



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(An Exclusive Business School)
Affiliated to Bharathiar University Coimbatore

DJAME @ Sphere

July 2022

A Bi-annual Newsletter

Volume 4 | Issue 2

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Foreword

Dear Readers,

It is extremely gratifying and fulfilling in reaching you with another edition of Sphere when DJ Academy is stepping into its 22nd year of existence. Having made a humble beginning in Management Education in 2001, DJAME has come a long way in establishing itself as one of the premiere B-Schools in this region in creating responsible Managers for the industry. With an unstinted support from Lakshmi Machine Works Limited (LMW) and its Group Companies, DJAME has been able to carve a niche for itself in providing the best-in-class industry-linked management education.

As business as usual, the last six months have been quite engaging at DJAME with a series of Connect Programs, Faculty Development Programs, Student Development Activities and so on. All the final MBA students of 2020-22 Batch could grab attractive offers in companies of good repute. The average pay package at DJAME has been witnessing a consistent rise over the years giving a sense of satisfaction to all the stakeholders concerned.

This edition of Sphere carries a glimpse of all the activities happened at DJAME during the first half of the calendar year besides columns from the faculty, alumni and students. We are always open to hearing from you to improve the content of this Newsletter in providing an enriching reading experience.

With best wishes !

Dr R Prabusankar

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.





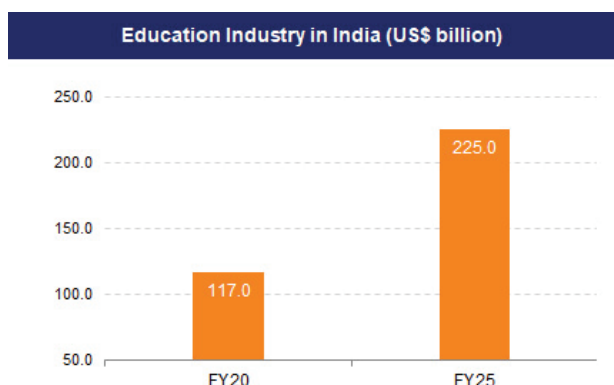
FACULTY COLUMN

Prof Sreeraman Nandhi
DJAME

EDUCATION & TRAINING INDUSTRY IN INDIA

India has the world's largest population in the age group of 5 – 24 years. It is estimated there are about 500 million people who fall in this age bracket. This is where the great growth opportunity for the education sector lies.

Market Size



Source: www.ibef.org

It is expected that the education sector in India will be worth US\$ 225 billion by FY 2025. India has one of the largest networks of educational institutes in the world. According to a report from KPMG, India has become the second-largest market after the US when it comes to E-Learning. The online education market grew by 19% in the year 2021. At this juncture, the ed-tech market size is US\$ 700 – 800 million and is expected to reach US\$ 30 billion by 2030.

As of FY 2021, the number of colleges in India reached 42,343 and the number of universities stood at 981. UNESCO has just released the 'State of Education Report for India 2021', and according to the report, the PTR (Pupil-Teacher Ratio) at senior secondary school stands at 47:1 as against 26:1 in the overall school system.

The number of students enrolled in the higher education system for 2019-20 was 38.5 million students (Male – 19.6 million & Female – 18.9 million). The number of females getting enrolled in the higher education system has significantly increased. According to the data released by the Department for the Promotion of Industry and Internal Trade (DPIIT), from April 2000 to September 2021 FDI equity inflows stood at US\$ 6.74 billion.

Some of the major developments the Indian education sector witnessed in the recent past.

- According to Times Higher Education Emerging

Economies University Rankings 2022, India has 89 universities behind China with 97 universities and Russia with 100 universities.

- For the Times Higher Education World University Ranking 2022, a total of 71 Indian Institutions have been qualified.
- The investments received by the ed-tech start-up shaves almost doubled from US\$ 2.2 billion in the year 2020 to US\$ 4.7 billion for the year 2021.
- According to the QS employability ranking 2022, we have several Indian Institutes and Universities among the global top 500 universities.

Some of the major initiatives taken by the Indian Government for the education sector

- 100% FDI under automatic route is allowed.
- In the union budget 2022- 23, allocation for Samagra Shiksha Scheme stands at INR 37,383.36 crore compared to INR 31,050.16 crore allotted in FY 22. There has been a 20% increase over the previous year.
- In the year 2020, New Education Policy was introduced to emphasize early childhood care and education.
- In October 2021, the NSDC launched the largest 'Impact Bond' in India with an investment of US\$14.4 million to help 50,000 youngsters to acquire the skills necessary for employment.

Way forward

By the time we reach 2030, it is expected that India's higher education will have a paradigm shift in terms of,

- Learning methods in addition to classroom learning methods.
- Adopting innovative approaches in the higher education system, which can bring a transformational change
- To emerge as the largest global talent provider
- To have more than 20 universities among the top global 200 universities.
- To be one of the top five countries to spend on research.

Over the past several years the educational sector has seen a host of reforms that could transform the country into a knowledge hub.



Mr Shanmugam P

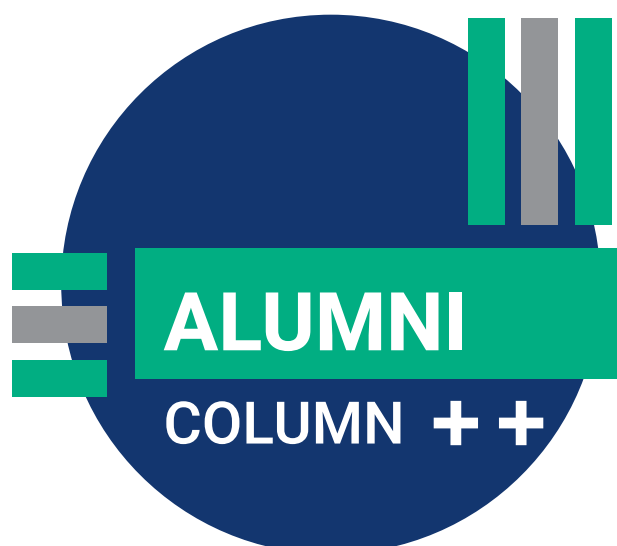
(2003-2005 batch),
HR Business Analyst & Product Owner,
Cognizant Technology Solutions Pvt Ltd, Chennai.

Things that matter in your career

There are so many different kinds of suggestions and opinions related to this career guidance and career development. But what exactly is it about and does it lead to where?

Here is my view on this very familiar word 'the career'. This career has the meaning of describing an occupation undertaken for a significant period of a person's life and with opportunities for progress. Some things which makes a difference in the career. Such things have an impact on individual life and it adds some magic to the profession.

- **Motivate yourself-** The first step in framing your career needs this important thing, 'Motivation'. Motivation cannot be acknowledged by everyone. It requires a desire or craving for newness. Here, motivation plays the role of an idea, not a real thing. It becomes the central point of any solution to any problem. Relate your problems and connect with the motivation to come up with the solution and just focus on finding your career. If you are facing so many failures, don't lose hope. Motivate and cheer yourself up to face again.
- **Get to know you better-** Framing a career is an easy thing like a cup of coffee. To make it successful alone requires a lot of tough grinds. So, know yourself better and discover your talents and skills. Focus on finding the things which you are passionate about doing. Then go with your confidence to achieve your dreams. So, this step is such a long process with multiple aspects that need to be considered. Because the interests which are possessed by us are not stable. It changes according to our age and maturity. Determine and accept your failures and mistakes also. This will also help us to get to know ourselves better.
- **Discover your dreams-** If you don't have a dream, don't have a vision, and run blindly without any dreams, that would be the utter failure of putting an end to your



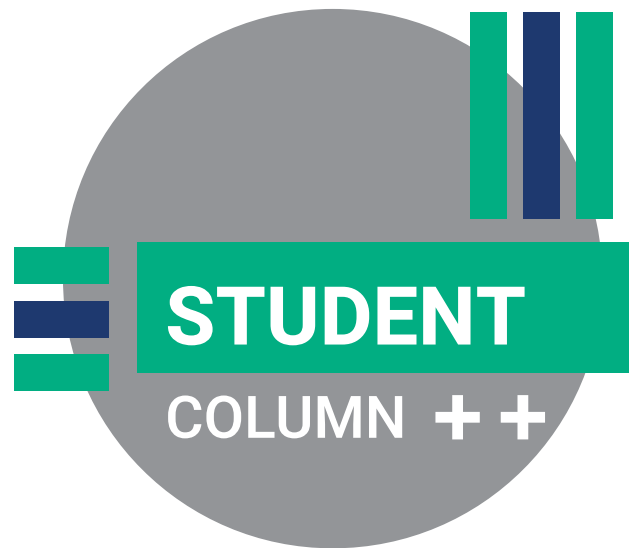
career. If you say that, like you don't know how your future is going to be, then you are just going to be an employee until you die. You never get the opportunity to grow up in life. So, discovering personal goals and dreams is an unavoidable thing and it adds success to your career path. If you have a good cause, then nothing else matters. You can do anything if you dream of it. If you have the power and start working on solving your hurdles, you can achieve your dreams. So always dream according to your passion and interest.

- **Innovate ideas-** There is always a new idea to overcome the old situation. Think of finding the smartest ideas that bring a booster to your career. Don't be just a follower of others' ideas. Start innovating ideas according to your traits and styles which bring smartness to you. Be a seeker who finds real meaning in your life and career. Innovate new ideas and implement them in your life you will get the position where you wanted to be forever. Don't be afraid of sharing your thoughts or discoveries. Don't put your ideas in a cage or prison that is far away from the path to success. Display your ideas and innovations and get the key to revealing the best way for your career. Take steps that make you an entrepreneur or a founder bravely.
- **Act according to your plans-** This activation of action is the mandatory step that counts as the major one. Start working and take actions that fulfill your goals and plans. Cross the milestones of your dreams and definitely, you are going to be in a seat where you and your family and friends want to be. Writing down all your plans and visions won't work if you do not act. Taking action and performing your role according to your plan will only make you succeed. This is how one can be unique from others by achieving the best position in his career. This is the big step that makes a difference in your career. So, start implementing and start experimenting with the ideas that you have for your dreams and strive to accomplish the goals of your career.





Ms Kowsika P
II MBA, DJAME



CHEROPHOBIA

Fear of Happiness and how to overcome it.

Happiness and well-being are thought to be essential components of a successful and fulfilling life.

Happiness has been a central focus of both psychological research and the self-help industry for many decades, as a means to improve quality of life.

What is happiness?

Happiness is described as delight and life satisfaction. When people talk about happiness, they measure it by asking individuals to report their life satisfaction and the presence or absence of positive and negative effects.

What is a phobia?

Phobias are classed under the umbrella of 'anxiety disorders.' Phobias are an emotional response often occurring when fear occurs. A phobia is an anxiety disorder usually connected to something specific.

What Causes Cherophobia?

Phobia is a physical or a mental fear, the issue where a real one suffers from the condition. Phobia may relate to an event or incident in a person's bygone. The medical conditions and external factors that cause phobia may include:

- Heredity
- Depression
- Anxiety
- Self-hatred
- A traumatic childhood incident guilt

5 Symptoms of Cherophobia - Cognitive symptoms:

- Believing that feeling delighted makes you a bad person.
- Believing that being delighted will lead to something bad.
- Believing that you should not express gaiety in case it upsets others.
- **Behavioral symptoms:**
 - Avoidance of joyful gatherings.
 - Rejecting relationships or life opportunities that may bring delight and success.

How to defeat Cherophobia?

Cognitive Behavioral Therapy

Talking therapies, such as counseling and psychotherapy are often enormously productive to manage phobias. CBT helps individuals identify unhelpful thinking patterns that may be influencing their chemotherapy and he an individual to deliberately confront their fears, rather than avoid them, by direct and repeated exposure.

Mindfulness:

Mindfulness has also shown positive effects on anxiety outcomes. Mindfulness is developed through meditation techniques that aim to build an awareness of an individual.

Business Quotient 8

1. What is Byju's offline venture known as?
2. What is the history behind the launch of MTR Rava Idli?
3. What does Volkswagen denote in German?
4. What is the female iteration of Johnnie Walker?
5. What is Swiggy Instamart's Fast 5 all about?
6. The entity formed following the merger of Fiat and PSA Group is named as _____?
7. Ola's 10min grocery delivery service is branded as _____
8. Name a few players who are into used car business in India

(Refer Page 14 for answers)



Events at DJAME

MoU with Giles Brooker Group, NZ

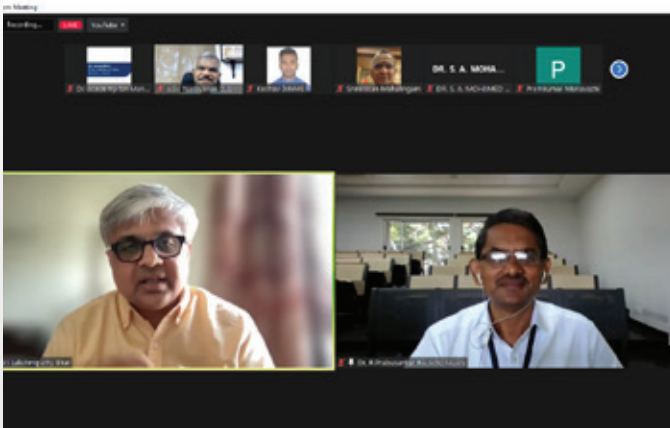


DJ Academy for Managerial Excellence, has signed a Memorandum of Understanding (MOU) with Giles Brooker Group, International Education Developers, on 26th April 2022. This MoU, based upon the foundation of good will, cooperation, reciprocity, and mutual benefit, envisages making it possible to institute academic exchange between DJAME and Institutions in New Zealand and across the ASEAN region. Through these academic and research collaborations, the two institutions are planning to carry out following activities.

- Short-term Training Programs for the students of New Zealand, exchange of students, faculty and researchers, collaborative research, exchange of academic and research information, and publications, organise conferences, seminars, and symposia

This MoU was signed by Dr AGV Narayanan, Director, DJ Academy for Managerial Excellence and Mr Giles Brooker, Chairman, Giles Brooker Group, New Zealand. Ms Prabha Govindasamy, Managing Director, GBG and faculty members of DJAME were present.

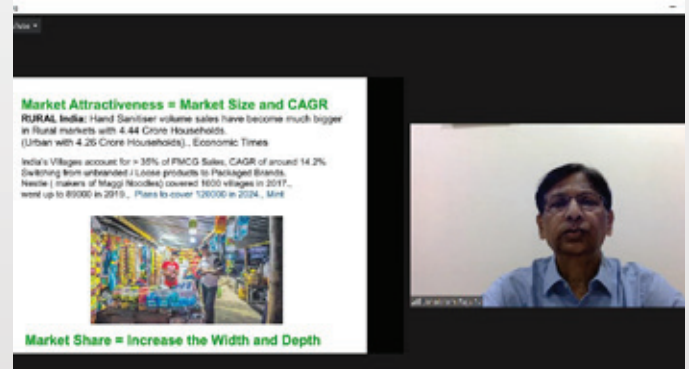
Duologue



11th June 2022 - Duologue – (A dialogue with Corporate Leaders) – Sri Lakshmipathy Bhat, Sr. Vice President - Global Marketing & Communications, Robosoft Technologies, Bengaluru, had a conversation with Dr R Prabusankar, Professor, DJAME.

CXO Connect

It is DJAME's Interaction Initiative with corporate leaders. This forum provides an opportunity for our students to interact with the top brass of the corporate world



29th January 2022 - 'Brand Positioning and Promotion in Rural Markets' – Rtn N Janakiram Raju, Former Chairman & Managing Director, BASF Bangladesh Ltd.

CXO/ Alumni Connect



30th April 2022 - Mr V Harish (Batch of 2001-03), Assistant Executive Director, Dalmia Bharat Group, Chennai addressed the students on 'Indian Cement Industry - A Perspective'



19th March 2022 - 'Reimagining Industrial Relations' – Sri R Venkatanarayanan, President- HR, IT and CSR, Rane Group, Chennai.

Alumni Connect



15th June 2022 - Mr Ganesh Shankar (DJAME 2003-05), CEO & Co-Founder, RFPIO Inc., United States addressed the students on the topic "Get bitten by the Entrepreneurial Bug"



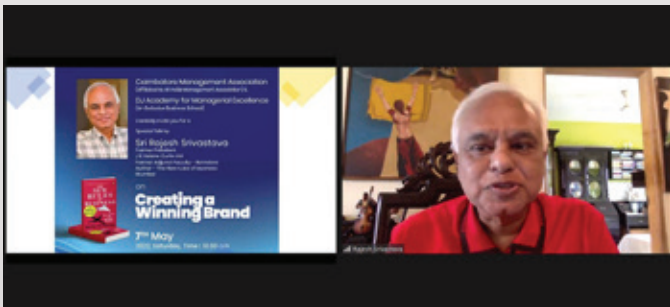
9th April 2022 - 'Challenges in marketing Insurance Products' – Mr M Vasudevan, Associate Regional Manager, ICICI Prudential Life Insurance Company Ltd, Coimbatore.

Joint Events

DJAME-CMA Joint Event

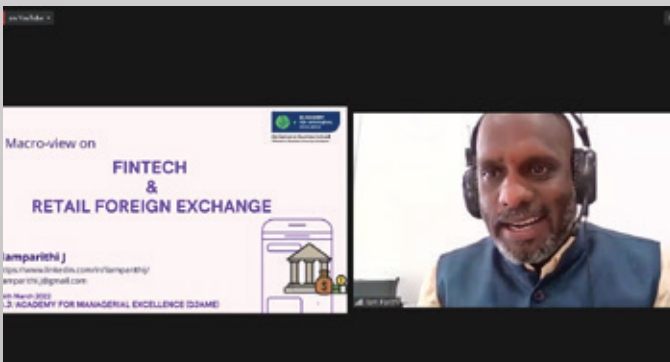


19th February 2022 - Sri K Vaitheeswaran, Co-Founder and CEO, Again Drinks, Bengaluru addressed the students on 'Things to keep in mind while starting up'. This Special Talk was organized by DJAME in association with Coimbatore Management Association.



7th May 2022 - Mr Rajesh Srivastava, Former President, J K Helene Curtis Ltd., Mumbai addressed the audience on 'Creating a Winning Brand' as a part of the Special Talk organized by DJ Academy for Managerial Excellence in association with Coimbatore Management Association (CMA).

Global Connect



26th March 2022- Mr Ilamparithi Jayabalan, Country Head - Foreign Exchange, Thomas Cook Lanka Pvt. Limited, Sri Lanka, spoke on 'Fintech & Forex' as a part of the Global Connect Series at DJAME

Academic CONNECT

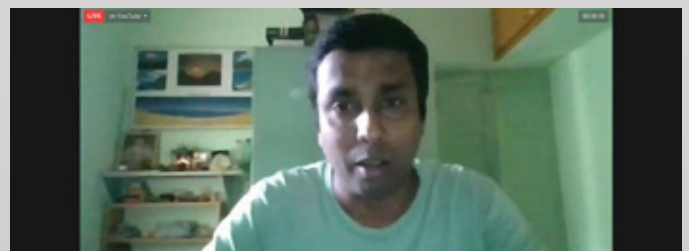
This is DJAME's Interaction Initiative to provide its students a forum to deliberate with the leading academicians of the country.



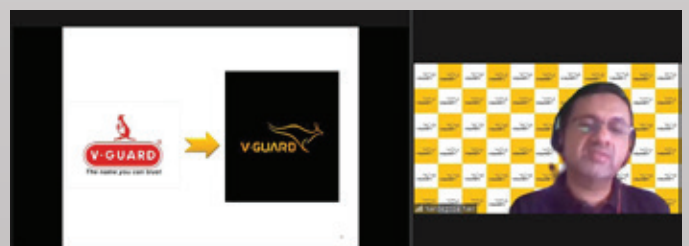
18th April 2022 - A 'Workshop on Data Visualization using Tableau Desktop' – Prof A Prasath Kumar, Department of Management, Kristu Jayanthi College, Bengaluru

Corporate Connect

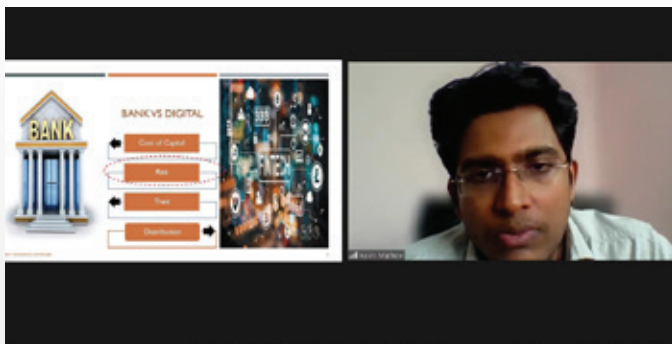
It is DJAME's Interaction Initiative to provide students a forum to deliberate with practicing Managers from diverse functional areas of business. Following Corporate Executives interacted with our students.



22nd January 2022 -- 'Business Analytics – Trends' – Dr Selvaraju Murugesan, Data Strategist, Kovai. Co., Coimbatore



5th February 2022 - 'Brand Transformation – The V-Guard Story' – Mr Nandagopal Nair, VP & Head – Brand & Communications, V-Guard Industries Ltd, Kochi



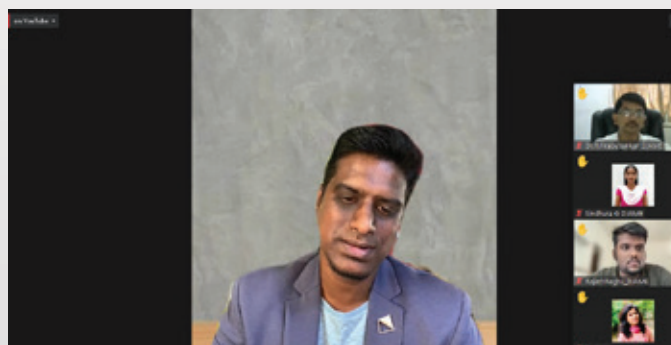
12th February 2022 - 'Insights into the business models of Fintech Companies' – Mr Kevin C Mathew, Sr. Business Consultant, Ernst & Young, Chennai.



26th February 2022 - 'Does digital marketing really help businesses thrive? The What, why, and how of Digital Marketing!' – Mr V Shankar, Head (GM) – Digital Marketing, Lakshmi Machine Works Limited, Coimbatore.



3rd March 2022 - 'Leadership from within' – Mr Nandakumar Gopalan, Author & Magical Mind Healer, Wellness Mentor Consulting, Chennai.



12th March 2022 - 'Alternative Investment Funds' – Mr Kumaran Chandrasekaran, Fund Manager - AIF Credit, Sundaram Alternate Assets Limited, Chennai.



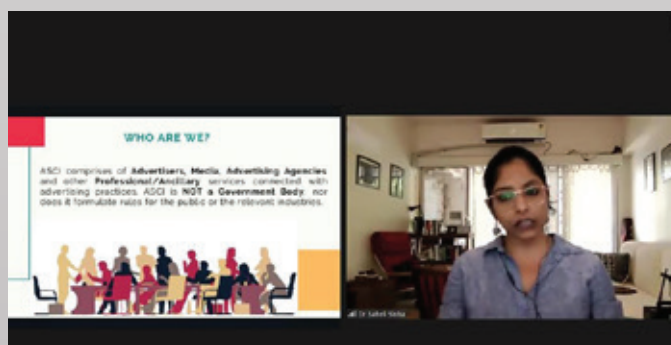
2nd April 2022 - 'A Case Workshop on Operations Management in Supply Chain' – Sri Premkumar Manavazhi, Leadership Thought Consultant, Former Regional Lean Advisor – India & S E Asia, Caterpillar Inc.



22nd April 2022 - 'Lean Manufacturing & Productivity Improvement' – Dr G M Ramachandran, Director – Operations, Propel Industries Pvt. Ltd, Coimbatore.



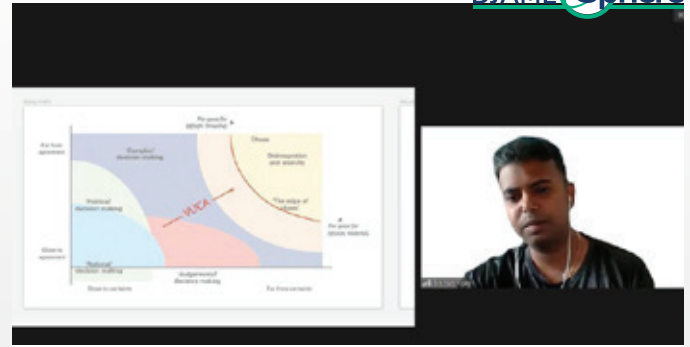
25th April 2022 - 'Business Sustainability'- Ms Anya Geraldine D'Souza, General Manager – Global Marketing, ELGI Equipments Ltd, Bengaluru



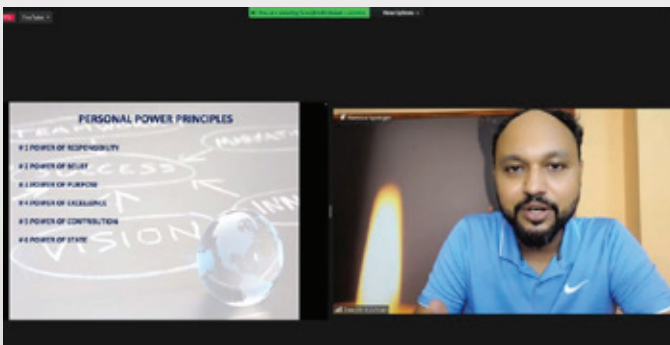
13th May 2022 - 'Advertising Standards: Self-Regulations & the Role of ASCI' – Dr Saheli Sinha, General Manager – Complaints and Resolutions, The Advertising Standards Council of India, Mumbai.



21st May 2022 - 'Essential Competencies for Early Manager' – Mr Bharathkumar Mewada, Former Training Head – Piramal Glass, Former DGM (HR), Mahindra & Mahindra, Gujarat.



4th June 2022 - 'Significance of Design Thinking in Product Development and Organizational Culture' – Mr Mohan Vijay, Head of UX – India, BSH Home Appliances Group, Bengaluru



18th June 2022 - 'Everyday Leadership' – Mr Sreejith Krishnan, Head – Learning & Development, Sony India Software Centre, Bengaluru

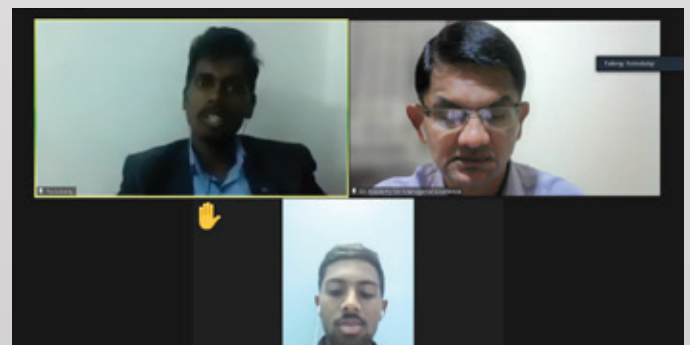
eConnect

Institution's Innovation Council

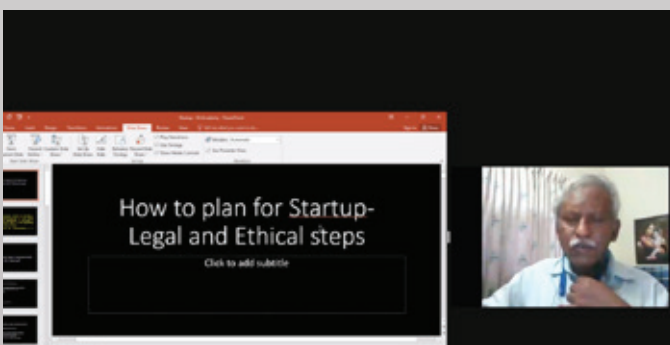
It is DJAME's Interaction Initiative with successful Entrepreneurs with an objective to instill entrepreneurial spirit among the budding MBAs to take up the entrepreneurial ventures.



24th February 2022 - 'My Story' – Mr T M Vijikumar, Managing Partner, The Tyre Check, Coimbatore



28th February 2022 - National Science Day Celebrations 2022 – A Special Lecture on 'Innovation & Technology' – Mr Balaji Thiru, Founder of Village Tech School & Tamil Robotics Club and CEO – UST Robotics Pvt Ltd.



18th March 2022 - –'How to Plan for Start-up and Legal & Ethical Steps' – Dr K Nagarajan, Former AGM, Tamil Nadu Industrial Investment Corporation.

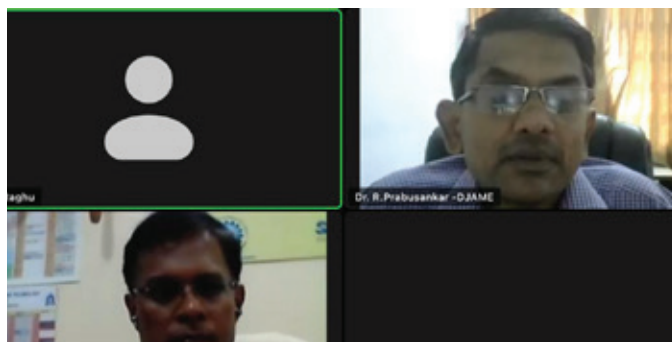


31st March 2022 - –'Workshop on Business Model Canvas (BMC)' – Mr Baskar Perumal, Director, Lexhive Corporate Services, Coimbatore.



7th May 2022- 'Introduction to Young Entrepreneurship program at A1 Chips' by Mr. Murali, Managing Director, A1 CHIPS & Exports India Pvt Ltd.

INSTITUTION'S INNOVATION COUNCIL-QUALITY COUNCIL MEETING



3rd June 2022 - The Fourth Quality Council meeting of the Institution's Innovation Council (IIC) was conducted. IIC External members, Mr S Shameer, Founder, By The Startups (BTS) & IT Projects Media, Mr Prabhu Gandhikumar, Founder and Managing Director, TABP Snacks & Beverages, Coimbatore, Faculty, and Student coordinators attended the meeting.

OTHER EVENTS



8th March 2022 - 'Breaking Barriers: Moving Beyond Bias' – Ms Shobana Kumar, Founder – Small Differences, Coimbatore



5th April 2022 – 'The Sixth Sense (An Intuitive Entertainment Program)' conducted by Lt.Cdr.Praveen, Mind Reader, Magician, Mentalist, and Memory Expert, Dubai

WORLD CREATIVITY AND INNOVATION DAY CELEBRATIONS



21st April 2022 - A Workshop on 'Design and Creative Thinking' conducted by Prof Mrudul Mankame & Prof Archana Anantharaman, Faculty of DJ Academy of Design, Coimbatore.



WORLD EARTH DAY CELEBRATIONS



NAAC ACCREDITATION



27th & 28th June 2022 - NAAC Peer Team comprising Dr.Siva Rama Krishna Kolla, VC, Gitam University, Vizag, (Chairman), Mr. Bhibuti Bhushan from Lalit Narayanan University, Bihar (Member), Dr. Kiran Reddy, Principal, Acharya Institute of Management, Bangalore (Member) visited DJAME for Second Cycle of Accreditation. DJAME has been accredited with B+ Grade by NAAC

World Earth Day was celebrated on 22nd April 2022 with the theme 'Invest in Our Planet'. Dr G M Ramachandran, Director – Operations, Propel Industries Pvt Limited, Coimbatore planted trees at DJAME premises.

FACULTY DEVELOPMENT PROGRAM



5th and 6th May 2022 - DJ Academy for Managerial Excellence and Association of Indian Management School (AIMS) organized a two-day Faculty Development Program on 'Measurement Model Analysis'. Prof Anandakuttan B Unnithan of IIMK and Prof Deepa Venugopal of DJAME were the Resource Persons. Dr R Nandagopal, Regional Vice President - South, AIMS felicitated the Inaugural function. DJAME Faculty & Faculty from other Management Institutes attended the program

Student Development

DJAME takes up many initiatives to keep the students abreast of the development in the corporate world thereby bridging the gap between Academic Institutions and the Industry. Some of the initiatives are outlined here.

MARKETING CLUB ACTIVITIES



8th January 2022 - Coimbatore Management Association (CMA) organized its flagship event 'Brands of Kongu Region' exclusively for the Faculty and Students of CMA Chapter Institutions in Coimbatore. Mr Satish Kumar, CMD, Milky Mist Dairy Food Pvt Ltd, Mr Balaji, Director/CMO, Repose Mattress Pvt Ltd, and Mr Suraj, Director, Kirtilal Kalidas Jewellers Pvt Ltd were the Speakers of the session. Director of DJAME Dr AGV Narayanan acted as a Moderator for the session with Mr V Balaji, Director and Chief Marketing Officer, Repose Mattress Pvt. Limited, Coimbatore.



12th March 2022 - As a part of Marketing club activities, Students conducted the events like identification of fake products, Digital marketing campaigns, Design of a creative logo, and New Product launch.

FINANCE CLUB ACTIVITIES



9th April 2022 - Students conducted Financial club activities

CASE LEARNING WORKSHOP



26th & 27th May - Dr Sabari Sankar R, Pedagogical Research Associate, IIM Bangalore conducted a two-day case learning workshop for the students.

INDUSTRIAL VISITS



Students specializing in Operations Management visited Safexpress on 9th March 2022



Final MBA students visited M/s Velan Valves India Pvt. Limited, Coimbatore on 29th April 2022



Final MBA students visited Propel Industries Private Limited, Coimbatore on 11th March 2022

Monday Musings @ CMA

Monday Musings has been a very popular and regular program 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 attended more than twenty programmes from January-June 2022

Students Accomplishments

STUDENTS PARTICIPATION IN EXTERNAL EVENTS

- I & II MBA students participated in the SCMS SHIKHAR 2022 Inter-collegiate Meet on 07.03.2022. Ms. M. Sandhya, Ms. G. Sindhura, Ms. S. Chornalatha, and Ms.D.Tamilarasi won the II Prize for Finance event
- I MBA students participated in the Wadhwani NEN Activate Entrepreneurship Programme on 14.03.2022 – Mr Darshan.S & Mr Rajath Raghu have completed the 12-week course with a 5-star ranking



Mr Gobinath, Mr Lawrence and Mr Gokul of DJAME won the third prize in the HR Event organized by Hindustan College of Arts & Science, Coimbatore on 8th April 2022



Faculty Accomplishments

CMA - GRD Best Management Faculty Award



Mr Pranesh R, Mr Rohind S, Mr Selvam G and Mr Rajath Raghu of DJAME won the I prize in Ideate to Innovate event and Mr Surya.N, Indhu Mathi V, Dharineesh Balaji D and AJAYRAM.J won the II Prize in Map & Tap in the National Level Student Management day the hall mark event of the Coimbatore Management Association which was held at KCTBS on March 25th 2022



DJAME Team Congratulates

Dr **Deepa Venugopal** on being conferred 'CMA-GRD Best Management Faculty of the year 2022 Award'.

We wish her many more accolades !

STUDENT FELICITATION



15th June 2022 - Student Felicitation by Mr Ganesh Shankar, CEO & Co-Founder, RFPIO Inc., United States for their achievement in University Examinations & Participation in Co-Curricular activities

Business Quotient

Answers

1. Byju's Tuition Centre
2. MTR Rava Idli was launched during World War II when there was a short supply of rice
3. People Car
4. Jane Walker
5. Swiggy offered discounts upto 50% during the last 5 overs of an innings during the last IPL
6. Stellantis
7. Ola Dash (Quick Commerce)
8. Car Dekho, Spinny, CarTradeTech and Droom

PUBLICATIONS BY FACULTY

S.NO	FACULTY NAME	PUBLICATIONS
1	Dr S T Nambi	Published a research article titled "Traditional Time Series versus Machine Learning Forecasting Models: A Special Case of Nifty Bankex" in the AIMS Journal of Management in the Jan 2022 issue.
		Published a chapter titled "The Insolvency and Bankruptcy Code 2016- A successful Journey" in the book "Compendium of Management Case Studies" by Clever Fox Publishers (2021)
2	Dr Deepa Venugopal	Published a research article titled "Traditional Time Series versus Machine Learning Forecasting Models: A Special Case of Nifty Bankex" in the AIMS Journal of Management in the Jan 2022 issue.
3	Prof Sreeraman Nandhi	Published a case titled "Paradigm shift in a Young Sales Professional's Career" in the PSGIM Compendium of Management Case Studies, Cleverfox Publishing on 11.02.2022.

PAPER PRESENTATIONS BY FACULTY

S.NO	FACULTY NAME	PAPERS PRESENTED
1	Dr J J Savithri	Presented a paper titled "A study on self-efficacy, adversity quotient and stress among healthcare professionals in current pandemic times" at the 9th International HR Conference 2022 at K J Somaiya, Mumbai from 3-2-2022 to 5-2-2022.
2	Dr P Sangeetha	Presented a paper titled "An Investigation of Supply Chain Performance using Lean Tools in Compressed Air & WaterCooling System Manufacturing Company" at the National Level Conference organized by Acharya Institute of Technology, Bengaluru on 04.03.2022. Presented a case titled "Keeraikadai.Com - Rejuvenating the Conventional Indian Greens" in the 2nd Case Writing Competition & Conference 2022 organized by AIMA & India Case Research Centre during 24-26 March 2022.
3	Dr S Johnsi	Presented a case titled "Are big IPOs destined to fail? - A case of One 97 Communication" at a Case Conference organized by Loyola Institute of Business Administration on 18.02.2022. Presented and published in the conference proceedings a paper titled "Impact of Exchange Rate Volatility on the Stock Market Indices - Pre Pandemic & Post Pandemic Era" at P.S.G.R. Krishnammal College for Women ICSSR-SRC sponsored National Level Online Seminar-Series II on "Innovation, Digitalization, Indigenisation, Business or Economic Recovery Post Covid" on 26.03.2022. Presented a case titled "Keeraikadai.Com - Rejuvenated the Conventional Indian Greens" in the 2nd Case Writing Competition & Conference 2022 organized by AIMA & India Case Research Centre during 24-26 March 2022. Presented a paper titled "Impact of Behavioural Biases on The Investment Decision Making and the Moderating Role of Emotional Intelligence" in the National Conference on "Finance in the Post Covid: Metamorphosis" organized by XIME, Bangalore on 11.04.2022 & 12.04.2022
4	Prof Sreeraman Nandhi	Presented a case titled "Emergence of retail pharmacy chains and its impact on people's health" at a Case Conference organized by Loyola Institute of Business Administration on 18.02.2022.
5	Prof M N Viveka	Presented & published in the conference proceedings a paper titled "A Study on Employee Perception on the Hybrid Working Model among IT Employees" at P.S.G.R. Krishnammal College for Women's ICSSR-SRC sponsored National Level Online Seminar-Series II on Innovation, Digitalization, Indigenisation, Business or Economic Recovery Post Covid on 26.03.2022. Presented a case titled "Keeraikadai.Com - Rejuvenating the Conventional Indian Greens" in the 2nd Case Writing Competition & Conference 2022 organized by AIMA & India Case Research Centre during 24-26 March 2022.

PROGRAMS ATTENDED BY FACULTY

S.NO	FACULTY NAME	PROGRAMMES ATTENDED
1	Dr J J Savithri	Case Development FDP and Workshop organized by Loyola Institute of Business Administration on 17.02.2022.
		Workshop on 'Quantitative and Qualitative Approaches to Theory Building' at K J Somaiya, Mumbai on 03.02.2022.
		"Employee Engagement under Uncertainty" at Firebird Institute of Management on 05.02.2022.
		"How to Champion Diversity at Workplaces" organized by NHRD on 09.02.2022.
		"Design Thinking" at Firebird Institute of Management on 19.02.2022.
		Diversity, Equity & Inclusion (DEI) Conference organized by CII- IWN on 24.02.2022.
		Seven Day Workshop on "Tools and Techniques of Research" at Kongu Business School from 02-03-2022 to 08-03-2022.
		ACBSP Region 10 (South Asia) Conference on "Resilience in Education – The Intersection of Challenge & Opportunity" organized by ASBM University, India on 18.03.2022.
		POSH Act 2013: What is Sexual Harassment? organized by Protouch on 04-05-2022. -Resource person- Dr.Aparna, Founder, Protouch Services.
2	Dr R Prabusankar	Two-day AIMS sponsored FDP on 'Measurement Model Analysis'-Resource persons- Prof. Anandakuttan B.Unnithan, IIM K, Dean Academic affairs & Dr.Deepa Venugopal, Associate Professor, DJAME on 5th & 6th May 2022
		Inauguration of "e-Symposium on Building Innovation and Entrepreneurial Ecosystem in Educational Institutions organized by Ministry of Education's Innovation Cell on 11.01.2022 & 12.01.2022.
		Orientation Session on IIC 4.0 organized by Ministry of Education's Innovation Cell on 24.01.2022
		Leadership Summit organized by Amity Global Business School Chennai on 04.02.2022.
		"Talk on Smart India Hackathon (SIH) 2022" organized by AICTE, MIC on 09.02.2022.
		"Analysis on UNION BUDGET 2022" organized by The Indian Chamber of Commerce & Industry on 12.02.2022.
		Case Development FDP and Workshop organized by Loyola Institute of Business Administration on 17.02.2022.
		"Supply Chain & Packaging Summit 2022" organized by Economic Times on 18.02.2022.
		Innovation and New Paradigms in Education FDP at Amity Business School on 04.03.2022.
		ACBSP Region 10 (South Asia) Conference on "Resilience in Education – The Intersection of Challenge & Opportunity" organized by ASBM University, India on 18.03.2022.
		IIC Mentor-Mentee Orientation Programme organized by Sri Krishna College of Engineering & Technology on 08.04.2022
3	Dr Deepa Venugopal	Impact Lecture Series – Supply chain Managements. TiE, Coimbatore, Lucknow, Ahmedabad & Nagpur on 25-05-2022
		CMA-Bridge Conclave on Management Professionals - Options, Opportunities & Expectations on 27.05.2022
		Bharat Blockchain Network & Polyversity Launch on 06.06.2022
3	Dr Deepa Venugopal	CMA CFO Conclave on 29.04.2022
		Resource person for a session on "Introduction to Qualitative Vs Quantitative Research" as a part of Two-day AIMS sponsored FDP on 'Measurement Model Analysis' on 05.06.2022



4	Dr P Sangeetha	Virtual summit CII Southern Region – on the topic “Future of Manufacturing” on 28.01.2022 & 29.01.2022.
		“Productivity Conclave 2022” organized by Coimbatore Productivity Council on 16.02.2022 & 17.02.2022.
		“Next Generation for Industrial Machinery” organized by Siemens on 16.03.2022.
		Case Writing Conference organized by AIMA on 24.03.2022 & 25.03.2022
		Two-day AIMS sponsored FDP on ‘Measurement Model Analysis’-Resource persons-Prof. Anandakuttan B.Unnithan, IIM K, Dean Academic affairs & Dr.Deepa Venugopal, Associate Professor, DJAME on 5th & 6th May 2022
5	Dr S Johnsi	Warwick Economic Summit 04.02.2022
		Case Development FDP and Workshop organized by Loyola Institute of Business Administration on 17.02.2022.
		Case Writing Conference organized by AIMA on 24.03.2022 & 25.03.2022
		CMA CFO Conclave on 29.04.2022
		Two-day AIMS sponsored FDP on ‘Measurement Model Analysis’-Resource persons-Prof. Anandakuttan B.Unnithan, IIM K, Dean Academic affairs & Dr.Deepa Venugopal, Associate Professor, DJAME on 5th & 6th May 2022
6	Prof Sreeraman Nandhi	Case study workshop at IESE Business School, University of Navarra, Barcelona on 10.02.2022.
		Case Development FDP and Workshop organized by Loyola Institute of Business Administration on 17.02.2022.
7	Prof M N Viveka	Two-day AIMS sponsored FDP on ‘Measurement Model Analysis’-Resource persons-Prof. Anandakuttan B.Unnithan, IIM K, Dean Academic affairs & Dr.Deepa Venugopal, Associate Professor, DJAME on 5th & 6th May 2022
		International webinar on ‘Employee Engagement under certainty’ conducted by Firebird on 5th February 2022
		Case Writing Conference organized by AIMA on 24.03.2022 & 25.03.2022
		Two-day AIMS sponsored FDP on ‘Measurement Model Analysis’-Resource persons-Prof. Anandakuttan B.Unnithan, IIM K, Dean Academic affairs & Dr.Deepa Venugopal, Associate Professor, DJAME on 5th & 6th May 2022

OUTREACH

DJ BRAIN TEASERS - ANNUAL QUIZ COMPETITION



26th February 2022 - Third edition of DJ Brain Teasers, Annual Quiz Competition was conducted exclusively for Final & Pre-final UG students of all streams by Prof M Rangarajan, Quiz Master, Coimbatore.

FACULTY OUTREACH



Prof Sreeraman acted as a Resource Person for the National level Student Enrichment Program on April 28th, 2022, in Bishop Appasamy College of Arts & Science, Coimbatore

FACULTY INDUSTRY VISITS



Dr R Prabusankar & Dr P Sangeetha visited Walkaroo International Pvt. Ltd organized by the Coimbatore Management Association on 22nd March 2022



Dr R Prabusankar & Dr P Sangeetha visited Milky Mist Dairy Food Private Limited organized by Coimbatore Management Association on May 21st 2022

MANAGEMENT DEVELOPMENT CENTRE



Dr J J Savithri anchored a one-day Management Development Programme on 'Effective Communication' for LMW employees on May 18th 2022.

AWARDS



DJAME has been adjudged as the 'Best CMA Student Chapter 2022' by Coimbatore Management Association.

DJAMELog

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

• Is India ready to embrace the Digital rupee? - Dr Deepa Venugopal

• What and Why of PLI schemes? - Dr P Sangeetha

• Is Fixed Deposit a Lucrative Investment Choice???? - Dr S Johnsi

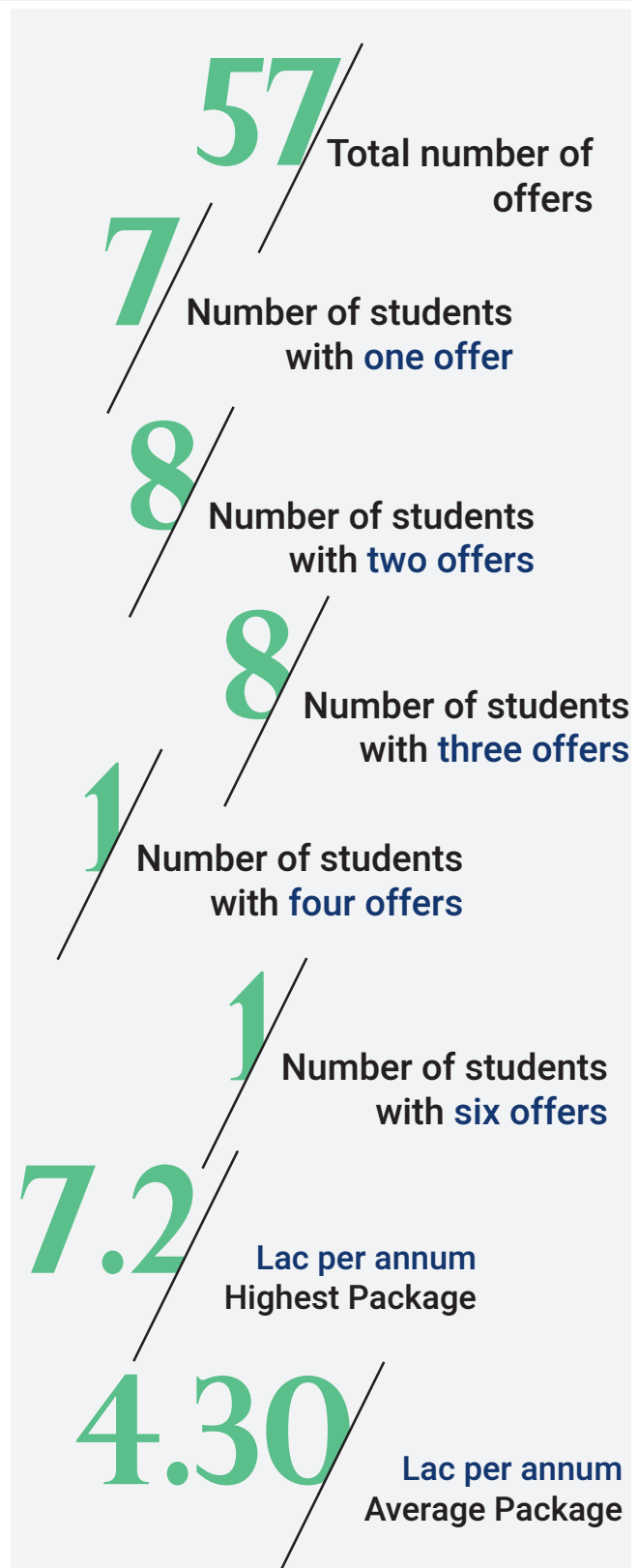
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Placements 2022

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



PLACEMENTS DAY AT DJAME



Placements Day @ DJAME - Offer letters were distributed to the students by Mr. Ganesh Shankar, CEO & Co-Founder, RFPIO, US on 15th June 2022



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2022
Placements



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