



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(An Exclusive Business School)
Affiliated to Bharathiar University Coimbatore

DJAME Sphere

Jan 2022

A Bi-annual Newsletter

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Foreword

Dear Readers,

We are meeting you again with the next edition of DJAME's bi-annual Newsletter Sphere in a yet another uncertain environment. When we assumed that we were getting free from this unknown deadly virus, Omicron has struck the entire world and brought back the bitter memories we faced in 2020 and 2021. Braving all odds, the world has been moving ahead and the green shoots are becoming visible in the world economy. Established products and processes are facing obsolescence and new products and processes keep emerging. Only the time has to tell us whether we are marching forward to 'Creative Destruction'.

DJAME has been showing consistent progress in all spheres which are imperative for any premiere Business School. The number of online interactions with leaders across the industries has swelled to 90 since March/April 2020. National Conference on Contemporary Business Research held in July 2021 has provided enough impetus to foster research activities. This is followed by a weekly event of 'Research Talk-time' exclusively for the Research Scholars of DJAME. Dr Deepa Venugopal has brought laurels to the Institution by clinching a Research Grant from Association of Indian Management Schools (AIMS) for carrying out a research on Intellectual Capital Valuation.

Intensive focus on pedagogy, consistent interaction with the corporate world, knowledge enrichment through value added programs on 'Principles and Practices of Banking' & 'Consumer Market Research', and multi-dimensional grooming have resulted in excellent placements for the students who are graduating in April/May 2022. The average and median salary offered to DJAME students has considerably gone up this academic year.

DJAME is also testing its own standards by having submitted the Self Study Report (SSR) to National Assessment and Accreditation Council (NAAC) and awaits the Peer Committee's visit.

This issue of Sphere carries in brief, information about all the activities that happened at DJAME in the past six months. Suggestions/Articles are most welcome from the readers. The suggestions/articles can be sent to stnambi@djacademy.ac.in / director@djacademy.ac.in.

Happy Reading and wishing you all a happy New Year 2022!

With Best Wishes...

Dr S T Nambi

Dr A G V Narayanan

Editorial Team

DJAME works in tandem with industry through its association with **Lakshmi Machine Works Limited (LMW)**, Coimbatore. LMW and its related companies support DJAME through **Access to Industrial Expertise, Experiential Learning through Practising Managers and Value Added Programs** that enhance Student Employability Skills, and offer opportunities for Joint Research, and Consultancy Projects.

M N Viveka

Asst. Professor, DJAME

DE & I: DIVERSITY, EQUITY AND INCLUSION



Any organisation is made up of individuals who carry a diverse mix of abilities, practices and experiences which can render a richer set of ideas, standpoints and approaches to a business problem. The DE&I - function deals with the qualities, experiences and work styles that make individuals unique as well as how organizations can leverage those qualities in support of business objectives. It also includes matters that focus on diversity-related careers, communications, legal and regulatory issues, technology, metrics, outsourcing, effective diversity practices, and global diversity issues.

Diverse, fair and inclusive cultures foster connections, increase acceptance and tolerance, create trust and improve morale. All of these are important and beneficial in their own right. But an effective DE&I strategy also improves a business' bottom line. A 2017 study by McKinsey found the most diverse organisations outperform competitors by 33% and are 21% more likely to experience above average profitability.

Building a DE&I strategy is not knowing the difference between these three concepts, and therefore how to address each. There will be a clear divide between the companies prioritizing and those deprioritizing DE&I. Companies that will double down on their DE&I efforts and successfully leverage best practices to expand their talent pipeline, also attract and retain top talent.

A Forbes article has mentioned six steps to build a successful DE&I strategy which are as follows:

- Set clear targets and measure progress
- Use internal mobility and alumni to increase diversity
- Clearly define cultural fit
- Consider the order of candidates
- Know where and how to target diverse talent
- Build diverse pipelines of talent

DE&I and Digitalisation

Almost after two years of pandemic, a global issue, Intel released a global study in September 2021 evaluating impact of pandemic on DE&I, which found a few positive results. According to this study, in India, the vast majority

(81%) of leaders say that the pandemic has had a positive impact on DE&I in their organization, with new, tech-enabled ways of working contributing to a more inclusive experience for employees. Over half (57%) of Indian business leaders said digitalization has made it even easier to recruit employees from underrepresented groups. A staggering 94% of respondents with a hybrid workforce in India agreed that technology will make it easier to achieve their DE&I goals. The pandemic forced an unprecedented acceleration of digital transformation and encouraged the adoption of new tools that support connectivity and engagement for remote workforces.

But some leaders in the study report that the pandemic had in fact strained their DE&I initiatives, with marginalized groups suffering the most. A major issue in India, and also globally, is of women leaving the workforce due to marriage, childbirth, or elderly care responsibilities, and never returning. Of course, the Covid-19 pandemic has exacerbated this issue because it has impacted employment prospects and caused many women to depart the workforce to attend to their families. A recent report by the Center for Sustainable Employment at Azim Premji University shows that during India's first lockdown in 2020, 61% of working men remained employed while 7% lost employment and did not return to work. For women, only 19% remained employed and 47% suffered a permanent job loss during the lockdown, not returning to work even by the end of 2020. Organizations must double down on adopting and furthering policies like flexible working, mentorship and specific learning and development initiatives to ensure that women have the opportunity to build careers regardless of the familial demands placed upon them.

DEI has a strong impact on retention. Creating an environment where people can be who they are, that values their unique talents and perspectives, empowers them, makes them want to stay. Only through an empathetic leadership team can DE&I initiatives truly transform work environments.

ALUMNI COLUMN



R Jagannath

(MBA 2003-05 Batch)

Regional Head - South

Vista Furnishing Pvt. Ltd., Bangalore

Let us start with mathematics. I will begin with numbers 365, 12, 52, 7 and 24. We immediately recognize them as years, months, days, weeks and hours. Certainly, that's the right and spontaneous guess and an obvious recall. Hold on! There is one secret number and it is 104. While most of us don't interpret these days as the total number of weekend days in a year – i.e. Saturdays and Sundays, which are going to play a significant role in the productivity and efficiency of every human being, be it a student, an entrepreneur or an employee.

Now... let us indulge into this 104. Wondering what is so special about it?? We believe we are so productive on weekdays and assume and wait for weekends to be lazy - wakeup, sleep, leisure, travel and free from work. Of course yes! But! Let's not forget we are getting 48 hours of valuable time every week which is a one-time affair. A recent research from Stanford says productivity per hour declines when workweek exceeds 50 hours and it declines even more if it exceeds 55 hours. Which means even if the work week is 70 hours, still it equals to 55 hours productivity only. Now the debate starts for longer working hours need.

The work overhaul cascades to a lazy weekend and we forget the importance of how effectively to utilize and to re-engineer ourselves. Yes it is easier said than done. But few ideas I have enumerated.

Consistent waking up time: It is so tempting to wake up late but consistency is important to maintain the circadian rhythm. Moreover waking up late disturbs the productivity on Monday as well. Hence try to maintain same waking time. Successful people have followed this secret.

Me time: When responsibility increases we forget 'me'. Very often we don't spend time for 'self'. After waking up, the first two to four hours is a peak performance hours for brain. Allocate some mental or physical activities for yourself, may be a meditation or Exercise



Schedule a new activity: Plan for a new physical activity or do something you have not done before for a while.

Focus on your passion: Indulge into the passion which you have stored in your mind such as new ideas, painting, music, trekking, reading, writing or even spending time with the family which is going to be a big boost to improvise the productivity in coming week.

Disconnect: Not from yourself. Detach from being workaholic on working 24/7 with mails, phone calls, emails and translates into stress and has a strong chances to carry forward to week end.

Socialise: Taking time out for friends, family and loved ones. This connection is more important for balancing the life. A get together would do.

Introspect: Allocate downtime to reflect accomplishments, failures and future plans. Probably the time for tweaking or fine tuning the direction we go

Plan for next week: Planning is half execution. Plan wisely the 'to do list' for coming week.

Set time to relax: Relax for a while after fun filled activities on Sunday.

Go to bed early: It tempts to extend the night but quickly go to bed.

JUST SEE THE DIFFERENCE!!!



STUDENT COLUMN

V Indhu Mathi
II MBA, DJAME

GENERATIONAL QUOTIENT

Generational Quotient is one among the new concepts that has been storming brains of human resources. Apart from Intelligence Quotient, Emotional Quotient and Adversity Quotient which are quite common among people, Generational Quotient focuses on explaining the ability to work cohesively across a generational workplace. The booming diversity in workplace in respect to generation has attracted the attention to this emerging concept. Organizations are now focusing on implementing measures to develop a generational quotient in their workplace in order to create an inclusive environment which embraces age diversity.

In the contemporary workforce, five different generations are working together which could possibly increase chances of conflicts and challenges among employees and employers. The most important part of it is to understand, accept and embrace the positive attributes from each generation. Diversified teams enhance workplace productivity and provide an enhanced perception of work as different generations have different attributes to offer to the organization. Every generation has its own values, beliefs, attitudes and their own way of looking at things and it's vital for the organization to identify and act according to it. The work style preferences, communication styles, etc. differ from each generation and thus it becomes difficult for an organization to handle their workforce.

The five different generations in the workforce are Traditionalists, Baby boomers, Generation X, Millennial and Generation Z.

The Traditionalists consist of women and men who are born before 1946. Few characteristics that define this generation are being hardworking, control, disciplined, trusting authority and hierarchy. They prefer face-to-face communication and telephone calls.

Baby boomers consist of women and men who are born between 1946 and 1964. These people are intrinsically motivated, value teamwork, idealists, workaholics, status driven and politically sensitive. In addition to face-to-face communication and telephone calls, they also prefer emails.

Generation X refers to men and women born between 1965 and 1980. They are independent, resourceful, need stimulation and challenges and they really value their autonomy. They are comfortable with all methods of communication but they always tend to prefer "short and sweet" communication. Workplace flexibility is very attractive to Generation X.

Millennial consists of people who are born between 1981 and 1997. They are digital generation who strive for instant gratification and equality. They prefer faster means of communication. They've always wanted to feel connected to the company's vision and mission and company's culture is a great deal to millennial. They always prefer clear, open and consistent communication. They focus more on personal growth and success and hence training programs, mentoring sessions, conferences appeal millennial employees.

Generation Z refers to men and women born after 1997. They are realistic, ethical, social networkers who've recently entered workforce, but strongly exhibiting entrepreneurial spirit. They embrace new methods of communication and they are used to communicating in a lightning speed. Also, Work-life balance is critical for Generation Z as this generation is slowly moving towards the trend of freelancing and part-time working.

After Millennials have altered the job landscape in recent times, now the industries are looking forward for Generation Z to bring in changes in the job landscape.



Business Quotient 7

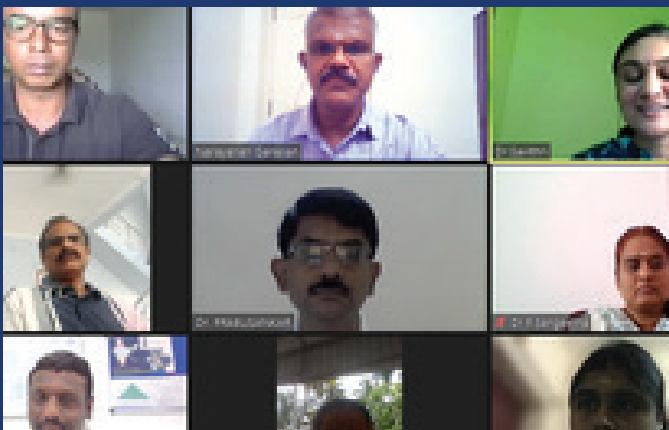
(Refer Page 14 for answers)

1. Which Company is the exclusive licensee of Jockey in India?
2. Under which brand name, Daimler India Commercial Vehicles (DICV) sells trucks and buses in India?
3. Name a few players in Online meat segment
4. What is Sehat Sathi app all about?
5. Who is the major competitor to Oyo?
6. Name a few acquisitions of Good Glamm Group (formerly known as MyGlamm)
7. What are all the components going into Global Hunger Index?
8. Name the ultra-premium grocery category superstore from Reliance Retail



Events at DJAME

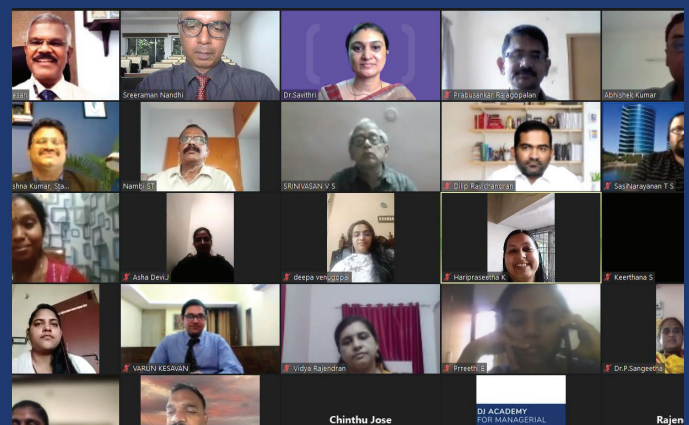
Faculty In-Service Program



25th June 2021 to 8th July 2021

Faculty In-Service Program (FIP) – conducted by Lakshmi Machine Works (LMW) exclusively for the faculty members of DJ Academy for Managerial Excellence, Coimbatore and the Faculty of Industrial Management, Universiti Malaysia Pahang (UMP).

AVANT - 2021

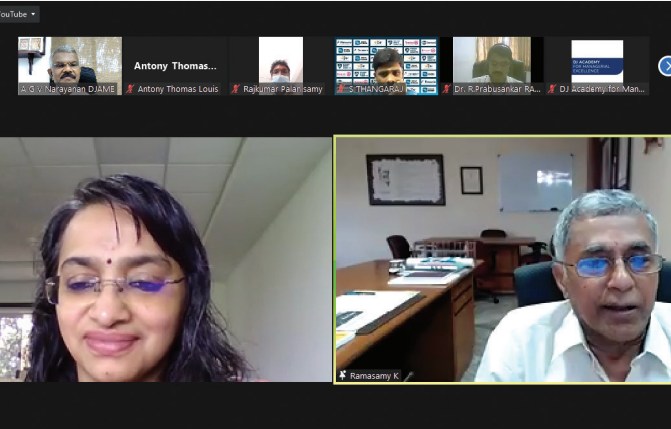


9th July 2021 - AVANT-2021 – One Day National Conference on Contemporary Business Research

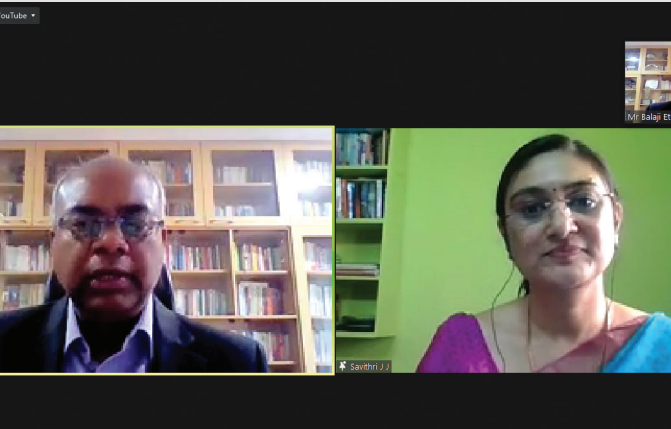
- Keynote Address - Dr M.Thenmozhi, Professor, Department of Management Studies, IIT Madras.
- Session Chair- Dr M.V.Subha, Associate Professor, Anna University, Coimbatore.
- Session Chair - Dr M Kirupa Priyadarshini, Associate Professor, PSGIM, Coimbatore.
- Session Chair - Dr Abhishek Kumar, Director - Staff Training & Development, Anant National University, Ahmadabad
- Rapporteurs - Dr Deepa Venugopal, Dr P Sangeetha & Prof Sreeraman Nandhi (DAJME)
- Coordinators - Dr J J Savithri & Dr ST Nambi (DJAME).



Duologue



9th October 2021 - Duologue (A dialogue with Corporate Leaders) – Sri K Ramasamy, Chairman, Roots Group of Companies, Coimbatore had an engaging conversation with Dr Deepa Venugopal, Associate Professor, DJAME.

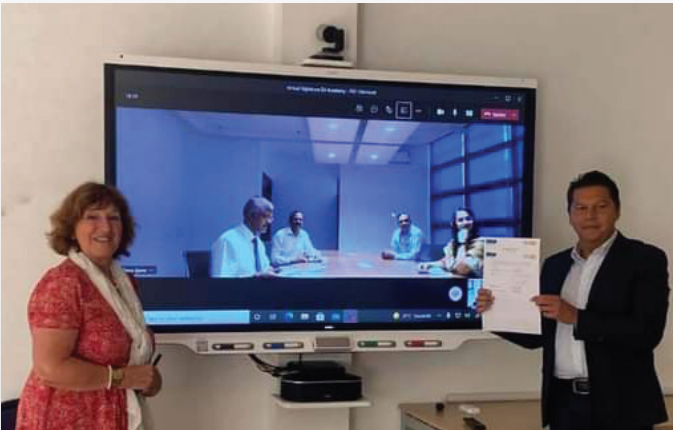


18th September 2021 - Duologue (A dialogue with Corporate Leaders) – Mr. Balaji Ethirajan, President-People Service (CHRO),TVS Supply Chain Solutions Ltd., Chennai, had a deliberation with Dr J J Savithri, Professor, DJAME.

The inauguration of 21st batch of MBA



MoU with ESC Clermont Business School, France



7th September 2021 - DJ Academy for Managerial Excellence signed the Memorandum of Understanding (MoU) with the prestigious ESC Clermont Business School, France to collaborate in Academics, Research and knowledge exchange program. The first meeting among the high level officials of two institutions was held online to arrive at the areas of collaboration and the timeline for the identified programs to be carried out in the forthcoming days.



The inaugural function of the 21st batch of MBA (2021-2023) was held on 4th October 2021.

Joint Events



11th December 2021 - DJAME-CMA Joint Event – Business Partnerships Beyond Families – An Interactive Session with, Mr. Harish B Vagadia, Director, and Mr. G Kaleeswaran, Director, MM Engineers Private Limited, Coimbatore

CXO Connect

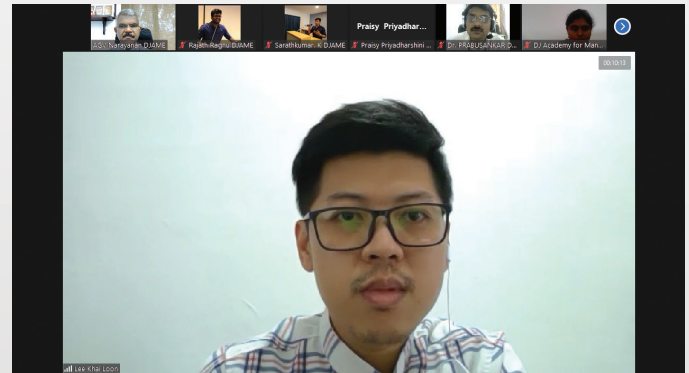
CXO Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the top brass of the corporate houses like CEO, CTO, CFO, and CMO.



18th December 2021 - CXO Connect – 'An effective planning tool to help achieve Goals' – Shri. Vikram Mohan, Managing Director, Pricol Limited, Coimbatore.

Global Connect

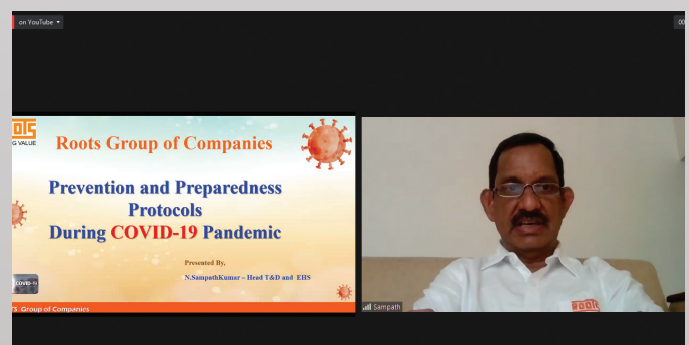
Global Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the global industrialist, academicians and student community.



30th October 2021 - Global Connect – Learning Operations and Supply Chain Management through Simulation and Gamification – Dr Lee Khai Loon, Deputy Dean-Academic & Student Affairs, Faculty of Industrial Management, Universiti Malaysia Pahang.

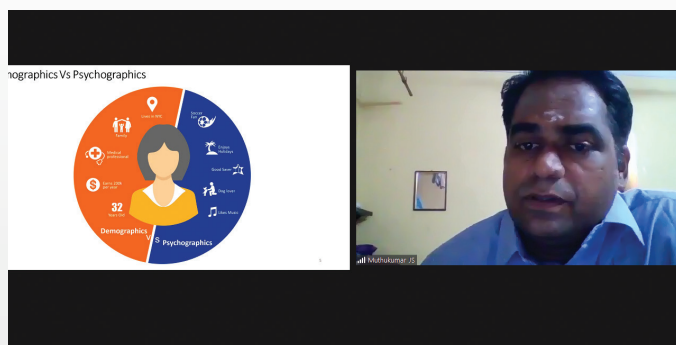
Corporate Connect

Corporate Connect is DJAME's Interaction Initiative to provide students a forum to deliberate with the practicing Managers from diverse functional areas of business. Following Corporate Executives interacted with our students.

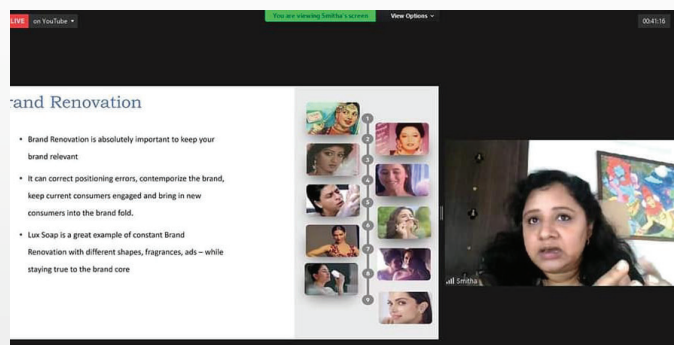


3rd July 2021 - Corporate Connect – Covid Prevention and Protection Protocols in Industries – Mr N Sampathkumar, Head – Training & Career Advancement, Management Representative – EOHS, Roots Industries India Limited, Coimbatore.

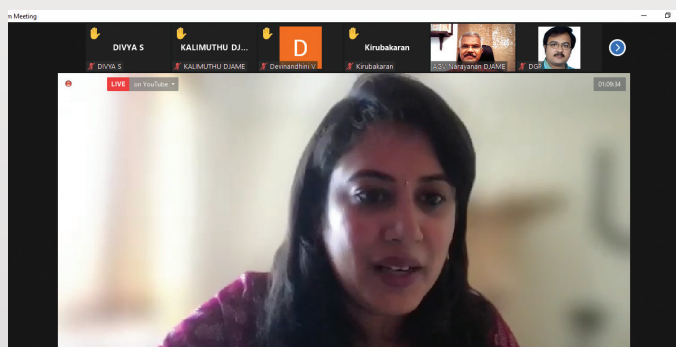




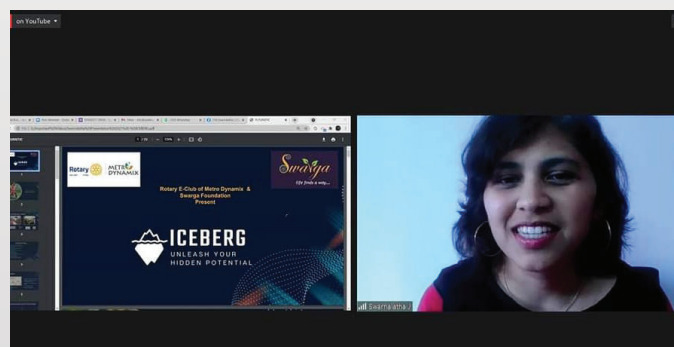
24th July 2021 - Corporate Connect – Consumerism and its recent trends – Mr JS Muthukumar, Former DGM – Marketing, Sistema Shyam Teleservices Limited (MTS), Adjunct Faculty - IIKM, Chennai.



27th November 2021 - Corporate Connect – Reinventing Innovation in FMCGs – Ms Smitha Narayanan, PGDBM (IIML), Former Marketing Head, Wipro Consumer Care, Middle East.



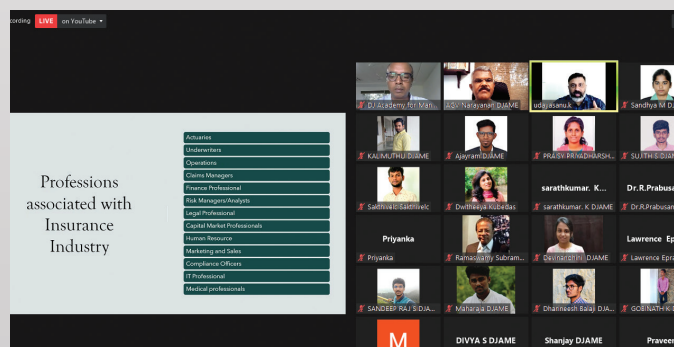
14th August 2021 - Corporate Connect – New Age Practices in Employee Engagement – Ms Sahana Shankar, Director People Success-India, Y Media Labs, Bengaluru.



4th December 2021 - Corporate Connect – Rise from Nothing to Something – Ms. J Swarnalatha, Disability Rights Activist Founder & Managing Trustee, Swarga Foundation, Coimbatore.



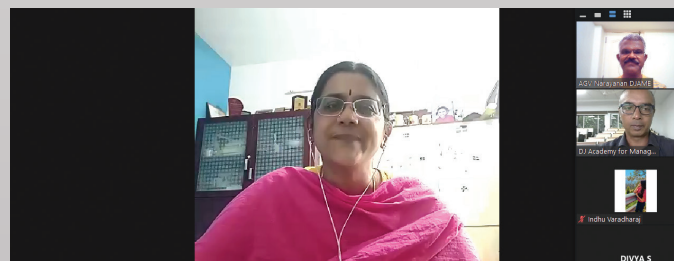
28th August 2021 - Corporate Connect – Why Sales & Marketing as a Career Option? – Mr B Ramachandran – Consultant & Facilitator – Business Excellence, Former Head – Program Management, Tata Teleservices.



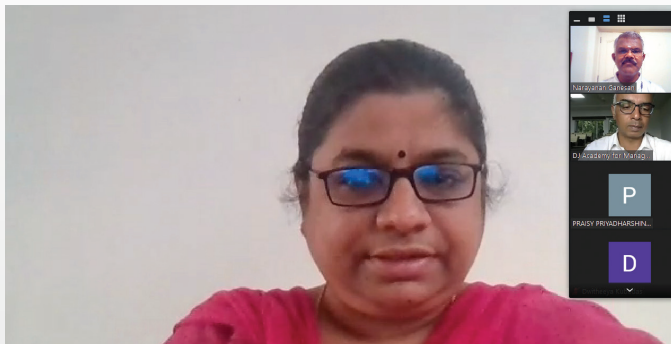
2nd October 2021 - Corporate Connect– General Insurance – An Industry Outlook & Career Opportunities – Mr. K Udayasanu, Vice-President, Prudent Insurance Brokers Pvt. Limited, Bengaluru.

Academic CONNECT

Academic Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the leading academicians from B - Schools in India and abroad. Following eminent academicians interacted with our students



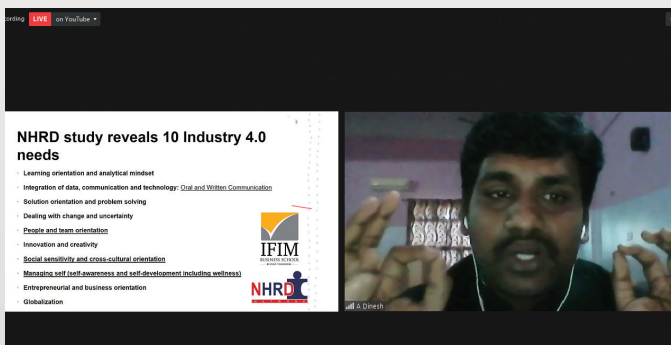
10th July 2021 - Academic Connect– Leveraging Management Education – Dr M V Subha, Associate Professor, Anna University Regional Campus, Coimbatore.



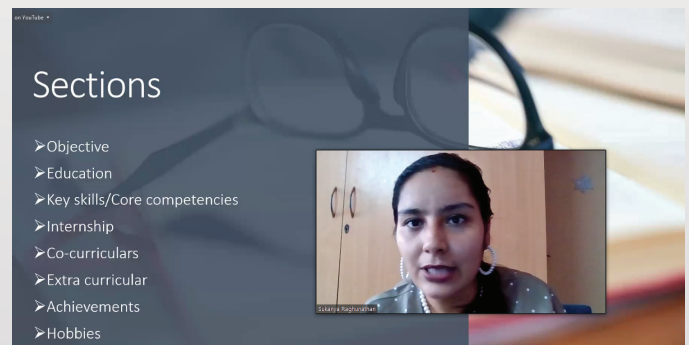
17th July 2021 - Academic Connect – Online workshop on 'Learning Style' – Dr M Kirupa Priyadarasini, Associate Professor, PSG Institute of Management, Coimbatore.



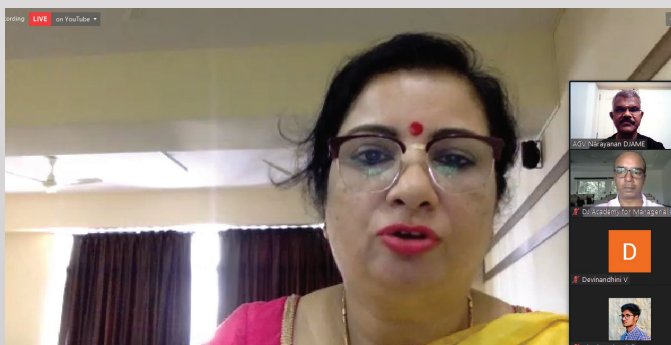
11th September 2021 - Academic Connect– Evolution of Stock Markets – Dr G Raghuram, Jagdish Seth School of Management, Bengaluru.



31st July 2021 - Academic Connect– Impactful Business Communication for Managerial Success – Prof A Dinesh – Siva Sivani Institute of Management, Hyderabad.



06th November 2021 - Academic Connect – Resume Building & E-mail Etiquette – Prof Sukanya Raghunathan, Faculty- Management, Head- Personality Enhancement Program, IFIM Law School, Bengaluru.



04th September 2021 - Academic Connect – Artificial Intelligence and Competency Mapping – Dr Anita Walia, Centre for Management Studies, Jain (Deemed-to-be-University), Bengaluru.



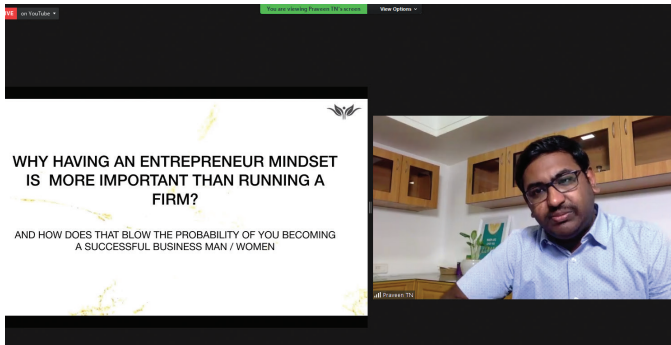
31st December 2021 - Academic Connect – Five WS and an H – Dr Srividya Sivakumar, Teacher, Poet, Speaker, Coimbatore.

eConnect

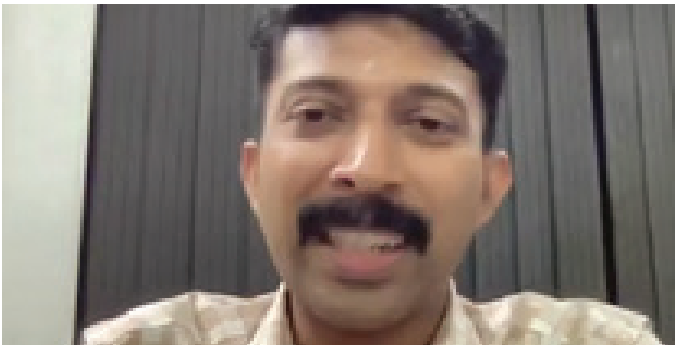
E - Connect is DJAME's Interaction Initiative to instill entrepreneurial spirit among our students by providing a forum to successful entrepreneurs to share their start-up stories. Following entrepreneurs interacted with our students.



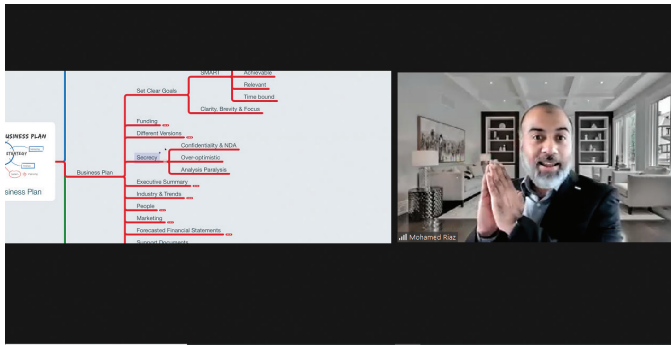
7th August 2021 - E Connect– Bamboo India's Journey in Social Entrepreneurship – Mr Yogesh S Shinde, Social Entrepreneur, Founder – Bamboo India, Pune.



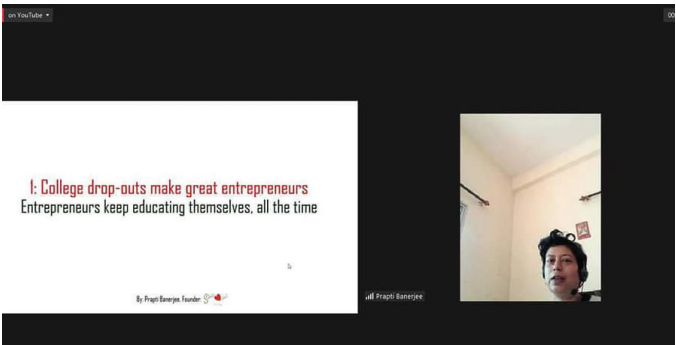
21st August 2021 - E Connect – Why is it important to have an Entrepreneur Mindset? – Mr Praveen Namachivayam – Founder & Managing Director, Sauber Intech, Coimbatore.



20th November 2021 - E Connect – Innovation – A key driver for Entrepreneurial Growth – Mr. Sriram Prasad G, Founder & CEO, Keerai Kadai Ventures, Coimbatore.

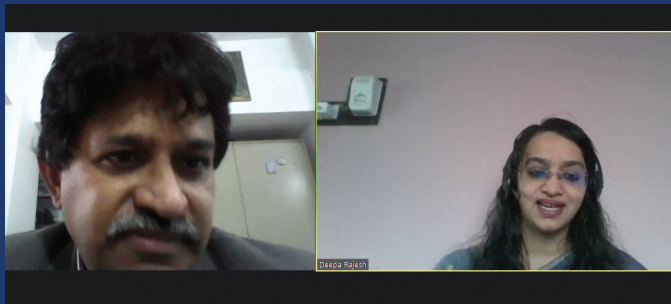


23rd October 2021 - E Connect – Workshop on Business Plan Writing – Mr. Mohammed Riaz, Executive Director -BNI Tirunelveli, Regional Director-BNI Nagercoil & Tuticorin, Serial Entrepreneur & Business Coach.

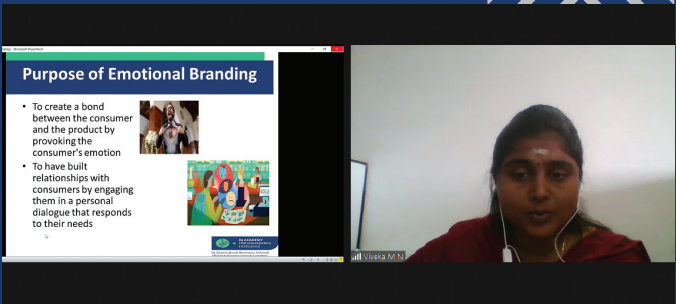


24th December 2021 - E Connect – Myths & Realities in Entrepreneurship – Ms Prapti Banerjee, Founder & Director, Eueco Technology & Services Pvt Ltd, Nagpur.

Student Development



30th July 2021 - Student Development Program – An online Workshop on Commodity Derivatives in association with MCX – Mr Shrikant Koundinya FCMA, CGMA, Assistant Vice President-Market Development (Training & Development), MCX, Mumbai.



13th August 2021 - Student Development Program (Webinar) – Emotional Branding – Ms M N Viveka, Assistant Professor, DJ Academy for Managerial Excellence, Coimbatore.



Industrial Visit - I MBA students paid a visit to TTK Prestige Ltd on 3rd December 2021

Students Program Participation

I MBA students participated in the prelims of Business Line - Board Room Challenge on 21.10.2021.

II MBA students participated in the prelims of Business Line - Board Room Challenge on 26.10.2021.

II MBA students attended NIPM programme on 'GIG Economy and its Impact' by Mr. Rajasimman Asokan, Lead HR Business Partner, Chennai on 30.10.2021.

Five of the II MBA students specializing in Operations Management attended a live assignment at Bharani Pumps on 01.11.2021.

Three of the I MBA students and three of the II MBA students were selected for NEN- Nextgen ACTIVATE ENTREPRENEURSHIP Programme on 11.11.2021.

II MBA students participated in the Start-Up game Demo organised by CIT & Wivitan Solutions India Pvt Ltd (Skilleit) on 17.11.2021.

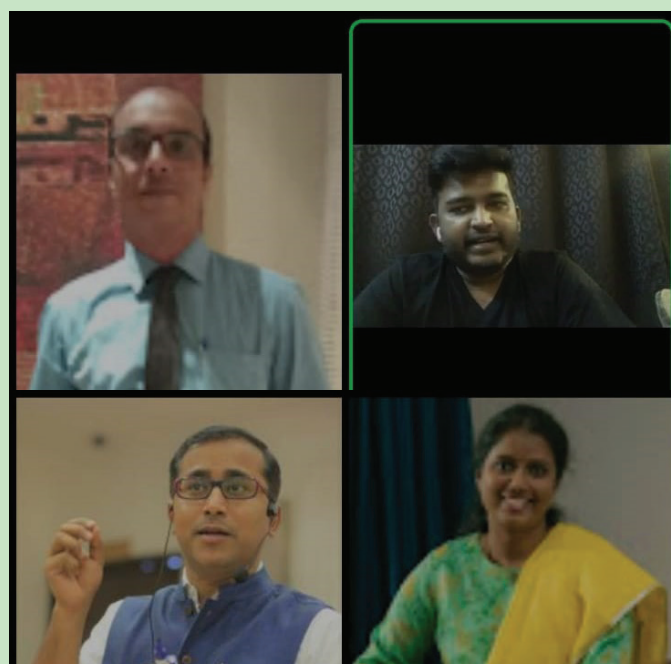
Both the first and second year MBA students attended the India Brand Conclave Webinar on the topic 'Capitalising on Consumer Insights' on 15.12.2021.

I MBA students organized and participated in FIN-HIBITION (Finance Exhibition) on 23.10.2021

II MBA students volunteered for pooled campus drive conducted by LMW during 27.12.2021 to 29.12.2021

Monday Musings @ CMA

Monday Musings has been a very popular, regular programme conducted by Coimbatore Management Association (CMA) for over eight years on every Monday evening. Experts from different fields deliver talks on topical and contemporary subjects, followed by interaction with the audience. DJAME students are regular to this program and during the period from July 2021 to December 2021 attended more than 25 sessions.



Faculty Accomplishments

Dr Deepa Venugopal received research grant of Rs. 1,00,000/- from AIMS - ARIF Grant for the research on 'Exploring the relationship between Lean principles, Intellectual capital and Firm performance'



Dr S T Nambi & Dr Deepa Venugopal attended a 'Tableau Workshop' organized by AICTE-NEAT on 5th & 6th July 2021.

Dr J J Savithri attended a FDP on 'The VELA – Virtually Engaging Learning Activities – Online Workshop' by Mr. Shyam & Ms. Kala, 60 Bits Consulting at Trainers Forum on 17th & 18th July 2021.

Dr P Sangeetha attended a webinar on 'Highly Effective Training Applications of AR-VR in Mechanical/Manufacturing Sectors' at GKDITR on 22nd July 2021.

Dr Prabhu Sankar attended a FDP on 'Digital Marketing' by Dr Sheenu Jain, Associate Professor, Chair – CIIE at IIHMR University, Jaipur during July 26 - July 30, 2021.

Prof Sreeraman Nandhi, Prof M N Viveka & Dr Prabhu Sankar attended a Workshop on 'Case Writing' by Dr Cordelia Mason at UMP, Pahang on 27th & 28 July 2021.

Prof Sreeraman Nandhi and Prof M N Viveka attended a webinar on 'Consumer Connections 2021: India' organized by Kantar on 29th July 2021.

Dr Prabhu Sankar attended a webinar on 'Research innovation and Ranking' by Mr. Deepak Bagala, MD & CEO, Invest India at Ministry of Education & Innovation Cell on 11th August 2021.

Dr P Sangeetha attended a webinar on 'Research innovation and Ranking' by Mr. Deepak Bagala, MD & CEO, Invest India at Ministry of Education & Innovation Cell on 11th August 2021.

Dr Prabhu Sankar attended a FDP on 'Data Analytics Using R Programming' organized by Bannariamman Institute of Technology during 12th to 14th August 2021.

Dr S Johnsi attended the 'BW Best CFO & Finance Strategy Summit & Awards 2021' on

13th August 2021.

Dr S T Nambi attended a webinar on 'Connecting Education to Industry' by Mr. Surendra Babu, VP, HR Academy, ALDLA India Pvt. Ltd. organised by CII, Coimbatore on 20th August 2021.

Dr S Johnsi attended a One Day National Level Finance Conclave on 'Foreign Exchange Market Investment Opportunities and Risk Management' at JAIN (Deemed-to-be University), Bangalore on 30th August 2021.

Prof M N Viveka attended a FDP on 'Data Analytics Using R for Social Science Research' organised by Kongu Business School on 04th September 2021.

Dr Prabhu Sankar attended a FDP on 'Emerging Trends, Pedagogy and Teaching Skills in Management Education Post Covid -19' by Mr. Varun Rastogi, Director Analytics & Cognitive, Deloitte India at IILM Graduate School of Management during 06th to 10th September 2021.

Dr S T Nambi attended a webinar on 'Predicting Bankruptcy with Linear Discriminant Analysis' by Dr PK Viswanathan, Data Scientist organized by Voikse Digital Consultancy Service on 15th September 2021.

Dr P Sangeetha attended a webinar on AICTE Scholarship/Fellowship/Internship Schemes by Dr Amit Kumar, Director, SDC organized by AICTE on 16th September 2021.

Dr J J Savithri attended a Webinar on 'Labour Codes Impact' by Mr. Govindaraju K S, HR & IR Practitioner, M/s Kern Liebers, organized by NIPM on 24th September 2021.

Dr J J Savithri attended a Webinar on 'Employment Scenario during Pandemic' by Mr. Hari Rao, Director & Head, Talent Acquisition, KGISL organized by NIPM on 25th September 2021.

PROGRAMMES ATTENDED

Dr S T Nambi attended a webinar on 'Technology 4.0, Humanity 4.0, and the Prospect of Post-Covid World' by Dr Subra Suresh, President, NTU, Singapore organized by Jio Institute on 09th October 2021.

Dr ST. Nambi attended a webinar on 'Machine Learning and Deep Learning for Anomaly Detection in streaming Data' organized by OR-Bodharam on 30th October 2021.

Dr Prabhu Sankar attended a webinar on 'Simulating Societal Dynamics: An Introduction into Social Simulation' organized by Universiti Malaysia Pahang on 17th November 2021.

Dr Prabhu Sankar webinar on 'Recent Trends and Challenges in Advertising Industry during the Pandemic' organized by KSR College on 30th November 2021.

Dr Prabhu Sankar attended a webinar on 'Annual performance result announcement of the Institution's Innovation Council (IIC): 2020-21 organized by Institution's Innovation Council (IIC) on 1st Dec 2021.

Dr J J Savithri attended a webinar on 'Student Learning Assessment Project (PARAKH)' conducted by AICTE on 13th December 2021.

Prof Sreeraman Nandhi & Dr Prabhu Sankar attended a webinar on 'BRANDS: CAPITALIZING ON CHANGE' organized by Business World and exchange4media on 15th Dec 2021.

Dr Prabhu Sankar and Dr J J Savithri attended the IIC Quality Council Meeting held on 16.12.2021

Dr J J Savithri attended webinar on 360 Degree Feedback conducted by AICTE on 17th December 2021.

Dr P Sangeetha attended the 'Stakeholder workshop on Approval Process 2022-23' conducted by AICTE on 17th December 2021.

Dr Prabhu Sankar attended a webinar on Introductory session about BBN conducted by AICTE-Information Data Systems on 18th December 2021.

Dr J J Savithri attended the webinar on ional Consultation on Regulatory System of Higher Education conducted by NAAC on 28th December 2021.

Dr Prabhu Sankar attended 'Industrial Consultancy & Research Projects' webinar conducted by AICTE on 30th December 2021.

PAPER PRESENTATIONS

Dr J J Savithri presented a paper titled 'A Study on the impact of Dual Career Couple Working hours on their Economic and Social Life' and 'Green HRM at TCS-A Case Study' at Avant 2021 (Virtual)-National Conference on Contemporary Business Research on 9th July 2021 organised by DJ Academy for Managerial Excellence.

Dr Prabhu Sankar presented a case titled 'M/s TABP Snacks and Beverages – Crisis Management through flexibility and resilience' in an Online case study workshop, organized by UMP Pahang, Malaysia on 28th July 2021.

Prof Sreeraman Nandhi presented a case titled 'Why People Managers should know the Nuances of People Management?' at an Online case study workshop, organized by UMP Pahang, Malaysia on 28th July 2021.

Dr P Sangeetha presented a paper titled 'Assessing the capacity utilization strategic options in manufacturing firms' at an International Conference on 'Global Perspectives on Business, Economy and Society - for Sustainability in the New Normal' sponsored by AICTE in association with ISBR College, Bengaluru on 5th & 6th August 2021.

Prof Sreeraman Nandhi presented a Case on "Paradigm Shift in a Young Sales's Professional's Career" at PSGIM Management Case Conference on 30th October 2021.

Dr S T Nambi presented a case study titled 'The Insolvency and Bankruptcy Code 2016 – A Successful Journey?' in the Management Case Conference @ PSGIM on 30th October 2021.

Dr J J Savithri presented a paper titled 'Qualitative Study on the impact of Dual Career Couple Working hours on their Economic and Social Life' in the 4th International Conference on Challenges in Emerging Economies, at K J Somaiya Institute of Management, Mumbai on 04th December 2021.

Dr P Sangeetha presented a paper titled 'A Study on Warehouse Management Practices at an Auto Component Manufacturing Unit in Chennai' in an International Conference: MIMANZA 2021 organised by Sri Balaji University, Pune on 08th & 9th December 2021.

PUBLICATIONS

Dr J J Savithri published an article titled ‘Role of Green HRM in advocating Pro-environmental Behaviour Among Employees’ in Elementary Education Online (Ilkogretim) 2021, Vol. 20 Issue 6, p839-846. 8p. (Scopus Indexed).

Dr Prabhu Sankar published an article ‘A Study on Electronic Supply Chain Management Practices in the Garment Industry in Tiruppur District’ in Journal of the Asiatic Society of Mumbai-Vol. XCIV, No.10, 2021. (UGC care-I Journal.).

OUTREACH

Prof Sreeraman Nandhi delivered a Guest Lecture on ‘What it takes to evolve from a fresher to a professional’ at PA College of Engineering and Technology, Pollachi on 7th September 2021.

Prof Sreeraman Nandhi delivered a Guest Lecture on ‘Why to opt Marketing as a career opportunity’ at Rayat College of Pharmacy, Punjab on 22nd September 2021.

Dr A G V Narayanan acted as a Resource Person for Women Virtual Faculty Development Programme on the topic ‘Implications of New Education Policy’ at Sri Ramakrishna College of Arts & Science on 24th September 2021.

Prof Sreeraman Nandhi moderated the two day International Conference (Virutal) ‘Virutal MyMedex 2021 (Advanced Medical Innovation for Improved Healthcare)’ organized by My Events, Malaysia on 27th & 28th October 2021.

Dr Prabhu Sankar delivered a Guest Lecture on ‘Consumer Behaviour’ at Kongu Arts & Science College, Erode on 29th October 2021.

Prof Sreeraman Nandhi delivered a Guest Lecture at PSGIM on the topic ‘Sales Territory Management’ on 10th November 2021.

Dr ST Nambi wrote a review on the book titled “Spring-Bouncing back from rejection” authored by the veteran adman Ambi Parameswaran. It was featured in the latest issue of CMA Digest - the newsletter of Coimbatore Management Association.

MANAGEMENT DEVELOPMENT CENTRE (MDC)



Management Development Centre at DJAME strives to facilitate the learning process for Executives through our Management Development Programmes which will be of a short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons. Few of the Management Development Programmes organised by MDC of DJAME during July 2021 – December 2021 listed below.

Organisation	Title	Date
Montbleu (Expleo)	Metamorphosis	Series of soft skill development programme spanning from July to October 2021.
	Effective Communication	
	Managing Self	
	Collaborative Mind set	
Lakshmi Machine Works	Winning Relationships through Interpersonal Communication	4th August 2021
Revantha Services Ltd.	Collaborative Leadership	23rd October

Business Quotient 7 Answers

1. Page Industries
2. BharatBenz
3. Licious, Meatigo, FreshToHome, Zappfresh and Tendercuts
4. It is a B2B app planning to digitize 25,000 medical stores in South India. It is integrated with a consumer facing app Aayu, which helps end users to search for medicines in the nearby area and get them delivered at their doorsteps.
5. Zostel
6. The Moms Co, Baby Chakra and PoPxo
7. Under-nourishment, child wasting, child stunting and child mortality
8. Freshpik



DJAMELog

Visit our blog to read the contemporary articles written by our faculty team

What Makes DJAME Special!

Imposter Syndrome: The Paradox of Achievement

Dr J J Savithri

Visit <https://djamelog.blogspot.com>

Placements 2022

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2022 has been given below.



38

Total number of offers

14

Number of students with one offer

9

Number of students with two offers

2

Number of students with three offers

7.2

Lac per annum Highest Package

4.57

Lac per annum Average Package

Business School Ranking

**DJAME HAS BEEN
CONSISTENTLY RATED AS
ONE OF THE EMERGING
B-SCHOOLS**



**DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE**

(An Exclusive Business School)
Affiliated to Bharathiar University Coimbatore



Business Today Nov 2020
India's Best B-Schools Rankings

LIVING
EXPERIENCE
45TH RANK

RETURN ON
INVESTMENT
76TH RANK

Outlook

OUTLOOK-ICARE India MBA
Rankings 2021

PRIVATE
AFFILIATED
COLLEGES
32ND RANK

TOP PRIVATE
B-SCHOOLS
(SOUTH ZONE)
42ND RANK

BS

Business Standard Business School
Special Jan 2021

B2^{RATING}

CAREERS³⁶⁰

Careers360 India's Best B-Schools 2021

AA^{RATING}

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