

Message from Director-in-Charge



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Director-in-charge, IIM Calcutta

It is with immense pride and a sense of anticipation that I present to you the 5th edition of our magazine, Business Review, a testament to the spirit and intellectual prowess of our MBAEx students.

This year, our theme, "AI at the Helm: Reshaping Industries for the Future," is not just timely but pivotal. This edition explores the transformative power of Artificial Intelligence across various sectors, offering a rich blend of articles by our faculty, students, and alumni. Through these pages, we showcase how AI is not just a technological advancement but a catalyst for innovative business strategies and societal progress. As you immerse yourself in this insightful compilation, you will witness the creativity of our students who, with their understanding and their diverse domain experience, have contributed to this magazine. However, this edition is more than just a collection of articles; it's a testament to the possibilities that await us at the intersection of AI and human ingenuity. This edition will also give a glimpse of campus life captured through the lens of our in-house photographers.

I am sure you will enjoy reading this publication.

Chairperson's Note

The 5th edition has some FIRSTS we are all very proud of. Class of 2013 and 2014 as our alumni feature for the first time in a visual nostalgia collage.

The current batch illustrates its true allegiance to diversity with first-time contributions from the widest spectrum possible: Infrastructure, Manufacturing, Healthcare, Portfolio Management, Energy and Sustainability, CDPs, Automotive, and even SPACE. For the first time, alumni including Amol and Durga present their original use cases for smart manufacturing, Mayank introduces his comic and digital content company, and Nilanjan poetically brings in more advice from his TIKTOK-AdTech experience. We have our Economics Faculty discussing AI disrupting education sector and the impact on digital division of labor.

In the world of AI generated content, MBAEx Class of 24 editors, Hari Priya and Sharath proudly reiterate Jeff Hawkins: *The key to artificial intelligence has always been the representation.* MBAEx Class of 2024 with its 77 auteurs truly stand for representation and versatility.



Dr. Pragyan Rath

MBAEx Chairperson

Dr. Rath specializes in Narrative of Things (NoT) in the space of Communications.