Marketing & International Business, K J Somaiya Institute of Management, published a research paper titled 'Virtual Reality 360° vs. Screen 360° Medium and Ecological vs. Recreational Story Type Impact on Sustainable Travel Intention' in the International Journal of Human-Computer Interaction, contributing valuable insights to sustainable tourism marketing
- The study examines the influence of fully interactive Virtual Reality and partially interactive Screen 360 on destination visit intention, revealing that VR-360, when paired with an ecological story, significantly enhanced travel intention
- The research, spanning nearly two years, involved Virtual Reality based experiments with the Institute's MBA students, providing them with exposure to immersive technology in marketing research



- Dipanshi Banerjee 

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Faculty Published Case Study in Ivey Publishing

- Dr. Brajesh Bolia, Associate Professor – Marketing & International Business co-authored a case study along with Sehajpreet Kaur, MBA 2024-26 on 'Sunder Engineering: The Path to Customer Loyalty' recently accepted for publication by Ivey Publishing
- The case examines a 50-year old family business navigating changing customer dynamics, implementing crisis management strategies to retain and expand its customer base
- This publication underscores the Institute's commitment to industry relevant research and faculty-student collaboration, enriching both academic discussions and professional learning



- Dipanshi Banerjee 

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Designed by Galesseti Chandrashekhara 

Newsroom

Dr. Raman Ramachandran
Director & Dean



Shared his insights in an article titled '**how KJSIM equips students with the skills needed to succeed in today's dynamic business landscape**' published in



Dr. Reena Mehta
Professor General Management



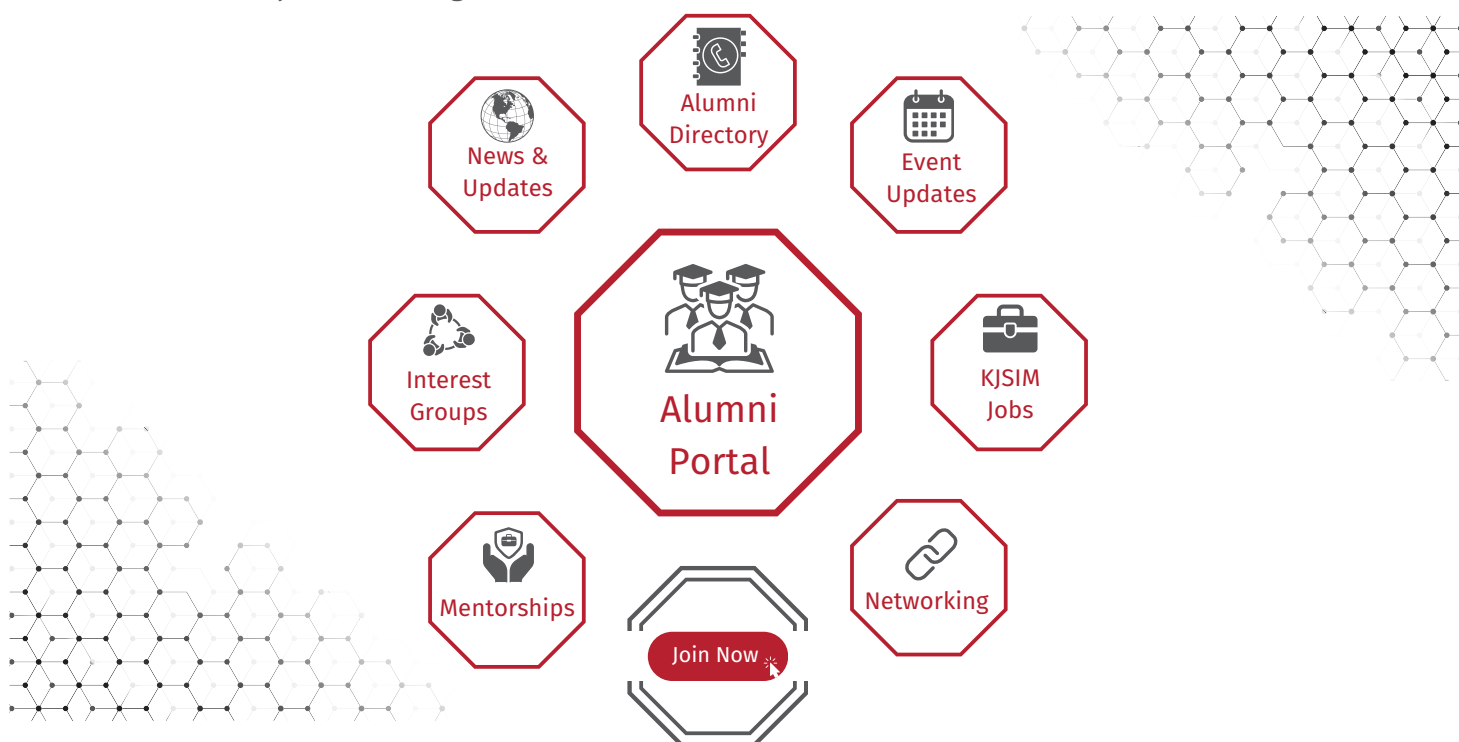
Shared her insights in an article titled '**Grin and bear: The fear of losing jobs is forcing employees to adopt pleasanteeism**' published in

YOURSTORY

- Dipanshi Banerjee

Alumni Portal

- With a strong network of 14,000+ Alumni, the KJSIM Alumni Portal serves as a dynamic hub for Alums to stay connected and unlock lifelong opportunities
- The platform fosters cross-industry collaborations, offering Alumni a space to network, mentor, and accelerate their professional growth



- Dipanshi Banerjee

Designed by Galesseti Chandrasekhar

Job Opportunities - March

Total no. of recruiting companies	5
Total no. of vacancies	5
Top Recruiting Companies	
<ul style="list-style-type: none"> IDFC First Bank Accenture Strategy & Consulting 	<ul style="list-style-type: none"> PCI India Yes Bank Native

Team Imprints

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Job Opportunities on Alumni Portal



Alumni Portal



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