



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)

DJAME Sphere

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Foreword

Dear Readers,

It is our great privilege to launch the first edition of our bi-annual newsletter DJAME SPHERE from the house of D J Academy for Managerial Excellence, Coimbatore. DJAME SPHERE endeavours to disseminate the contemporary thoughts in the field of Management in all the relevant functional areas like Marketing, Finance, Human Resources and Production Management. It intends to carry book reviews, article reviews, business quiz, research findings and a brief note on the events organized at DJAME.

We would like to compliment all the brains behind making this happen.

Suggestions/Articles are most welcome from the readers. The suggestions/articles can be sent to stnambi@djacademy.ac.in/director@djacademy.ac.in

Wish you a Happy Reading!

Dr S T Nambi

Dr A G V Narayanan

Editorial Team

Vision

Creating value for society by grooming a body of professionals who will guide business practices along professional, innovative and socially responsible lines

Mission

DJAME aspires to be a destination of choice for the brightest minds from all over India and abroad; for recruiters seeking the best talent; for practicing managers wishing to stay abreast of cutting-edge management thought; and for academicians seeking an intertwined career of teaching, research and scholarship.

ABOUT DJAME

The D J Academy for Managerial Excellence (DJAME) was established in the year 2001 by late Dr D Jayavarthanavelu, Past-Chairman of Lakshmi Machine Works Limited (LMW), as a unit of the GKD Charity Trust, Coimbatore. The Institute offers a two-year full time MBA program recognised by the All India Council for Technical Education (AICTE) and affiliated to the Bharathiar University, Coimbatore, Tamil Nadu. It is also a recognized Center for offering the part-time M.Phil and Ph.D programmes of Bharathiar University.

DJAME was established with the objective of helping students evolve into competent and socially responsible Business Managers. Today, DJAME is poised to enter its next level of excellence in academics, research and educational outreach.

DJAME is located on the Coimbatore – Pollachi Highway at Othakkalmandapam, about 20 kms from Coimbatore City. Set amidst greenery with sprawling open space and away from the hustle bustle of the city, the campus is ideally suited for academic pursuits.





As the Indian economy expands rapidly, Management education has become increasingly relevant to the growth needs of our society. It is essential today that Business Managers, the knowledge nucleus of any organisation, be equipped with contemporary knowledge and tools that enable them to constantly strategize for success.

DJAME was born out of our firm belief that good management education has the ability to build character, increase the strength of mind, enlarge the intellect and empower one to stand on one's own feet. With dedicated teachers and excellent infrastructure, DJAME helps students to realise their potential and evolve as successful individuals.

On this note, I would like to welcome you all to DJAME this new academic year and sincerely hope that it brings you more knowledge and skill.

Sri. SANJAY JAYAVARTHANAVELU,
CMD, Lakshmi Machine Works Ltd.



The goal of education is not to increase the amount of knowledge but to create the possibilities for an individual to invent and discover. The future progress of our country depends on our society's ability to develop and instill expertise, excellence and discipline within the younger generation. While education has the power to transform the society, management education has the power to enable the society to sustain and create new avenues for progress.

With this thought in mind, DJAME was founded with a vision to empower young minds with the required knowledge and skill sets that would enable them to succeed amidst adversity. Today, DJAME offers facilities and an education system that promises to make a student's learning experience both contemporary and effortless.

Welcome to DJAME and hope that all your dreams and aspirations come true this new academic year.

Dr. LALITHA DEVI S JAYAVARTHANAVELU
Trustee, GKD Charity Trust



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.



Branding of Services –
DR. N. PREM ANAND,
Dean-Academics, DJAME

A well-known definition of a brand is a sign, term, symbol, etc., to distinguish the products and services of one marketer from the other. While there is no doubt about the need for branding, the challenge lies in the process of branding. It is the dream of every marketer to have a strong brand.

The process of creating brands is even more challenging and difficult when it comes to services. Since branding is all about differentiating and creating different images in the minds of customers, it is imperative that our brand possesses some characteristic which is unique.

This differentiation for physical products is a little easy and may not be very easily copied for reasons like closely kept secret formulae, patent rights, technical know-how, etc., but this is not the case with services, which could be easily copied. So how does one create a successful service and brand it. Let us discuss some of the challenges and ways of creating winning service brands.

Challenges

The challenges to build service brands lie mainly with the very nature of the differences between physical products and services.

Faculty Column

Unlike products which could be shown, demonstrated and touched before purchase, due to intangibility, services cannot be felt. They can be experienced only if the consumer decides to avail the service.

Another challenge is consistency in quality of service. While in products, one unit looks like another, the services offered by the same person/s may vary from time to time and hence promise of a particular level of service at all times is a huge task.

Differentiation is very difficult in services. While competitors can differentiate their products by the features and specifications, in services, similar differentiation is no mean task. For example, almost all airlines flying on a particular route, fly more or less the same aircraft at the same price levels. But only few airlines like British Airways and Singapore Airlines have successfully built strong brands by differentiating themselves.

Apart from the above, the absence of storing and inventory and the need for the presence of the consumer during service delivery in most of the services make the job of brand building even more difficult.

Suggestions

Instead of solely relying on mass media for promotion of services, one should use word of mouth as the primary channel. A satisfied customer is the best advertisement and more so for services. This may take a little longer but if consistency in the quality of service is maintained, then word of mouth is the best weapon.

The service provider has to make the service as tangible as possible. Physical environment, promotion material and even letter heads and visiting cards could help in this process. One has to project the quality of the services through physical evidences.

Creating memorable Sensory Experiences is a key to success in services. Anything which is experienced through the senses is bound to linger in the mind for a longer duration. It is imperative that customers get good experiences by way of sight, smell, sound, etc., to come back and stay as customers for life.

One of the most critical factors for success in service branding and more so in specific services like Health care and Education is the caliber of people in the organization. Leading hospitals and Institutions are well known brands because of people. Choosing right people and constant training will ensure better delivery of services and long term profitability and success.

It is not advisable to compete on price. It is better to compete on features and benefits than on price for long term survival and profits. Low prices project an image of poor quality of service and cheap is not always the best.

One has to always keep a tab on the consumer tastes and preferences. Today's augmented service will become tomorrow's expected service as consumer expectations keep raising by the day.

Events at DJAME

Inauguration of 18th Batch MBA Programme

18th Batch of MBA Programme was inaugurated on Monday 13th August 2018. All the first year students and their parents were welcomed by the senior students, facilitators and Management of DJAME.

Outbound Training

Students of today are leaders of tomorrow. The future leaders are expected to carry a large burden of solving myriad issues some of which cannot be foreseen today. Our new students attended a two-days out bound training programme designed to build the leadership skills, survival skills, strength and character of students at NALS, Coonoor on 30th & 31st August 2018



Academic Connect

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

- **Prof V Mohan Chandra**, Dean – Business Design & Innovation, Welingkar Institute of Management Development & Research, Bangalore spoke on the topic, 'How to inculcate the culture of Innovation in Business' on 11th August 2018.
- **Prof S Balram**, Dean, D J Academy of Design, Coimbatore conducted a half-a-day work shop on 'Creativity' on 23rd August 2018.

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.



Sri Sanjay Jayavarthanelu, Chairman & Managing Director – Lakshmi Machine Works Limited, Coimbatore interacted with DJAME students on 28th August 2018 at LMW-Unit I.



Sri Ashwin Chandran, Chairman & Managing Director, Precot Meridian Limited, Coimbatore interacted with DJAME students on 24th October 2018 in our campus.



On 24th December, 2018. **Dr N Raveendran**, Chief Information Officer, Sakthi Finance Ltd., & ABT Industries Ltd., Coimbatore, visited the campus and conducted a workshop on "Enterprise Resource Planning" for the students of DJAME.

Corporate Connect

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

- **Sri Biju Velayudhan**, Director - Operations, GKNM Hospital, Coimbatore (29-08-2018)
- **Capt K Senthilkumar**, Chief Executive, GKD Charity Trust (08-09-2018)
- **Dr Arunaagiri Mudaliaar**, Chairman & Chief Mentor, E-Cube India (P) Ltd., Mumbai (19-09-2018)
- **Mr R Dilip Kumar**, Sr. Manager - IT, Lakshmi Machine Works Limited, Coimbatore (22-09-2018)
- **Dr L Jayarangan**, Start-up Consultant, Coimbatore (06-10-2018)
- **Smt Sasi Chandran & team**, Nitya Gurukula, Coimbatore (13-11-2018)
- **Sri Surya Narayanan TV**, Head - Human Resources, SP Apparels Ltd., Retail Division, coimbatore (21-12-2018)



eConnect

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

- **Sri V Senthil Kumar**, Managing Director, Propel Industries Pvt. Ltd, Coimbatore spoke on 'My entrepreneurial Journey' on 28th September 2018
- Some of the girl students attended an exclusive seminar on 'Leadership on Business and Personal Success' organized by Women Entrepreneurs, Coimbatore on 18th September 2018.

Alumni Connect

It is DJAME's Interaction Initiative with its alumni. The following alumni, all from LMW Coimbatore, responded to the call from their alma mater on 16th November 2018.

- **Ms S Kiruthiga** - HR
- **Mr M Pasupathi** - Finance
- **Mr S Sangeeth Kumar** - Marketing
- **Mr Upendra R Nath** - Marketing

Students Development

Monday Musings

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 listened to the following speakers on diverse topics on Management during the period from Aug 2018 to Dec 2018.



- **Dr Guru Selvaraj**, DGM - IR & HR, Flow Link Systems, Coimbatore
- **Ms Hemamalini**, Management Consultant, Coimbatore
- **Ms T Bharathi**, Zonal Training Manager, TATA AIA Life Insurance Ltd, Coimbatore
- **Mr K Hariprasad**, Head - HR, L&T, Coimbatore
- **Mr Mani**, CEO, Messer Cutting Systems India Pvt. Ltd., Coimbatore
- **Mr Prasath Vedgarv**, Development Officer, LIC India, Coimbatore
- **Mr V Saravanaa**, Head - PR & CC, PSG Institutions, Coimbatore
- **Ms G Sivaranjani**, Director, Amato Crafts & Bakes, Coimbatore
- **Prof K Sunil Unni**, Business Consultant, Coimbatore
- **Mr R Ravi Kumar**, General Manager - Operations, Roots Multiclean Limited, Coimbatore
- **Ms Sridevi Palanisamy**, Founder, Q3 Salon on Wheels, Coimbatore
- **Dr R Chandrasekaran**, Professor, Karunya School of Management, Coimbatore
- **Lt. Col M Baskaran**, Director - Operations, Covai Property Centre, Coimbatore.
- **Dr S T Nambi**, Professor, D J Academy for Managerial Excellence, Coimbatore

Business Quotient

1

1. Name a few online meat sellers in India
2. Which are all the consumer brands divested by Kraft Heinz to Zydus Wellness?
3. Mahindra's luxury SUV is branded as _____
4. What is meant by Athleisure market?
5. AMENA stands for _____
6. What is RevPAR? How is it arrived at?
7. Mention a few used car portals
8. _____ has entered into an agreement to acquire a majority stake in Coimbatore based Ampere Vehicles



Industrial Visits

DJAME students visited the following Companies/Units to get a hands-on experience on the functioning of the industry

- GKDITR Tooling Centre & Quattro Engineering India Ltd., Coimbatore on 25th August 2018
- LMW – Machine Tool Division, Arasur, Coimbatore on 08th September 2018
- Sakthi Sugars (Soya Division), Pollachi on 26th September 2018

Students **Achievements**



Aravind S and **Prasannaraja P** of II MBA emerged winners in the State-level Business Quiz Programme organized by National Institute of Personnel Management, Coimbatore Chapter on 17th August 2018 and qualified for the regional level semi-finals.



Suwetha P, **Deepa S**, **Rajalakshmi S**, **VinuPrasaad S** and **Prassannaraja P** presented a paper on the theme of Cybercrime in banking sector in the National Conference on Challenges in Modern Banking organized by GRD Institute of Management on 29th August 2018.



Sasiharan J, Siddharath Guru S, Vishwam M V, Ravivarman R and Prasannaraja P of DJAME along with **Prof. M K M Manikandan** took part in Red Bricks Summit, the biggest Management Symposium organized by IIM-A during 29th Sep.2018 to 1st Oct. 2018.



Pradeesh R of II MBA secured the first prize at the debate competition held during the Management Fest conducted at TIPS Global Business School, Coimbatore during 11th and 12th Oct. 2018



Padmashri K R of II MBA presented a paper titled 'The effect of Task Completion bias on Performance and Stress' jointly authored by her with **Dr. J J Savithri** on the International HR Conference held at SDMIMD, Mysuru during 14th and 15th Dec. 2018.



Pradeesh R and Vishwam M V of II MBA were the runner up at the Quiz Competition held during the Management Fest conducted at TIPS Global Business School, Coimbatore during 11th and 12th Oct. 2018.



Pradeesh R & Vinu Prasaad S of II MBA presented a paper titled 'The effect of Task Completion bias on Performance and Stress' jointly authored by them with **Dr. J J Savithri** on the International HR Conference held at SDMIMD, Mysuru during 14th and 15th Dec. 2018.



Aravind S of II MBA presented a paper titled 'A study on relationship between psychological Contract and Organisational Commitment among the employees of TTK' jointly authored by him with **Dr. J J Savithri** on 'Synthesize' - the International Conference on Business Studies & Social Sciences organized by Christ University, Bangalore during 18th and 19th Dec. 2018.



Azarrudheen C of II MBA presented a paper titled 'Generational Difference in work value and its effect on intention to leave' jointly authored by him with **Dr. J J Savithri** on 'Synthesize' - the International Conference on Business Studies & Social Sciences organized by Christ University, Bangalore during 18th and 19th Dec. 2018.



Mr Prassanna Raja (MBA 2017-19) has been selected for a completely sponsored visit to LMW, China in March/April 2019. This is a part of CSR initiatives of LMW, Coimbatore.

Paper Presentations by Faculty

- **Prof S Johnsi** presented a paper titled 'Impact of Personality and Emotional Intelligence on Investor Behaviour' at the International Conference held at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore during 7th and 8th September 2018.
- **Dr S T Nambi** presented a paper on 'Pattern Recognition for Stock Index Prediction using Apriori Algorithm' in the National Conference on Machine Learning and Artificial Intelligence organized by Department of Computer Science, Coimbatore Institute of Technology in association with DCAL, IIM-B and Analytics Society of India during 27th and 28th August 2018.

Faculty Development Programs (Attended)

- **Dr J J Savithri** attended a Workshop on Competency Mapping conducted by CII – MADURAI on 28th September 2018.
- **Prof P Sangeetha** and **Prof M K M Manikandan** attended a Workshop on Supply Chain Management & International Logistics organized by CII Coimbatore on 31st October 2018.
- **Prof M N Viveka** attended a FDP on 'Case Writing and Analysis' at CMS B-School, Jain University, Bangalore during 27th and 28th November 2018.

Invited Guest Lectures

- **Prof P Sangeetha** conducted an introductory program on 'Statistics for Business' for the students of AJK Institute of Management, Coimbatore on 23rd November 2018.
- **Prof S T Nambi** conducted a session on 'Artificial Intelligence – The way Ahead' as a part of Coimbatore Management Association's Monday Musings on 19th November 2018.



Higher Learning

- **Prof. M.K.M. Manikandan** has completed his Ph.D from Anna University Chennai. His doctoral thesis was on the topic of "**Influence of Retailers Equity and Customer Personality on Private Label Brand Attitude**". The Ph.D public viva-voce was held on 24.12.2018.
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Placements 2018

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2018 has been given below.



25

No. of Companies

64

for 45 Students

Total number
of Offers

6.2

lac per annum
Highest Package

3

lac per annum
Average Package

Business Quotient 1 – Answers

1. Licious, Jalongi, Zappfresh and Freshtohome
2. Complian, Glucon-D, Nycil and Sampriti Ghee
3. Alturas
4. Refers to apparels that can be worn to Gym and double up as casual wear.
5. Asia, Middle East and North America
6. Revenue Per Available Room = Average Room Rate X Occupancy Rate (Hospitality Industry)
7. Droom, Cars24
8. Greaves Cotton

Center for Management Development (CMD)



In the field of Management theory and practice, new perspectives, concepts, frameworks, tools and techniques keep emerging with remarkable rapidity even as the world of business evolves at a fast pace. For Managers therefore, learning is a life-long process and they have to be abreast of the latest cutting edge developments in the field. Further, they may also need to expand their knowledge to areas outside their functional domain or acquire new

skills. We, at DJAME, aim to facilitate the learning process for Executives through our Executive/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.

DJAME, through its CMD, organised two-day MDPs on 'Becoming a Manager' to five batches of LMW Executives during Sep - Oct 2018.



Physician Leadership Program

DJAME in collaboration with American Association for Physician Leadership (AAPL) is organizing 'Physician Leadership Programme' aimed at helping physicians acquire leadership and management skills and transforming health care industry. The American Association for Physician Leadership, located in Tampa, Florida, is an educational organization focused on physicians who hold leadership and management positions. AAPL is the oldest and largest body with the primary focus of encouraging physicians to assume more active roles in the leadership and management of organizations in the health care industry. Launch of Physician Leadership Program (PLP) in association with American Association for Physician Leadership on 12-09-2018. Chief Guest - Dr. Ragupathy Velusamy, CEO, GKNM Hospitals, Coimbatore



MBA
ADMISSIONS 2019 IS ON

For admissions related queries, please call
Prof Viveka @ 98430 73307