



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)

DJAME Sphere

July 2019

A Bi-annual Newsletter

Volume 1 | Issue 2

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Foreword

Dear Readers,

It is our pleasure to reach you with the second edition of DJAME's bi-annual newsletter Sphere. We sincerely thank you all for the overwhelming response to the first edition of Sphere and constructive feedback on the content part. The second edition carries the snapshot of all the important events at DJAME in the recent past besides Faculty and Alumni Column. In fact, this Alumni Column has been inducted in this edition in response to the feedback from one of DJAME's well-wishers. By the time this edition reaches your hand, the first issue of DJAME Journal of Management Research would have been launched and made available on the website djacademy.ac.in. You are most welcome to get in touch with us to receive a complimentary hard copy.

All the Business Schools are bracing themselves up for the forthcoming academic year 2019-20. Taking into account the changes which are sweeping the global business scenario, it becomes imperative for all Business Schools to think out of the box and make the curriculum more contemporary. We are sure Business Schools will wake up to the reality and live up to the expectations of the Industry.

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



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

Today the boundaries between one's Professional and personal life are clouding. It is impractical to think of work-life balance as a complete separation between worlds. Technology has revolutionized the way we interact with each other, allowing us to stay connected 24/7 to our colleagues and bosses. Smartphones make connecting to others more flexible and convenient. This is why organizations are increasingly replacing face-to-face communication with email and texting. Contrarily, few of us completely unplug when we return home, or even when we're on holiday.

The Baby Boomers and Gen X'ers need to join the millennial on blending the different areas of their lives. It is feasible to go to parents - teachers meetings in your child's school and at the same time check and answer office e-mails or take that vacation you've been waiting for while conferencing into the daily meeting. According to a study, 42 percent of employees feel 'obligated' to check e-mails during vacation.

The question is, is it a gain or drain on our well-being?

A Gallup survey revealed that 17% of engaged employees report better overall lives as there is better work life integration. However, psychologists caution that the benefits come at a cost of our mental and physical health. Employees who check emails and text messages frequently report having developed 'telepressure'.

Journal of Occupational Health Psychology defines telepressure as 'an urge to respond to work-related emails and messages no matter when they're sent.' This tendency to feel internal pressure to always be connected leads to lesser me – time. Work bleeding over family time affects relationships, causing undue stress and guilt. Ultimately, placing employees at the risk of burnout would result in ill health, absenteeism and poor performance.

The use of mobile technology away from work is an advantage rather than a deterrent, probably because of the flexibility it invites. Employers need to establish a supportive work environment that supports without feeling extra stress.

Workplace Integration : A gain or drain on well-being?

How to achieve effective work-life integration

Set Boundaries: Stop making yourself available to work 24/7. Create clear boundaries between work and home by carrying a separate cellphone for the job if possible.

Share the Load : Don't require yourself to do everything. Learn to ask for help when you need it.

Lead from your Strengths: Identify those strong traits that can apply to both your personal and Professional life and then use them to navigate your work.

Practice self-care: Other than work and family make some time for self. Do not compromise on good nutrition, ample rest, regular exercise and some positive self-talk.

Get unplugged: Plan out to be technology - free or unplugged at least once in a while, as we do need a digital detox at some point.

Tips for a digital detox

Begin with a digital diet

Never use your smartphone as an alarm clock. This will help you avoid the temptation of checking messages or emails

Being aware of the time you spend on your mobile will be the first step on cutting it down

Build your self-discipline to stop your impulses from dictating your choices.

Keep people informed about your digital detox schedule

The work that we do is evolving, so are workplace practices. It is not possible to get it all-performing well at work while being able to spend quality time with family. Hence making the two worlds to meet may seem impossible and even ineffective. Learn to accept the paradox. Nevertheless, work-life integration may make more sense and enable you to do the things that are important to you.

Dr J J Savithri

Associate Professor, DJAME



Alumni Column

Beat the competition

I see a huge challenge in taking a product or service to an established market where you are forced to face a bunch of local / international competitors with less space for margins and virtually NO scope for performance. The typical reality is that the supply exceeds demand in these markets... So how to stay ahead of others ?

I felt it's appropriate to share the Buzz word – Blue Ocean strategy to students who will be stepping into corporate jungle very soon. When I say corporate jungle, I mean the opportunities which come with high level of uncertainty.

Marketing universe has two kinds of oceans: Red Ocean and Blue Ocean. Red Ocean represents all sorts of industry which is in existence today and Blue Ocean denotes all the industries which are NOT in existence and may be termed as unknown market space.

Red Ocean

Industry Boundaries are defined, and rules are pre - set and accepted

Products become commodities and companies try to outperform the rivals

Less or No Profit – less scope for prospects

Blue Ocean

Untapped Market Space and create demand

High Profitable growth

More are created with in Red Ocean and taken well beyond the boundaries of it and stay apart

If companies want to adopt a strategy to dominate a market for many years, they should start focusing and listen to the frustrations of customers & adjacent segments outside their current market space and look at their existing products and services and see the VALUE PROPOSITIONS

Value Proposition is about looking into, what can be eliminated, what can be reduced, what can be raised to create a product or service to attract frequent and absent customers. The outcome defines a new product or service which expands the market space and helps the companies dominate the market.

Just rewind and see for yourself and you will realize that most of the innovative products that we have today were never even imagined. The reality is that, industries should and will never stop innovating and those who stopped, have left without any traces.

In today's world we have troublesome waters around us, companies need to balance the boat of Profitability and to be able to sustain, sailing in Blue Ocean is crucial. If you read the pages in history, Blue Ocean strategies have given most products or services that we use in our daily life with wonderful technology advancement, unimaginable features and the list goes on...

In a nutshell, Blue Ocean strategy challenges companies to break out of Red Ocean, create a space for uncontested market space making competition irrelevant.

Mr V S Sasikumar (2003 - 2005 Batch)

Country Head,
CRI Fluid Systems (Pvt.) Ltd, Johannesburg

Business Quotient

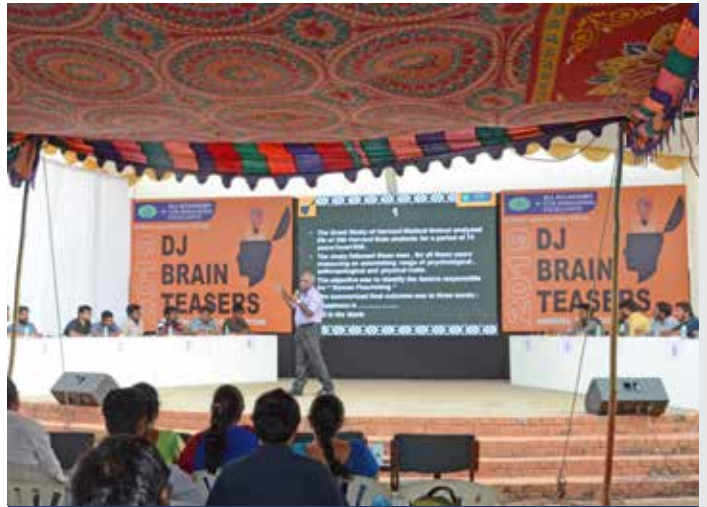
2

1. Drug firm Merck has been renamed as _____
2. What is Spoof Advertising?
3. Define Total Readership
4. What is Sonic / Acoustic Branding?
5. Which company owns the brand i-Flo?
6. What do these terms – ROPO and BOPS - refer in retail industry?
7. Name M&M's car service aggregator platform
8. Emami's waterless face wash is branded as _____

Events at DJAME

ANNUAL QUIZ COMPETITION DJ BRAIN TEASERS – 2019

The annual Quiz Competition of DJAME, DJ Brain Teasers was organized on 25th January 2019. The well-renowned Quiz Master Prof M Rangarajan conducted the event at the amphitheater at DJ Academy. More than 150 students from 25 different institutions from various parts of South India took part in this event. Eight teams – each comprising two members were selected for finals through a rigorous prelim. The total prize money of Rs.50,000/- was shared among the winners.



DJAME SPHERE NEWSLETTER RELEASE

Our first edition of Bi-annual Newsletter 'DJAME SPHERE' was released by Sri Sanjay Jayavarthanavelu, Chairman, GKD Charity Trust, Coimbatore during the Governing Council Meeting on 30th January 2019.



GRADUATION DAY

Graduation Day of D J Academy for Managerial Excellence, Coimbatore was held on 25th February 2019. This year, 70 graduates received their Degrees. Chief Guest Dr Mukund Rajan, Former Chief Ethics Officer and Brand Custodian of Tata Group delivered the Graduation Day Address in presence of Sri Sanjay Jayavarthanavelu, Chairman, GKD Charity Trust, Coimbatore.



ACADEMIC ADVISORY COMMITTEE MEETING

The first Meeting of Academic Advisory Committee of D J Academy for Managerial Excellence, Coimbatore was held at its premises on Saturday, 01st June 2019. Sri Sanjay Jayavarthanavelu, Chairman and Managing Director, Lakshmi Machine Works Limited presided over the Meeting. The Members included Sri K Ramakrishnan, General Manager and Country Head for Kantar Worldpanel South Asia, Bangalore, Prof Suresh Paul Antony, Indian Institute Management - Trichy, Sri R Siddharthan, Managing Director for Financial Services ASEAN, Accenture Consulting, Chennai and Sri Ramesh Krishnamurthy, General Manager, Hindustan Unilever, Bangalore.



DJAME JOURNAL RELEASE

The first issue of 'DJAME Journal of Management Research' was released by Sri Sanjay Jayavarthanavelu, CMD, Lakshmi Machine Works Limited, Coimbatore on 22nd May 2019

CXO Connect

Panel discussion *with CFOs*

A Panel Discussion on Indian Economy was organized on 8th January, 2019. Esteemed Panelists Included Sri C B Chandrashekar, CFO, Lakshmi Machine Works, Sri K Ravi, Sr. Vice President - Finance, Roots Group of Companies and Dr S A Gopalakrishnan, Director - Finance, Pricol Corporate Services. The session was moderated by Dr Deepa Venugopal of DJAME.

The Panel engaged in a fruitful discussion touching upon several pressing topics such as policies on FDI, Central Governments Capital Infusion in CPSUs, Freebies and Waiver of Farmers Loans and its impact on the exchequer, banks, taxpayers, impact on food prices and inflation. The session concluded with an intense discussion on GST and its Implication on economy. Students from other MBA colleges like Tips Global Institute, SNS College of Technology and Hindustan Group of Institutions also attended the event.



Dr Mukund Rajan, Former Chief Ethics Officer, TATA Group, Mumbai addressed the students from various Business Schools on 25th February 2019 on his recently launched book 'The Brand Custodian – My years with the TATAS'

Mr Sushantha Pattnaik, CEO, Lakshmi Ring Travellers, Coimbatore spoke about 'Strategic Thinking' on 1st March 2019.

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 Executives interacted with our students in the past.

'HR is what HR does' - Sri M V Vasudevan, Former Senior Vice President and Head - HR, Parryware Roca Bathroom Products Pvt. Limited, Chennai (22.01.2019)

'Industrial Relations - Then & Now' - Sri C Palani, Group Head – HR, Lakshmi Electrical Control Systems Limited, Coimbatore (09.02.2019)

'Corporate Law Compliances' - Sri C R Shiv Kumaran, Company Secretary, Lakshmi Machine Works Limited, Coimbatore. (14.02.2019)

'Best Practices & Trends In Supply Chain Management' - Sri M Rasappan, DGM - HRD, Lakshmi Machine Works Limited, Coimbatore. (20.02.2019)

'Airport - An Enabler' - Sri R Mahalingam, Airport Director, Coimbatore International Airport (23.02.2019)

'Big Data & Business Solutions' – Sri Gilbert Davis, Co-founder & Chief Architect & Sri Stan Titus - Head - Business Development, Pinnacle Seven Technologies, Coimbatore. (09.03.2019)

'Omnichannel Retailing' – Sri L R Shivakumar, - Senior VP - Merchandising, Walmart India, Gurgaon. (29.03.2019)

Corporate Connect



Students Development

Select I & II MBA students accompanied by Dr J J Savithri attended a two day conference on Indian Management Education at XIME Bangalore. (29.01.2019 & 30.01.2019)

Mr C Sibiarasu and Mr R Ravivarman of II MBA presented papers in the Second International Conference on Science, Technology, Engineering, & Management at Kumaraguru College of Technology, Coimbatore. (15.02.2019 & 16.2.2019)

Students of both I & II MBA participated in various events of EXEMPLAR - 2K19 conducted by Hindusthan Arts and Science College, Coimbatore. (28.02.2019)

Both first and second year students along with Prof Viveka participated in the launch of two books 'THE MADE IN INDIA MANAGER' and 'CRASH' authored by Sri R Gopalakrishnan, the Past President, AIMA who also acted as a Moderator for the Panel Discussion involving Sri D Vijay Mohan, Founder, Pricol and Dr D Srinivasan, Consultant Psychiatrist, KMCH, Coimbatore. (08.03.2019)

Ms C Heruba of I MBA and Ms K R Padmashree of II MBA took part in the Women's Day Celebration conducted by NIPM (08.03.2019)

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 1st Jan 2019 to June 2019.

Total Quality Management by Mr A P Raghuvaran,
Asst. Prof. TIPS Global Institute, Coimbatore.
(07.01.2019)

Ad Yoga - Wow Communication by Sri Ashok Gupta,
Brand Consultant, Coimbatore. (04.02.2019)

Key to Organizational Success by Mr R Gopal,
Asst. General Manager (Ind.Engg & Trg), National
Aluminium Co. Ltd., Orissa. (11.02.2019)

Upskill and Stay ahead by Sri T S Prabhu Rajan,
Regional Director, Edex Academy New Zealand
Limited. (18.02.2019)

Stress - Potrait of a killer by Capt. K Senthil
Kumar (Retd.), Chief Executive, GKD Charity Trust,
Coimbatore. (04.03.2019)



4th Industrial Revolution by Ms Durga, Co-Founder,
Recruiting-Hub.com, Chennai. (18.03.2019)

Emotional Intelligence at Workplace by Dr R Kavitha,
Asst. Professor, Dept. of Social Work, PSG College
of Arts and Science, Coimbatore. (25.03.2019)

Unfurling Trends in Finance - Beyond the Oblivion by
Dr Deepa Venugopal, Associate Professor, DJAME,
Coimbatore. (08.04.2019)

Students' Accomplishments

INTERNSHIP ABROAD

As a part of CSR initiatives of Lakshmi Machine Works Limited, Coimbatore, Mr P Prassannaraja of II MBA (2017-19) was sent for a fully sponsored trip to LMW Textile Machinery (Suzhou) Company Limited, China for an Internship of one week. (11.03.2019 TO 16.03.2019)



MANAGEMENT FEST

DJAME Team won the first prize in 'Business Architect' event at the Management Fest - Urjith organised by GRG School of Management Studies, Coimbatore. (31.01.2019)

DJAME Team participated in the Management Event - Yukti'2k19 organised by Thiagarajar School of Management, Madurai and won accolades. (15.02.2019)

Ms S Rajalakshmi of II MBA presented a paper on Organizational Citizenship Behaviour and Learnability, in the National Conference on Techno Management, VIMS, Coimbatore. (22.02.2019)

Mr S Aravind, Mr G S Shiva Prasath, Mr C Azarudeen & Mr R Ravivarman bagged the First Prize in Best Management Team event, and Second Prize in Stock War at 'Repowis 2019', a Management Fest organized by Kongu Engineering College, Erode. (22.02.2019)

Ms S Deepa of II MBA presented a paper co-authored with Dr Deepa Venugopal on 'Economic Analysis of Causality between Commodity Future and Forex Futures – Evidence from Indian Market' at 7th International Conference on Contemporary Issues in Management at International School of Management Excellence (ISME), Bangalore. (22.02.2019 & 23.02.2019)

Ms S Bhuvishali and Ms P Shwetha of II MBA participated and presented paper in the One day National Conference on Paradigm shift in Consumer Culture - An E- Revolution in India, held at Hindusthan Arts and Science College, Coimbatore. (01.03.2019)



Faculty Development

Dr S T Nambi, Dr J J Savithri and Dr P Sangeetha attended a Workshop on 'Revised Assessment and Accreditation Framework of NAAC' at Kathir College of Engineering, Coimbatore. (05.01.2019)

Dr J J Savithri and Prof M N Viveka along with HR students attended a Panel Discussion on 'HR from the perspective of Entrepreneurs' organized by NHRD Coimbatore Chapter at Coimbatore Institute of Technology. (16.02.2019)

Dr P Sangeetha attended Productivity Conclave on 'Low Cost Automation for Productivity and Profitability' organized by Coimbatore Productivity Council, Coimbatore. (21.02.2019)

Dr M K M Manikandan and Prof S Johnsi participated in the workshop on 'Enablers of E-Teaching & E-learning (EEE)', a UGC sponsored three day workshop at Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore. (06.03.2019 to 08.03.2019)

Dr J J Savithiri participated in a workshop on 'The Art of writing winnable Project Proposal for Funding' organized by Principals Welfare Cell from ASFASM at Sankara College of Science & commerce, Coimbatore. (23.03.2019)

Dr M K M Manikandan participated in a Faculty Development Program titled 'Quality Improvement &

Capacity Building' at IIM – Bangalore. (22.04.2019 to 24.04.2019)

Dr P Sangeetha attended a Faculty Development Programme on 'Lean Manufacturing, 5S, Kaizen and 7 QC Tools' at Roots Industries from 27.05.2019 to 29.05.2019.

Dr J J Savithiri participated in a NCW Sponsored Intervention Program 'Implementation of the Sexual Harassment of women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 for the stakeholders of Coimbatore District', at Bharathiar University, Coimbatore. (29.05.2019)

Dr Deepa Venugopal presented a paper on 'Economic Analysis of Causality between Commodity Future and Forex Futures – Evidence from Indian Market' at 7th International Conference on Contemporary Issues in Management at International School of Management Excellence (ISME), Bangalore. (22.02.2019 & 23.02.2019)

Dr P Sangeetha, Prof S Johnsi, Prof Deepa Venugopal, presented a paper titled 'Will Adidas Run Up to Number 1 Spot with their Speed Factories?' at the International Conference on Industry 4.0 - Developing sustainable competitive strategies at GRG School of Management Studies (08.03.2019 & 09.03.2019)

Prof Sangeetha participated and presented a paper on 'Business Leadership in VUCA world Case study of Nokia & Kodak' at the National Conference on Management, Technology & Innovation in the VUCA world - Role in Value Creation' at New Horizon College of Engineering, Bangalore. (23.03.2019)

Two of our faculties' Projects proposed by Dr A G V Narayanan & Dr M K M Manikandan and Dr J J Savithri & Prof P Sangeetha were shortlisted for ICSSR Funding Project Presentation. Dr M K M Manikandan and Dr J J Savithri made their respective presentation at Delhi. (26.04.2019)

Faculty	Title	Journal
Dr M K M Manikandan	Consumer Purchase Behaviour on Mobile Application based Online Portals	DJAME Journal of Management, Research, Vol.1, Issue.1, 2019
Dr M K M Manikandan	Impact of Industry 4.0 on Service Sector	Asian Journal of Multidimensional Research, Vol.8, Issue.5, 2019
Prof S Johnsi	Impact of Personality and Emotional Intelligence on Investor Behaviour	SDMIMD Journal of Management, Vol.10, Issue.1, 2019
Prof S Johnsi, Dr Deepa Venugopal & Dr P Sangeetha	Will Adidas run up to No. 1 spot with their speed factories?	Asian Journal of Multidimensional Research, Vol. 8, Issue.5, 2019
Prof S Johnsi	A study on the Exchange Rate Fluctuations and its impact on the Financial Performance at J.K.Fenner (India) Limited	International Research Journal of Management Sociology & Humanities, Vol.10, Issue.4, 2019
Prof S Johnsi	Impact of Risk Perception on Investor Behaviour and the moderating role of Personality traits using Logistic Regression	International Journal of Business Management and Invention, Vol.8, Issue.5, 2019
Dr Deepa Venugopal	Performance Efficiency of Exchange Traded Funds in India	International Research Journal of Management, Sociology & Humanities, Vol.1, Issue.4, 2019
Dr P Sangeetha & Prof M N Viveka	Impact of Industry 4.0 on supply chain management with respect to a manufacturing company in Coimbatore city	Asian Journal of Multidimensional Research, Vol. 8, Issue.5, 2019
Dr J J Savithri	Effect of Work Passion on Organisational Citizenship Behaviour	International Journal of Business & Management Invention Vol.8, Issue.1, 2019

Faculty accomplishments

Management Development Center (MDC)

DJAME Management Development Centre organized the following training programmes for the Corporate Professionals and Faculty during January to June 2019.

'Managing the Middle' – MDP conducted for LMW Executives (09.01.2019 & 10.01.2019)

'Managing the Middle' – MDP conducted for LMW Executives (11.01.2019 & 12.01.2019)

'The Light House - A Guiding Light' - a two day residential Faculty Development Program for faculties of KPR Institute of Engineering and Technology, Coimbatore. (10th & 11th June 2019)

'Sell like a Pro' - a Sales Excellence Program - A one day Management Development Program for Sales & Marketing Professionals. (22nd June 2019)



Physician Leadership Program Graduation Day

The Graduation Ceremony of Physician Leadership Program (PLP) - Batch 2018–2019 was held on Saturday, 25th May 2019 in Coimbatore. Felicitation address was given by Dr Raghupathy Veluswamy, Chief Executive Officer, GKNM Hospitals, Coimbatore. The congratulatory message from Dr Peter B Angood, President and Chief Executive Officer, AAPL to the participants on the eve of Graduation was aired through the cloud. On the successful completion of the program, six participants were given certificates and medallion.



Placements 2019

DJAME has been so consistent in offering enviable placements to the students year after year. An outlook on Placements 2019 has been given below.



5

Number of students
with **one offer**

11

Number of students
with **two offers**

5

Number of students
with **three offers**

2

Number of students
with **four offers**

3.56

Lac per annum
Average Package

6.15

Lac per annum
Highest Package

MBA 2017-2019



Business Quotient 2 – Answers

1. Procter & Gamble Health
2. Advertisements which are done simply as parody of advertisements—used either as a way of ridiculing or drawing negative attention towards a real advertisement or such an advertisement's subject
3. Number of readers who have read the newspaper at least once in the last 30 days
4. The practice of using auditory elements to brand a product or service
5. Gujarat Heavy Chemicals Limited
6. Research Online Purchase Off-line, Buy Online Pick-in Store
7. Carworkz.com
8. HE on The Go



Prof P Sangeetha has completed her Ph.D. from Bharathiar University, Coimbatore. Her doctoral thesis is on the topic of 'A Study on the Impact of Team Dynamics and Team Characteristics on Cross - functional Team Effectiveness with reference to Selected Companies in and around Coimbatore City'. The Ph.D. public viva-voce was held on 10th June 2019.

Higher Learning



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