



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

Kolkata · Department of MBA (Day)

NAVIGATING THE FUTURE OF FINANCE

A Seminar Report on the Power of Personal Branding

Speaker	Ms Joyeta Ghosh — Director & India AC Risk Leader, PwC; IISWBM Alumna
Date	Friday, 17th July 2026
Venue	Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata
Audience	MBA (Day) Students, Batch of 2026–2028
Organized by	Department of MBA (Day), IISWBM

OVERVIEW

On Friday, 17th July 2026, the Department of MBA (Day) at IISWBM welcomed Ms Joyeta Ghosh, a distinguished alumna of the institute and current Director and India AC Risk Leader at PwC, for an engaging seminar on Personal Branding, delivered to the incoming MBA (Day) batch of 2026-2028. Ms Ghosh brings over two decades of experience in finance and risk leadership, having worked with globally reputed institutions including JP Morgan, HSBC, and Deutsche Bank before joining PwC.

As a driver of AI-led process re-engineering, she also spoke about the need for professionals to continuously enhance and expand their reach in a rapidly evolving market, framing personal branding as a strategic capability rather than a soft skill.



Students of the MBA (Day) 2026-28 batch gathered for the seminar on Personal Branding.

THE POWER OF BRAND: AN OPENING ILLUSTRATION

Ms Ghosh opened the session with a relatable illustration drawn from everyday consumer behaviour: the purchase of a premium smartphone. She observed that when budget is not a constraint and detailed research is skipped, buyers instinctively gravitate toward a trusted brand, relying on its established reputation for quality, reliability, durability, and customer satisfaction. Citing well-known names such as Tata and Amul, she demonstrated how such trust is not accidental but is built over years through consistent performance, ethical values, and customer confidence.

Drawing a direct parallel with individuals, she explained that every person, much like a product or a company, carries a personal brand. The way one communicates, behaves, works, and interacts with others shapes how colleagues, employers, clients, and society at large perceive them. Personal branding, she noted, is therefore the conscious and continuous process of presenting oneself authentically while consistently demonstrating competence, integrity, and professionalism.



Ms Joyeta Ghosh introducing the concept of Personal Brand to the gathering.

LESSONS FROM A TWO-DECADE CAREER

As an alumna of IISWBM herself, Ms Ghosh shared candid stories from her own professional journey, reflecting on the distinct lessons she carried forward from each organization she was associated with — JP Morgan, HSBC, Deutsche Bank, and now PwC. She used these reflections to highlight specific areas that current MBA students can consciously develop over their two years at the institute, positioning the programme not merely as an academic milestone but as a launchpad for a deliberately built professional identity.

She reinforced this thought with a line that resonated strongly with the audience: “An MBA gets you a degree, but your personal brand gets you opportunities.” The remark underscored her broader message that academic excellence, while necessary, is not on its own sufficient for long-term professional success.



Ms Ghosh addressing the MBA (Day) students from the podium at IISWBM.

ESSENTIAL QUALITIES OF A STRONG BRAND

The seminar further outlined the essential qualities that distinguish successful brands, whether organizational or personal: authenticity, consistency, credibility, leadership, passion, audience awareness, and a clear value proposition. Ms Ghosh explained that these attributes work together to help both organizations and individuals build trust, strengthen relationships, and establish a lasting reputation in their respective fields.

She also cited well-known personalities who have successfully cultivated a distinct personal brand, using their journeys to illustrate that brand-building is a deliberate, long-term practice rather than a one-time exercise, and one that is well within reach of every student in the room.



Ms Ghosh with faculty and students of the MBA (Day) department following the session.

INTERACTIVE ENGAGEMENT

A significant portion of the seminar was devoted to an open interaction, where Ms Ghosh engaged directly with students on their own journeys toward personal branding. She offered practical guidance on how each student could build a brand of their own through their work, ideas, communication, and strategy — reiterating that staying relevant and remaining consistent are the two pillars that sustain a brand over time. Students actively participated with questions, making the session as much a dialogue as a lecture.



Students engaging in an interactive question-and-answer exchange with the speaker.

CONCLUDING REMARKS

The seminar was highly informative, engaging, and thought-provoking, offering the incoming batch valuable insights into the role of personal branding in achieving long-term professional success. It reinforced that success in the corporate world depends not only on academic excellence but equally on how individuals present themselves, communicate their value, build trust, and maintain professionalism.

In conclusion, the session inspired students to focus on continuous learning, ethical conduct, effective communication, confidence, and meaningful networking as they work toward developing a strong and lasting professional identity. The knowledge and practical guidance gained from this seminar will prove invaluable as students prepare for internships, campus placements, leadership responsibilities, and successful careers ahead.

Report compiled by the MBA (Day) Department, IISWBM, Kolkata.