



DJ ACADEMY
FOR MANAGERIAL
EXCELLENCE

(A Stand-alone Business School)
Affiliated to Bharathiar University Coimbatore

DJAME Sphere

January 2021

A Bi-annual Newsletter

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Foreword

Dear Readers,

It is our pleasure meeting you through this 5th edition of DJAME's Newsletter 'Sphere' when we are limping back to 'New Normal' life. It may sound cliché to say 'Pandemic has thrown lots of challenges and opportunities to our personal and professional life', but that's the hard reality. Those who quickly readjusted themselves and braved the situation with enough gusto, have been left unscathed with little or no much adverse impact. In fact, Covid-19 has tested all our resilience to cope with such an unprecedented scenario.

DJAME has been quick enough to capitalize the opportunity to take the Industry Institution Interaction to the next level. Since April 2020, DJAME has organized more than 50 interactions with the leaders in the corporate world, Entrepreneurs, Alumni and eminent Academicians at the rate of one program in every six days. The quality of the interaction has thrown a great learning opportunity to the students at DJAME. This edition of Sphere captures all the activities happened at DJAME in a nutshell besides regular features like Faculty Column, Alumni Column and Business Quotient. As before, we request you to go through the issue and offer your constructive suggestions to improve the content in the days to come.

Suggestions/Articles are most welcome from the readers. The suggestions / articles can be sent to

stnambi@djacademy.ac.in / director@djacademy.ac.in.

With Best Wishes...

Wish you 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.

BEHAVIOURAL INVESTOR TYPES

Behavioural finance occupies a more prominent role in the financial advisory services since March 2000. Pompian (2008) outlined a behavioural finance method that can be applied to the clients and he calls it as the 'bottom-up' approach. In the bottom-up approach, client's behavioural biases are identified and with the help of the information, a customised investment plan can be created for the clients. Pompian (2008) presented a simple and more efficient method to bias identification and calls it 'top-down' or Behavioural Alpha method.

The Behavioural Alpha method adopts a multi-step diagnostic process and classifies investors into four behaviour investor type (BITs). Pompian's four behavioural investor types include:

1. Passive Preservers
2. Friendly Followers
3. Independent Individualistic and
4. Active Accumulators.

Pompian classified the investors based on the risk tolerance level and the investor types. Grable (2000) defined risk tolerance as the maximum amount of uncertainty an individual is willing to take while making an investment decision. Financial risk tolerance can be further defined as the comfort level of an investor while taking risky investment decisions by risking their wealth for future expected returns Gibson et.al (2013).

Pompian classified the investors into active and passive investor type based on Barnwell Two-Way Model. Active investors involve in investing activities and act as a portfolio manager for themselves. The goal of active investors is to beat the market average returns by taking advantage of short-term fluctuations in the market. But it requires a deeper knowledge and analysis and an expertise to judge market timing correctly. Passive investors invest for the long term. These investors usually follow buy and hold strategy. These investors resist their temptation to trade, so their trading frequency is less.

Passive Preservers . . .

Basic Type : Passive

Risk Tolerance level : Low

Passive Preservers emphasize on preserving wealth rather than involving in risky projects to grow wealth. They are worriers and are obsessed with short term performance and so they are usually slow in taking investment decisions. Passive Preservers care about their family. Because of their focus on financial security and



Dr S Johnsi
Associate Professor, DJAME

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attachment with family, Passive Preservers are usually emotional. The biases they might exhibit are endowment bias, loss aversion, status quo and regret.

Endowment Bias : When an individual assigns greater value to the assets or objects he possesses, this bias occurs. The person might prefer to hold on to the assets and investments that were owned by their earlier generations without any justification for the reasons for retaining those assets.

Loss aversion bias : Loss aversion bias occurs when people feel the pain of losses comparatively more than the delight in gain. These people hold onto unprofitable investments assuming the stock will turnaround. Due to this bias, people stay invested in the losing stock for a long period.

Status quo bias : People prefer to select an option which keeps their condition same. They are more comfortable in the current situation and they do not prefer change.

Regret aversion bias : People exhibiting regret aversion bias avoid taking decisions since they fear that they could select a less optimal option. Regret aversion bias makes the investors too conservative. They do not prefer new investments due to their previous losses.

Anchoring bias : This bias occurs when investors are influenced by price levels or purchase price and they stick to those numbers. Investor with anchoring bias stick to those price levels or anchors and will hold on to the losing stocks assuming the stock price will revert back to their anchor level.

Mental accounting bias : This bias occurs when people treat money differently based on their sources and their mental accounts. They invest in various assets based on their mental accounts and so earn sub-optimal returns.

Friendly Followers . . .

Basic Type : Passive

Risk Tolerance Level : Low to medium

Friendly followers are passive investors who usually follow

their leads (friends and colleagues) in investing. They prefer to invest in popular investments without a long-term plan. These people overestimate their risk tolerances. Friendly followers usually comply with advisor's suggestions. The biases these people could exhibit are recency, framing, hindsight, cognitive dissonance and ambiguity aversion.

Recency Bias : People predominantly recall and overestimate the recent events and observations and extrapolate patterns when none exist. People with recency bias buy a stock when prices are in peak which in turn makes their investment unprofitable.

Hindsight bias : This bias occurs when investors perceive that they could predict investment outcome. Investors with hindsight bias indulge in excess investments since they possess a false sense of secured feeling.

Framing bias : Individuals with framing bias respond differently to situations according to the way in which the outcomes are presented. Investors with framing bias usually consider one or two aspects of a given situation ignoring all other aspects.

Cognitive Dissonance bias : This bias occurs when people hold two different beliefs at the same time. They try to ignore the truth and either stick on to one of the belief or they find a new belief. Investors with cognitive dissonance try to hold on to losing stock and ignore all new investment options available to them.

Ambiguity aversion bias : This bias occurs when people are averse to ambiguous outcomes. Investors with ambiguity aversion bias ignore ambiguous investments like stocks, even though they believe they could predict the outcomes.

Independent Individualistic . . .

Basic Type : Active

Risk Tolerance : Medium to high

An independent individualistic have medium to high risk tolerance and they are active and independent thinkers. They invest in stocks based on self-analysis and they are risk takers. Independent individualistic are likely to follow contrarian strategies. They might exhibit biases like conservatism, confirmation, availability, representativeness and self-attribution.

Conservatism bias : This bias occurs when people are inclined to their prior forecast without admitting new information. These people are inflexible when new information is presented. The investors with conservatism bias hold on to the stocks with optimism even when the company faces serious problems. They assume negative circumstances will be resolved.

Availability bias : People with availability bias usually estimate an outcome on the basis of prevalence of the outcome in their life. They recognise easily recalled outcomes as more likely to happen than those outcomes that are less prevalent. These investors prefer highly advertised funds ignoring the high performing funds which are less advertised.

Representativeness bias : This bias occurs when

individuals decisions are based on pre-existing ideas, Investors with representativeness bias might view a particular stock as a value stock when the stock resembles an earlier value stock.

Self-attribution bias : It is the tendency of the people to ascribe success to their inborn talents and blame outside influences for failures. When the stock price goes up, investors ascribe the success to their stock picking ability and when the stock price goes down they blame the external factors.

Confirmation bias : This bias occurs when people seek information that confirms their belief while ignoring all evidences that does not confirm with their belief. This bias could lead to losses since investors with confirmation bias seek information that confirm to their investment and ignore all other information.

Active Accumulator . . .

Basic Type : Active

Risk Tolerance : High

Active accumulators are more confident, open minded, and deterministic. Active accumulators seek high risk as well as high return. Active accumulators could be entrepreneurs. These investors control the outcomes of their entrepreneurial venture and they try to replicate the same in investment management also. The Active Accumulators could exhibit overconfidence, self-control, illusion of control and optimism bias.

Overconfidence bias : This bias occurs when individuals possess an unwarranted belief about their own ability. Investors with overconfidence bias overestimate their judgment skills and invest in portfolio of their choice.

Illusion of control bias : This bias occurs when investors believe that they have control over the investment outcome. Active Accumulators constantly adjust their portfolios assuming they have control over the outcome.

Self-control Bias : This bias occurs when people have the tendency to consume completely today without any savings for tomorrow. So in order to meet the expenses, the Active Accumulators might tend to sell long-term investments which have declined due to the market fluctuations.

Optimism bias : This bias occurs when individuals are more optimistic. Investors with optimism bias believe that they will not incur any losses from their investment. They tend to invest excessively in their preferred stock with the belief that the company's performance is unlikely to be affected by economic downturns.

Understanding the Behavioural Investor type classification helps the investors as well as the advisors in taking appropriate investment decisions. Once the investors understand their personality type and the behavioural biases they are vulnerable to, they can be more prudent while taking decisions. Knowledge about the behavioural investor type will help advisors to devise different approaches to cater to the needs of the different investor types.

Six Blunders Youth should avoid

Finance is a Wonder. 'If you invest more, it returns in multiples. If you borrow more, it makes you broke. If you do nothing, it returns nothing'. Personal financial planning, despite its importance, is yet to be taught in schools and colleges in our country. So, most of us were clueless of how to manage our personal finance during our early days of earnings. A research says, only 5 out of 100 youngsters become financially free at the age of 60. Next 5 will work till age 60. All others either depend on their inheritance or depend on their children.

Blunder # 1: Not paying yourself first

When you get your 1st salary, invest 20% of your salary for Retirement.

- Earnings – Expenses = Savings ☐ Wrong formula
- Earnings – Savings = Expenses ☐ Old formula
- Earnings – Investments = Expenses ☒ Right formula

If you start investing 10,000 per month for 6 years and then you stop investing for some reason. Then if you don't touch it, your 7.2 lakhs will become 1.85 Crores in 30yrs.

Now let's see what happens If you start late after 6years..

Even if you invest 10000 per month for next 25 years, your investment of 30 lakhs will become only 1.79 crores. Both calculations are at 12% compounding.

Please cross check with your excel sheets. This is the power of compounding and benefits of starting early. Pay yourself first.

Blunder # 2: Buying products based on future income

Don't buy things on credit card or through easy EMI options. Yes it's a trap. Buying products based on future income is a big mistake. It is easily said than done. But that's what the most youngsters did and got trapped for life. Before you buy something, check whether it's a need or just a want. Youngsters need instant gratification. When they see a fabulous product, they want it as soon as possible. Banks can offer you Easy EMI options. But, just postpone the decision for one day and make a list of products you bought before. Ask yourself... Are you happy with it? How well you have utilized that product?

Still if you want to buy, go for a down payment of 50% and for the balance 50%, go for the EMI option.



Mr Nivas Narasimhan, CFP® AAFM®
Alumni (2002-2004 Batch)
FOUNDER - EXCITE MUTUAL
Mutual Fund Distributor & NSE Trainer
CFP®, American Academy for Financial Management, India.

Blunder # 3: Increasing EMIs on First Increment

This is the mistake most people do. Even before getting their first increment, they increase their commitment. And it never stops. Instead, Increase your investment or Invest in learning a skill that can earn you a passive income. During your school days or college days, you would have had a passion for something and you wanted to do that. But to focus on studies, you had quit that. Now to earn income from your passion you must become an expert in that field. Half knowledge is not enough. Invest in learning and start earning. Today there are huge avenues to create passive income.

Blunder # 4: Not having an emergency fund

When we start earning, the biggest mistake we did is living by paycheque to pay cheques. Every month, we wait for the salary to come and within few days, we again wait for next pay cheque.

If there are any emergency medical expenses, we start borrowing from friends or through credit cards or we withdraw from our investments which are meant for a longer duration. Have at least three months of your monthly income as an emergency fund.

Blunder # 5: Not taking Risk

Youngsters who save money initially invest in instruments which are very much safe like insurance, FD, and NSC. These are not bad options. But today, you have good options to multiply your money. Moreover, safe instrument will not beat inflation. If you get a return of 6% in a safe investment and the inflation is at 6%, your real return is 0%. So learn where you can get double digit returns. Learn how different financial products work and plan accordingly. Don't try to do it yourself, hire an expert at least initially. Have separate investments for separate financial goals.

Blunder # 6: Investing in Quick rich schemes

Some youngsters invest in complex PONZI schemes and lose their money to earn high profits in short time. Bank FD offers 6% interest rate yearly; PPF offers 7.5% yearly, mutual funds can give you 12% average returns in a year.

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But some attractive schemes offer 8% to 10% monthly income. So people invest & get returns for some short duration. Then one fine day, they lose their entire capital. Return of capital is more important than return on capital. Never invest in a scheme which you don't understand.

Knowing is not enough, Take action. Get financially literate. To learn the Practical knowledge on financial products and get certified by NSE Academy Limited, mail to nivas@excitemutual.in.

Business Quotient 5

1. Which company owns the country's largest online food and grocery store Big Basket?
2. Name the online grocery store owned by Tata Group
3. Why is Agnikul in the news?
4. List out S C Johnson's major brands in India
5. What is VLR in telecom industry?
6. Which Indian Company is likely to absorb Harley-Davidson's Dealerships in India after its exit?
7. What is BARC?

(Refer Page 13 for answers)

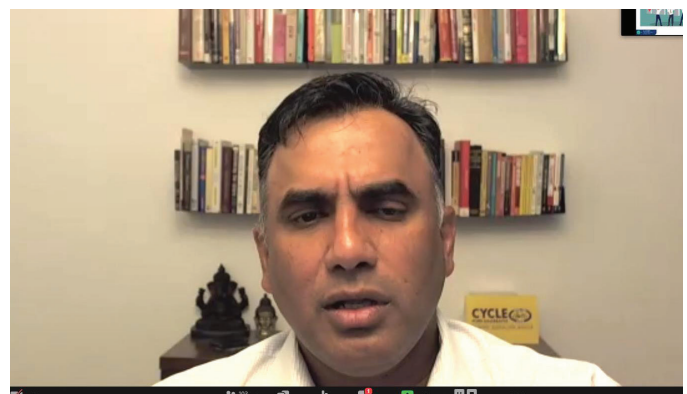
Events at DJAME

DUOLOGUE A dialogue with Corporate leaders



22nd October 2020

Dr T Natarajan, IAS – Senior Advisor to Executive Director of India, International Monetary Fund (IMF), Washington DC, conversed with Dr Deepa Venugopal of DJAME.



21st November 2020

Mr Arjun M Ranga, Chief Executive Officer, N Ranga Rao & Sons Pvt. Ltd. Mysuru, converses with Dr AGV Narayanan, Director DJAME.

AlumLaud

D.J. Academy for Managerial Excellence organized an alumni felicitation function named ‘AlumLaud’ which is earmarked to honour its distinguished alumni, Mr Ganesh Shankar, an MBA student of 2003-2005 batch on 22nd Jan 2021. He is currently the Chief Executive Officer (CEO) and one of the Founders of RFPIO, USA. Founded in 2015, RFPIO streamlines the RFP response process through cloud technology. Mr Ganesh won the prestigious award of the Entrepreneur of the Year@2020, Pacific Northwest Region Award by Ernst & Young LLP (EY US). His Company is also recognized by National Association of Software and Services Companies (NASSCOM) in the prestigious ‘League of 10’ as part of NASSCOM Emerge 50 awards for the year 2020.



22nd January 2021

AlumLaud – Distinguished Alumni Felicitation for Mr Ganesh Shankar, CEO & Co-Founder, RFPIO Inc., USA by Sri Sanjay Jayavarthanavelu, CMD , Lakshmi Machine Works, Coimbatore.

Joint EVENTS



15th August 2020

CMA - DJAME Joint Event (Webinar) – ‘Digital & Disruption’ by Mr Arvind R P, Director – Marketing & Communications, Hardcastle Restaurants Pvt. Ltd., Mumbai.



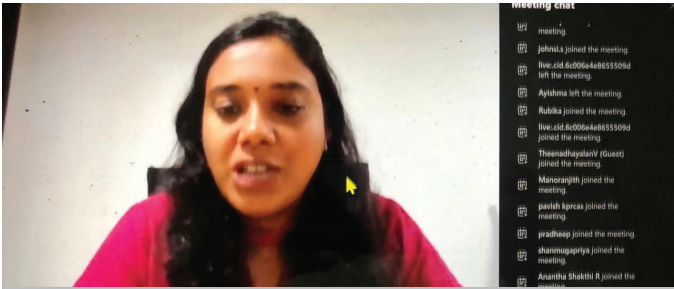
5th September 2020

CMA - DJAME Joint Event (Webinar) – ‘The Practice of Excellence’ by Dr Ushy Mohan Das, Leadership Coach & Behaviour Augmentor, Bengaluru.



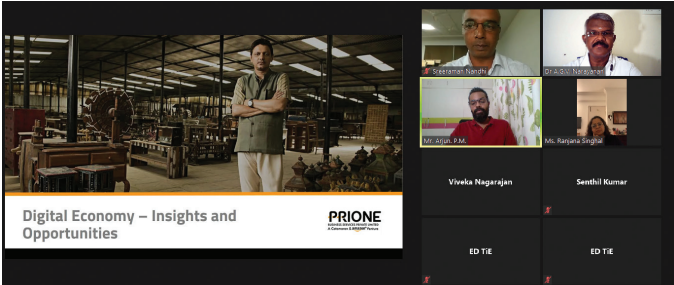
19th September 2020

DJAME – NIPM Joint Event (Webinar)- ‘Self-Care through Mindfulness’ – Dr Sharon S Rajkumar Ph.D., General Manager, Happiest Minds Technologies, Bengaluru.



10th October 2020

CMA – DJAME Joint Event (Webinar) – ‘Boundaries of My Sacred Space’ – Ms. N A Sujatha, Manager-Marketing, Brookefields, Founder, We – The People, & Ms. Kalpana Sekar, Co-Founder, Biblubox.



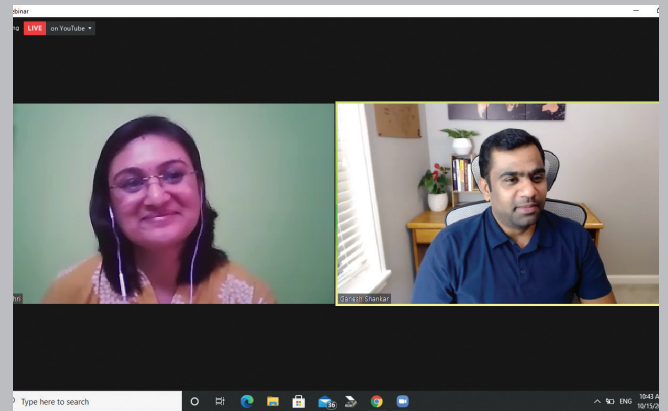
17th October 2020

DJAME – TiE Joint Event (Webinar) – ‘The Digital Economy – Opportunities and Challenges’ – Mr Arjun P M, Head – Business Success & Enablement, Prione Business Service Pvt. Limited (Catamaran and Amazon JV), Bengaluru

CXO Connect

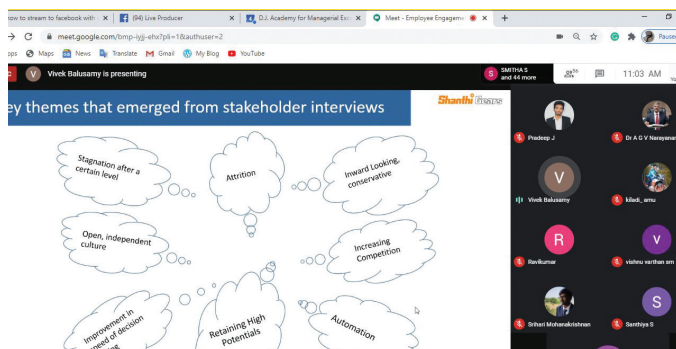
CXO Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with the top brass of the corporate houses like CEO, CTO, CFO, and CMO.

15th October 2020 - CEO/Alumni Connect (Webinar) – Mr Ganesh Shankar, CEO & Co-Founder, RFPIO Inc., Beaverton, Oregon, United States. The recipient of the award of 'Entrepreneur of the year 2020' by Ernst & Young LLP (EY US).

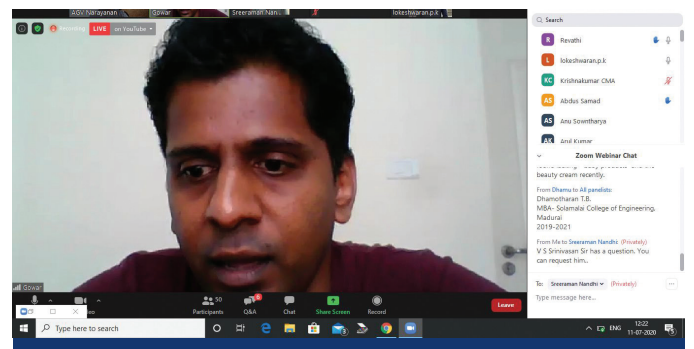


Corporate Connect

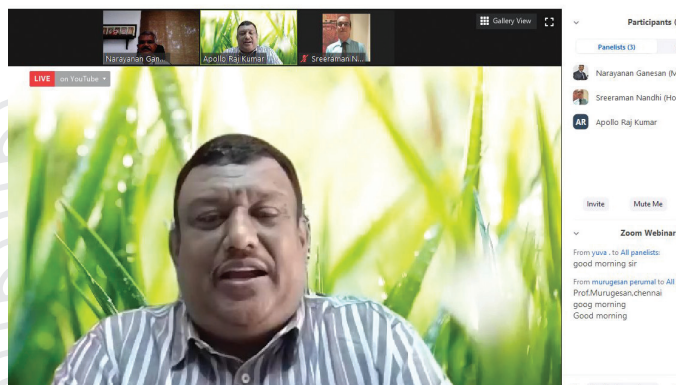
Corporate Connect is DJAME's Interaction Initiative to provide students a forum to deliberate with the Practicing Managers from diverse functional areas of business.



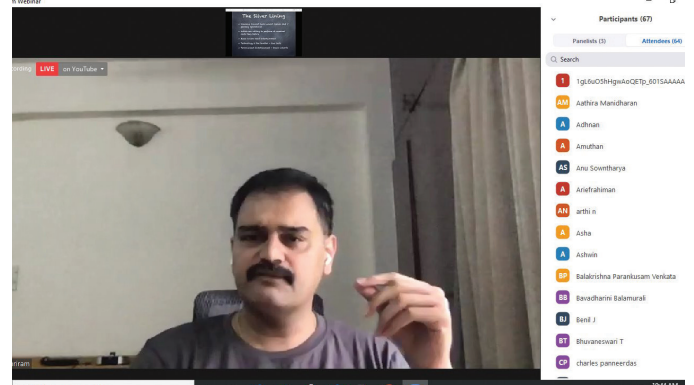
4th July 2020 - Corporate Connect (Webinar) – Mr B Vivek, Head – HR & Admin, Shanthi Gears Limited (A part of Murugappa Group), Coimbatore.



11th July 2020 - Corporate Connect (Webinar) – Mr Gowarthanan Anandan, Business Head – Sadhev, Cholayil India Pvt. Limited, Chennai.



18th July 2020 - Corporate Connect (Webinar) – Mr Rajkumar Durairaj, Head – Circulation S&D, Hindu Tamil Thisai.



25th July 2020 - Corporate Connect (Webinar) – Mr S Shriram, Vice President, Levista Coffee, Bengaluru

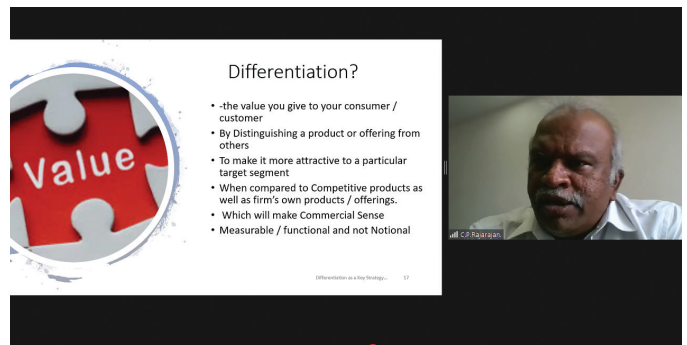
Corporate Connect



1st August 2020 - Corporate Connect (Webinar) – Mr R Pavan Kumar, Second Vice President, Northern Trust Corporation, Bengaluru.



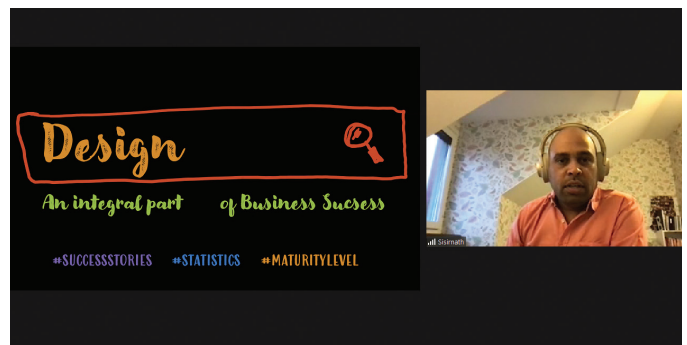
8th August 2020 - Corporate Connect (Webinar) – Mr Balaji Prakash, Sr. Vice President & Head – Sales & Marketing, E.I.D-Parry (India) Limited, Chennai.



26th September 2020 - Corporate Connect (Webinar) – Mr C P Rajarajan, General Manager – Sales (Tamilnadu), Wipro Consumer Care and Lighting Limited, Chennai – 26th September 2020.



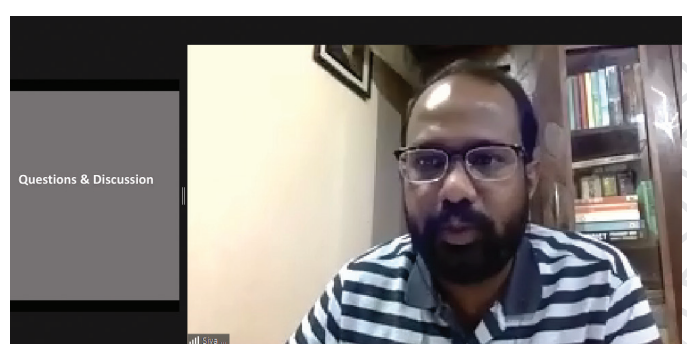
31st October 2020 - Corporate Connect (Webinar) – Mr Sainath Rajgopal, Vice President – Sales, Kaleesuwari Refinery Pvt. Limited, Chennai.



5th December 2020 - Corporate Connect (Webinar) – Mr Sisir Nath Sangireddy, Creative Lead – Interaction Design, Epiroc AB, Sweden.



12th December 2020 - Corporate Connect (Webinar) – Mr Shantanu Krishna, Director – India, PINKERTON, Mumbai.



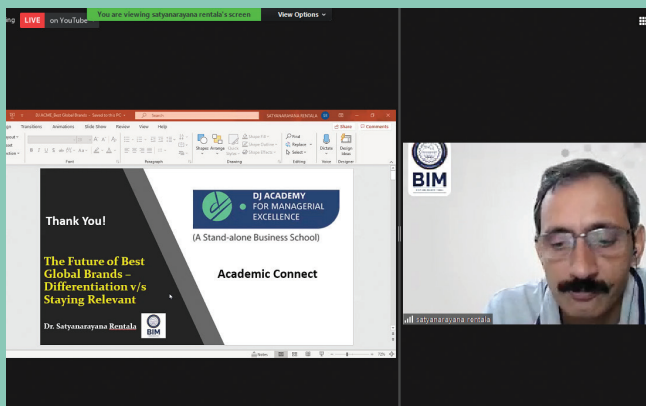
26th December 2020 - Corporate Connect (Webinar) – Mr Sivakumar Somanathan, Consumer Behaviour Consultant, Chennai

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



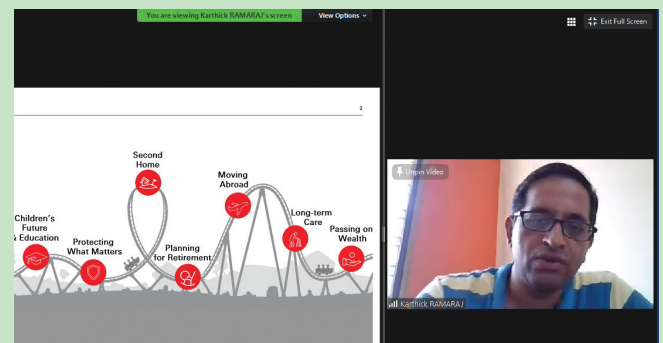
29th August 2020 - Academic Connect (Webinar) – Dr Anil Anand Pathak, Area Chairperson – Organizational Behavior, Management Development Institute (MDI), Gurgaon



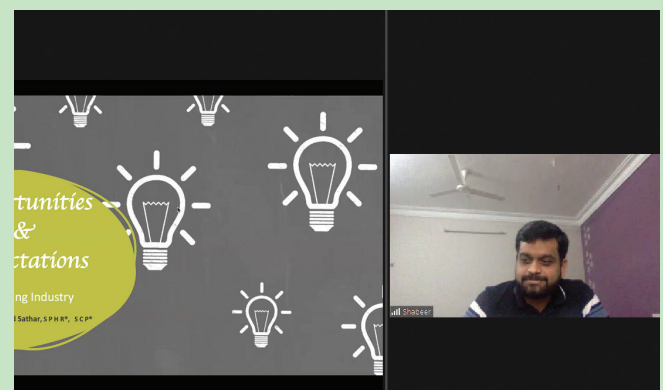
19th December 2020. - Academic Connect (Webinar) – Dr Satyanarayana Rentala, Assistant Professor – Marketing, Bharathidasan Institute of Management, Tiruchirappalli.

Alumni CONNECT

Alumni Connect is DJAME's Interaction Initiative to provide our students a forum to deliberate with our former students who are currently working with industries in diverse functional areas. Following alumni interacted with our students.



12th September 2020 - Alumni Connect (Webinar) – Mr Karthick Ramaraj (Batch-2005), Vice President – Branch Sales, HSBC Limited, Hyderabad.



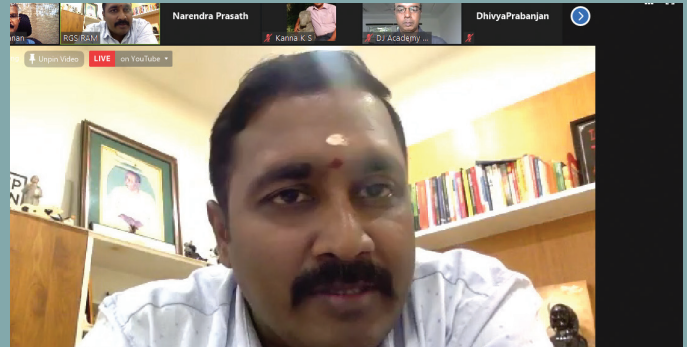
28th November 2020 - Alumni Connect (Webinar) – Mr Shabeer, (Batch-2004) Deputy Vice-President, Axis Bank, Coimbatore.

eConnect

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



3rd October 2020 - E-Connect (Webinar) – Mr Senthil Raj Jagadeesh, Managing Partner – Seasons (A unit of Kovai Pazhamudhir Nilayam), Founder & CEO – The Foundation – Skills that Matter, Chennai.



7th November 2020 - E-Connect (Webinar) – Mr Ramamoorthy Sundaram, Executive Managing Director, R G Sundar & Co, RGS VET Nutraceuticals Company, Erode.

15th, 17th & 18th July 2020 - Student Development Program (Webinar) – 'Developing Critical Thinking Skills' – Dr. Deepa Venugopal, Associate Professor, DJAME, Coimbatore.

24th & 25th August 2020. - Student Development Program (Webinar) – 'Data Analysis using Excel' – Dr. S T Nambi, Professor, DJAME, Coimbatore.

16th September 2020 - DJAME – MCX Training Session (Webinar) – 'Commodity Derivatives' – Mr Shrikant Koundinya FCMA CGMA, Assistant Vice President - Market Development (Training & Development), Multi Commodity Exchange, Mumbai

9th October 2020. - Student Development Program (Webinar) – 'Behavioural Investing'– Dr S Johnsi, Associate Professor, DJAME, Coimbatore.

19th November 2020 - Student Development Program (Webinar) – 'Art of Problem Solving through Design Thinking' – Mr Perumal Jeyakumar, Risk Management & Analyst Leader, Bengaluru.

26th November 2020 - Student Development Program (Webinar) – 'Hedging using Commodity Derivatives' – by SEBI & MCX

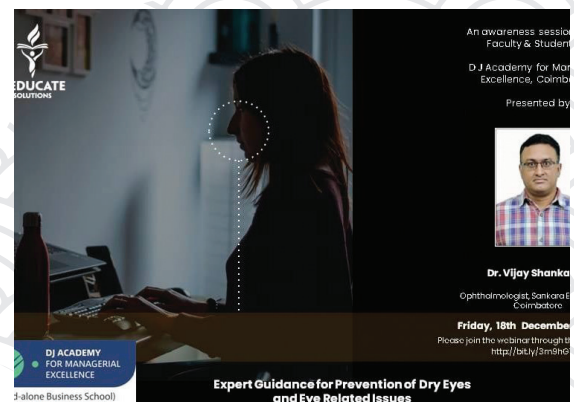
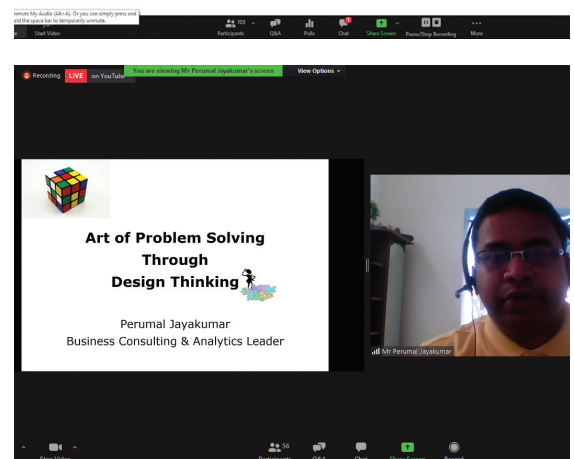
18th December 2020 - An Awareness Program (Webinar) – 'Expert Guidance for Prevention of Dry Eyes and Eye Related Issues' – Dr Vijay Shankar SD, Ophthalmologist, Sankara Eye Hospital, Coimbatore.

STUDENT DEVELOPMENT



Awareness Programme on Commodity Derivatives

MCX
in association with
DJ ACADEMY FOR MANAGERIAL EXCELLENCE



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 2000 to Dec 2000, they attended more than 25 sessions.

Prof Sreeraman Nandhi Attended one week Case Study Workshop from 26th June to 2nd July, 2020 organized by AIMA

Dr J J Savithri attended one week FDP on 'Academic Excellence in Digital Teaching and Learning', organized by Madurai Kamaraj University from 1st to 7th July, 2020.

Dr P Sangeetha attended a webinar on 'Fundamentals of Block Chain' on 4th July, 2020 organized by Surendra Institute of Engineering and Management, Siliguri.

Dr J J Savithri attended a five Day FDP on 'Reboot : Teaching & Learning' organized by Avinashilingam University from 6th to 10th July, 2020.

Dr P Sangeetha attended AICTE sponsored Six-day online STTP on 'Implementation of Outcome Based Education to Enhance the Quality of HEIs' from 15th to 21st July, 2020 organized by Sri Ramakrishna College of Arts and Science.

Dr J J Savithri attended one day FDP on 'Upscaling Management Education through Hybrid/Blended Learning' on 31st July, 2020 by Karunya School of Management.

Dr P Sangeetha participated in a Seven day FDP on 'Research Methodology : Data Analysis, Reporting and Publication Perspectives' from 20th to 26th July, 2020 organized by Bharathiar School of Management and Entrepreneur Development.

Prof Sreeraman Nandhi attended 3 TEDEX Gateway webinars, 10 Monday Musings conducted by CMA during August 2020.

Prof Sreeraman Nandhi attended 1 day workshop on Setting up of Incubation Cell in B-School by AIMA on 19th August, 2020.

Dr S T Nambi attended a three day Symposium on 'Artificial Intelligence for India' from 26th to 28th August 2020 organized by JIO Institute.

FACULTY DEVELOPMENT



Dr J J Savithri attended one day FDP on Amrita's AMPLE on 28th August, 2020 organized by Amrita University.

Dr P Sangeetha attended a Seminar on 'Simulation & Gamification as tools of Hybrid Learning in Management Education' on 28th August, 2020 organized by Karunya School of Management.

Prof Sreeraman Nandhi attended a Seminar on 'Simulation & Gamification as tools of Hybrid Learning in Management Education' on 28th August, 2020 organized by Karunya School of Management

Prof M N Viveka attended a Seminar on 'Simulation & Gamification as tools of Hybrid Learning in Management Education' on 28th August, 2020 organized by Karunya School of Management.

Dr P Sangeetha attended web-based Master Class on 'Becoming Lean Production with Competitive Edge using Value Stream Mapping' on 10th and 11th September, 2020 organized by CII Coimbatore.

Prof M N Viveka attended a Webinar on 'Realise and Actualise Benefits of Digital Marketing' on 12th September, 2020 organized by Yi Coimbatore

Prof M N Viveka attended a three-day 'Case Writing Workshop' from 28th to 30th September 2020 organized by AIMS.

Dr P Sangeetha completed 'CII Super 5 Series on Total Quality Management' organized by CII, Salem between 9th October and 6th November 2020.

Dr J J Savithri Participated in a webinar on Transformational Leadership organised by TIE Coimbatore on 20th November, 2020.

Dr J J Savithri participated in the National Higher Education Conclave organised by CII on 4th and 5th December, 2020.

Prof M N Viveka attended National Webinar on 'Academic Excellence - Unlock your Potential' organised by UGC Paramarsh Scheme in Avinashilingam University between 15th and 16th December, 2020.

Dr J J Savithri participated in a webinar on 360 Degree Feedback organised by AICTE on 23rd December, 2020.

FACULTY RESEARCH & PUBLICATIONS

Prof S Johnsi completed Ph.D Viva Voce on 9th November, 2020. Her Doctoral thesis is titled 'A Study on the impact of emotional intelligence, personality traits, risk perception and behavioural biases on investment decisions'.

Dr P Sangeetha presented a paper titled 'A study on brick manufacturing lead time reduction using lean tools at Salem' in the 3rd International Conference on Operations Management (ICOM-2020) organized by IBS Hyderabad on 20 & 21 November, 2020.



FACULTY OUTREACH

Prof Sreeraman Nandhi acted as a Moderator for CMA Session titled 'Gross Domestic Happiness' on 6th July, 2020

Dr Deepa Venugopal acted as a Resource Person for SDP on 'Developing Critical Thinking Skills' during 15th, 17th and 18th July, 2020.

Dr S T Nambi acted as a Resource Person for SDP on 'Data Analysis using Excel' on 24th & 25th August, 2020.

Dr S T Nambi acted as a Resource Person for Seven Day Workshop on MS Excel for the students of Department of Management Studies, Manonmaniam Sundaranar University during 14th to 20th September, 2020.

Prof Sreeraman Nandhi addressed Final Year B.Tech Bio-Infomatic students of Karunya University on 'Trending Opportunities in Healthcare Sector' on 16th September, 2020

Dr J J Savithri acted as a Resource Person for CMA Monday Musings on 28th September, 2020.

Prof Sreeraman Nandhi addressed PA College of Engineering and Technology students on 'Outside the Box Business Model' on 28th September, 2020.

Prof Sreeraman Nandhi addressed PSGIM Students on Sales Management/Territory Management on 29th September, 2020.

Prof S Johnsi conducted a Student Development Program on 'Behavioural Investment' on 9th Oct 2020.

Dr Deepa Venugopal conducted a Training Session on 'Critical Thinking for Managers' for Palakkad Management Association – PMA in Association with AIMA on 27th October, 2020.

Prof Sreeraman Nandhi acted as a Resource Person for I year BE Orientation Programme at PA College of Engineering and Technology on 9th November, 2020.

Prof Sreeraman Nandhi conducted motivational sessions for GKDITR Tata Electronics employees during 9th, 10th and 14th December 2020.

MANAGEMENT DEVELOPMENT CENTRE (MDC)

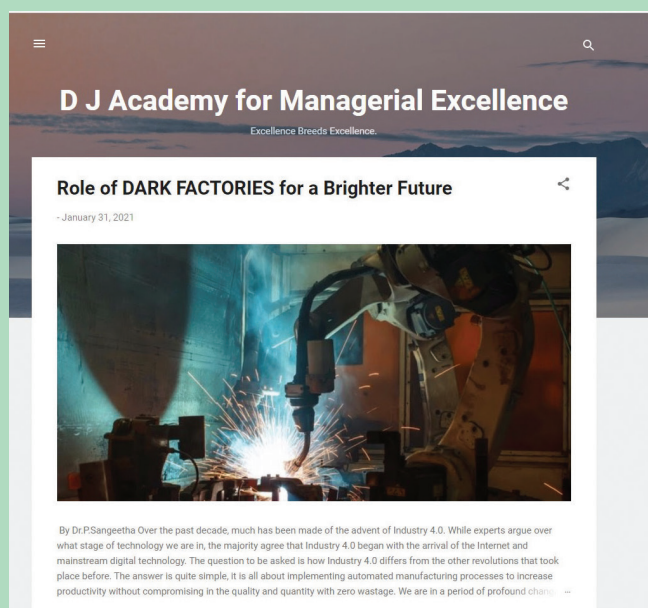


Management Development Centre at DJAME strives to facilitate the learning process for Executives through our Management Development Programmes which will be of a short duration and offered on campus. The programmes would be delivered by faculty members of the Institute as well as experienced external resource persons. Few of the Management Development Programmes organised by MDC of DJAME during Jul – Dec 2020.

- Dr J J Savithri conducted a one day MDP on 'Winning Relationship through Communication and Interpersonal Skills' for LMW Executives on 16th December 2020.

DJAMELog

The Glass Cliff Phenomenon	Dr J J Savithri
Tokenising Business -Taking the ICO route	Dr Deepa Venugopal
NEO BANK – Rise Of the invisible bank	Dr S Johnsi
What would Nature want post Covid19? "Biomimetics"	Dr P Sangeetha
Lexical Addition - Doom scrolling & Doom surfing	Ms M N Viveka
That's what we all want when we start the day	Prof Sreeraman Nandhi
The Mind	Dr S T Nambi
Mood Freezing	Dr J J Savithri
Unbundling the Fintech Growth Story	Dr Deepa Venugopal
Budgeting through the tough times	Dr S Johnsi
Role of DARK FACTORIES for a Brighter Future	Dr P Sangeetha
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Business Quotient 5 Answers

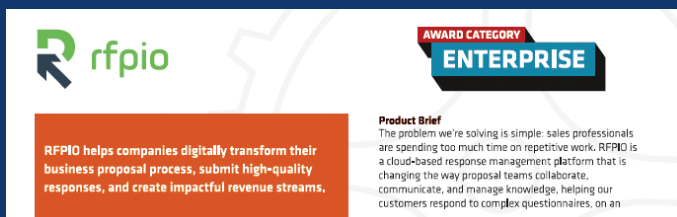
1. Innovative Retail Concepts
2. StarQuik
3. Mahindra Group Chairman Mr Anand Mahindra has invested in the rocket start-up Agnikul Aerospace in his personal capacity
4. All Out, Kiwi, Glade and Mr Muscle
5. Visitor Location Register – a key metric reflecting the actual number of subscribers actively using a mobile network
6. Hero MotoCorp
7. Broadcast Audience Research Council

Entrepreneur of the Year 2020

Mr. Ganesh Shankar, an alumnus of DJAME (MBA 2003-2005 batch) is named Entrepreneur of the Year 2020. Ernst & Young LLP (EY US) recently announced Mr. Ganesh Shankar, Founder and CEO of RFPIO, Inc. as the Entrepreneur of the Year® 2020.

RFPIO is among the "League of 10" of NAASCOM

RFPIO is also recognized by National Association of Software and Services Companies (NASSCOM) in the prestigious 'League of 10' as part of NASSCOM Emerge 50 awards for the year 2020. Emerge 50 Awards is India's most prestigious & prominent awards in the Software Product Industry, with the mission to find and recognize the most innovative software product companies who would be the future trendsetters of Technology companies from India.



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Othakkalmandapam Post, Coimbatore Pollachi Highway
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Approved by AICTE
Affiliated to Bharathiar University



Mr. Ganesh Shankar (2003-2005 Batch)
CEO - RFPIO Inc. Portland, United States

DJAME MBA has given me invaluable experience working through real-life business problems. The campus life was challenging, promoting critical thinking, and it gave us every chance to build a robust skill set necessary for survival and success in the corporate world.

I could utilize most of these leanings in the making of RFPIO Inc., one of the fastest growing Start-ups with offices in the USA and in Coimbatore, India. But the greatest benefit of the program was the confidence it gave me to pursue, win, and be at this position, to be what I am today.

Thanks to my "Alma Mater".

Reflections...



"Committed & Passionate faculty. Energetic students, good participation from all the students. Best wishes to the DJA Team for attracting more students in the years to come."

Sri Venkatesh Natarajan,
Mentor, VeiBa Consultancy, Chennai



"Excellent students interaction and very good day of discussion on credit rating. Student are well prepared for the session in this beautiful campus."

Sri L Fril Kumar,
Assistant Vice President, CARE Ratings Limited, Coimbatore



"Good grasping capability of the students; questions were to the point & clear which I liked very much. Students are very enthusiastic & willing to learn. Basic understanding of the subjects taught seems very good. I wish them a lot of success in their career"

Sri Sushanta Pattnaik,
CEO, Lakshmi Ring Travellers (Coimbatore) Limited, Coimbatore



"Interesting & rejuvenating platform for mutual learning and sharing. Synergy of Faculty and Students is highly visible. Students show spark & energy. Best wishes"

Sri Srinivas Sastri,
CHRO, Sakthi Group.



"It was a great experience being a part of DJ Academy. Enthusiastic set of students and faculty members, great infrastructure. It's our pleasure to be associated with the Institute through NIPM Students Chapter."

Sri Y E Sridhar,
Talent Management Lead, Cognizant



"It is a great Institution with good faculty, students and best infrastructure amidst beautiful greenery. We wish a good growth and greater heights."

Sri Pon Muthuvelappan,
Sr. VP-HR, Sakthi Sugars



"Very interactive students. Raised various practical questions. Good! Keep it up!"

Dr P Saravanan,
Professor - Finance & Accounting, Indian Institute of Management, Tiruchirappalli.



"Interesting session with the faculty and students. The response was quite overwhelming and interactive. Very glad to come and share my views with DJAME"

Dr Muhammad Ashraf Bin Fauri,
Universiti Malaysia Pahang

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



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INVESTMENT
76TH RANK

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Applications are also available at the campus.

For Admissions related queries, please contact
Prof Sreeraman Nandhi - 98430 73307

djacademy.ac.in

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.**



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