



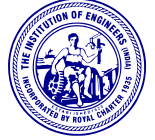
*We Make You Shine*  
**St. JOSEPH'S INSTITUTE OF TECHNOLOGY**  
(An Autonomous Institution)  
**St. JOSEPH'S GROUP OF INSTITUTIONS**  
OMR, CHENNAI - 119



We prepare for

**Cambridge**

English Qualifications™



# DEPARTMENT OF MANAGEMENT STUDIES

## Newsletter Issue 7 August 2024

# IMBA

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**Connect with Department of MBA**

<https://stjosephstechnology.ac.in/web/mba/>

[https://www.instagram.com/sjit\\_mba/](https://www.instagram.com/sjit_mba/)

[www.linkedin.com/in/sjit-doms-chennai](http://www.linkedin.com/in/sjit-doms-chennai)



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## **BOOK PUBLICATIONS**



**Name : Dr. R Satish**  
**Title : Handbook of Financial Management**  
**ISBN : 978-93-6260-622-8**  
**Publisher: Charulatha Publications, Chennai**



**Name : Dr. Sundara BalaMurgan**  
**Title : Total Quality Management**  
**ISBN : 978-93-6132-069-9**  
**Publisher : Scientific Publishing House**

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# FACULTY AS RESOURCE PERSON



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

Ramapuram

FACULTY OF MANAGEMENT  
(Developing Business Leaders)

DEPARTMENT OF BUSINESS ADMINISTRATION

organises

**One week**

## E-PROFESSIONAL DEVELOPMENT PROGRAMME

19-08-2024 to 24/08/2024 (Monday to Saturday) | Time :10.00 am to 11.00 am

Topic

### QUALITY DRIVEN RESEARCH METHODOLOGY



Day 1 - 19/08/2024

**Dr.A.K.Subramani**

Associate Professor,  
Saveetha School of Management, Chennai.

Topic : Confirmatory Factor Analysis



Day 2 - 20/08/2024

**Mrs.Vijayalakshmi.M**

Assistant Professor,  
Saveetha School of Management,  
Chennai campus.

Topic : Reliability and Exploratory Factor Analysis



Day 3 - 21/08/2024

**Dr.Priyasethuraman**

Professor & Head,  
St. Joseph's Institute of science and Technology,  
Chennai.

Topic : Techniques of data analysis



Day 4 - 22/08/2024

**Dr.G.Ramasundaram**

Professor in Finance,  
Saveetha School of Engineering,  
Chennai.

Topic : Research Methodology Tools



Day 5 - 23/08/2024

**Dr.Velmurugan.P.S**

Professor,  
Central University of Thiruvavur,  
Thiruvavur.

Topic : Action Research

**Dr. Priya Sethuraman, Professor and Head, was a resource person at E-Professional Development Program organised by SRM Institute of Science and Technology, Ramapuram Campus on the topic "Techniques of Data Analysis" - 30/08/2024**

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## STAFF PATENT DETAILS

S.No	Inventors	Title	Application No	Date
1	Dr.Priya Sethuraman	Value based learning in the current Indian educational framework	202441054006	02/08/24
2		Recognizing the card fraud using machine language methods	202441053751	02/08/24
3		Predictive Analytics, Transforming Customer Profiling, Segmentation and Sales Prediction in Direct Marketing using Machine Learning	202441057109 A	02/08/24
4	Dr.Aruna V	Investigating the impact of Behavioural Biases and Financial Literacy in Financial Decision making among Working Women in India	202421053696	09/08/24
5		Growth and performances of micro, small and medium enterprises in India	202441053679	02/08/24
6	Dr.NaliniDevi. S	Sustainable leadership fostering long term organisational and environmental well being	202441059484	09/08/24
7	Dr. Sundara Balamurugan	Predictive Maintenance Device for Industrial Equipment Using Machine Learning	202441053582	02/08/24
8	Dr.S. Karunakaran	Applying Machine Learning and AI to Optimize Supply Chain Management and Logistics	202441059497	06/08/24

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## STAFF PUBLICATION DETAILS

The following Faculty members published their paper in the month of August 2024

S.No	Author	Index	Title	Journal & ISSN No.	Vol. & Issue No.	Page No.
1.	Dr.Priya Sethuraman	ABDC	Impact of Social Media Marketing Activities: The Meditation of social Identification and Satisfaction	Journal of Informatics Education and research 1526-4726	4/2	3477 to 3484
1	Dr. P Prabakaran	Scopus	An Experimental Evaluation of an Effective QR Code Based Duplicate Product Detection Using Blockchain Technology	2024 International Conference on Intelligent Systems for Cybersecurity, ISCS 2024.	DOI: 10.1109/I SCS6180 4.2024.1 0581168.	1 to 7
2	Dr. G Arasuraja	Scopus	Enhancing Fetal Health Monitoring through TPOT and Optuna in Machine Learning-Driven Prenatal Care	International Conference on Advancements in Power, Communication and Intelligent Systems, APCI 2024 979-8-3503-6329-6	DOI:10.1 109/APCI 61480.20 24.10617 339	1to 6
3	Dr. S. Karunakaran	ABDC	The Impact of Social Media Marketing on Sustainable Consumption: A Study	European Economic Letters ISSN 2323-5233	14/3	773 to 779

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# FDP ATTENDED BY FACULTY

Faculty	Organised by	Title	Date
Dr. Aruna V	Hindustan College of Engineering and Technology, Coimbatore	ICT Tools for Effective Teaching	19.08.24 to 24.08.24



## HINDUSTHAN

### COLLEGE OF ENGINEERING AND TECHNOLOGY

An Autonomous Institution, Approved by AICTE, New Delhi  
 Affiliated to Anna University, Chennai, Accredited by NAAC with 'A++' Grade  
 Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MCT)  
 VALLEY CAMPUS, POLLACHI HIGHWAY, COIMBATORE - 641 032



### DEPARTMENT OF CIVIL ENGINEERING

Organizes a Faculty Development Programme On  
*ICT Tools Using Effective Teaching*



**Resource Person**  
 Dr.K.Salleela  
 Assistant Professor  
 Annamalai University



**Resource Person**  
 Dr.S.Senthilnathan,  
 Director,  
 UGC-MMTTC, BDU



**Resource Person**  
 Dr.P.Senthamarakannan  
 Assistant Professor, Mech,  
 KSR College of Engineering  
 Tiruchengode



**Resource Person**  
 Dr.V.Evelyn Brindha  
 Professor, EEE,  
 Karunya Institute of Technology and Sciences  
 Coimbatore



**Resource Person**  
 Ms.Mrudula Jadhav  
 Assistant Professor  
 Pune,  
 Maharashtra



Co-ordinators  
**Ms. K.Saraswathi**  
**Mr. R. Senthil Kumar**  
**Mr. A. Alex Livingston Raja**  
 Assistant Professors  
 Civil Engineering, HICET

Convenor  
**Dr. K. Akil**  
 Professor and Head  
 Civil Engineering, HICET

Patrons  
**Dr. J. Jaya**  
 Principal  
 HICET  
 &  
**Dr. K. Karunakaran**  
 Chief Executive Officer  
 Hindusthan Institutions

19.8.2024 to 23.08.24 at 3.30 PM to 4.30 PM  
<https://meet.google.com/xnz-eqoy-bre>

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# ALUMNI TALK

The Department of Management Studies organized alumni talk on the title, "Career Opportunities in Marketing and Finance on 11/08/24 for II MBA students through online mode. Mr.Chandru Nidhi K explained the opportunities in the field of retail finance, investment banking, mutual fund, life insurance. Further provided information on the importance of sales and marketing role in the financial services, particularly in life insurance. He also discussed the skills required for marketing of financial products.

DEPARTMENT OF MANAGEMENT STUDIES

## ALUMNI TALK

on

### CAREER OPPORTUNITIES IN MARKETING & FINANCE

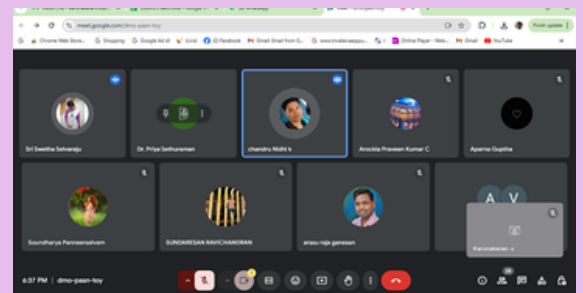
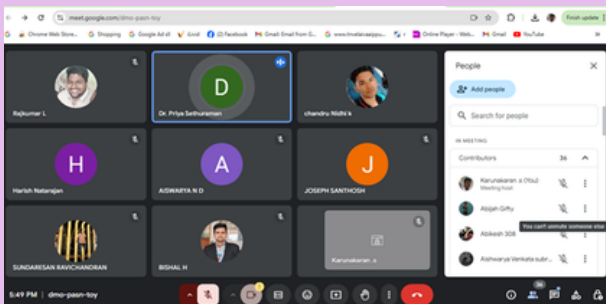
for II year MBA  
Students



**SPEAKER:**

**Mr. Chandru Nidhi K**  
Manager - Chief Premier Agency  
Kotak Mahendra life - Mumbai

**ONLINE MODE**  
**11-08-2024**  
**05:30pm - 6:30pm**

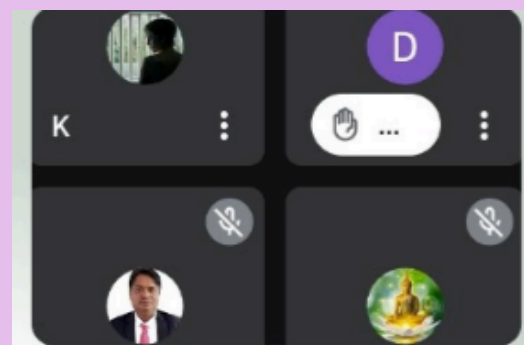
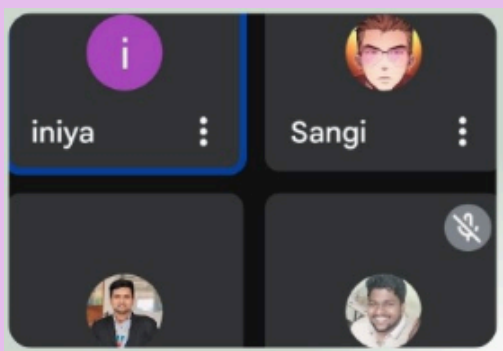


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# ALUMNI TALK

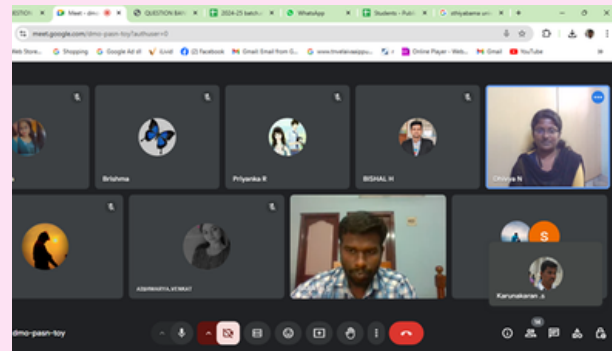
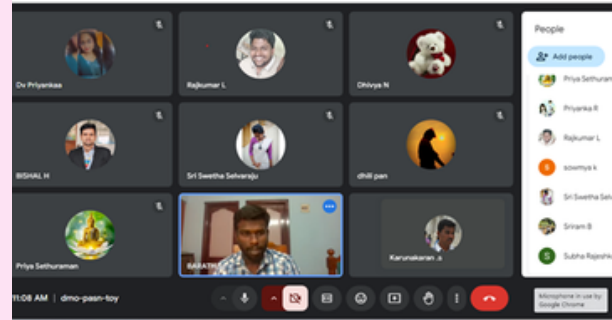
Ms. Iniya Selvakumar D S, Senior Executive, Corporate Sales, Infoedge India Ltd. was invited for the Alumni Talk on 31st August 2024. The talk was delivered through online and the II MBA students participated. Ms. Iniya gave orientation on the strategies for preparing the interview process for the Naukri.com. She also conducted a mock interview for the student And explained how to tackle the stress questions in the interview. She concentrated on explaining the methodology in maintaining the consistency in giving the answers to the interviewee. Students interacted with her and cleared their doubts regarding the forthcoming placement drive.



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# MOCK INTERVIEW

Mock Interview for II MBA Students was organised on 3/08/2024 through online. The purpose of this mock interview was to train the student by creating a real interview environment for the II year MBA students. The mock interview was handled by Mr. Barath S, Sales Manager, Bajaj Finance Ltd. He evaluated the student's communication skills, technical knowledge, and HR perspective interview. The performance of the students were assessed. He gave valuable suggestions and instructions to face the interview without any fear and confidence.



**DEPARTMENT OF MANAGEMENT STUDIES**

**ORGANIZES**

**ONLINE MOCK INTERVIEW**

**For II Year  
MBA Students**



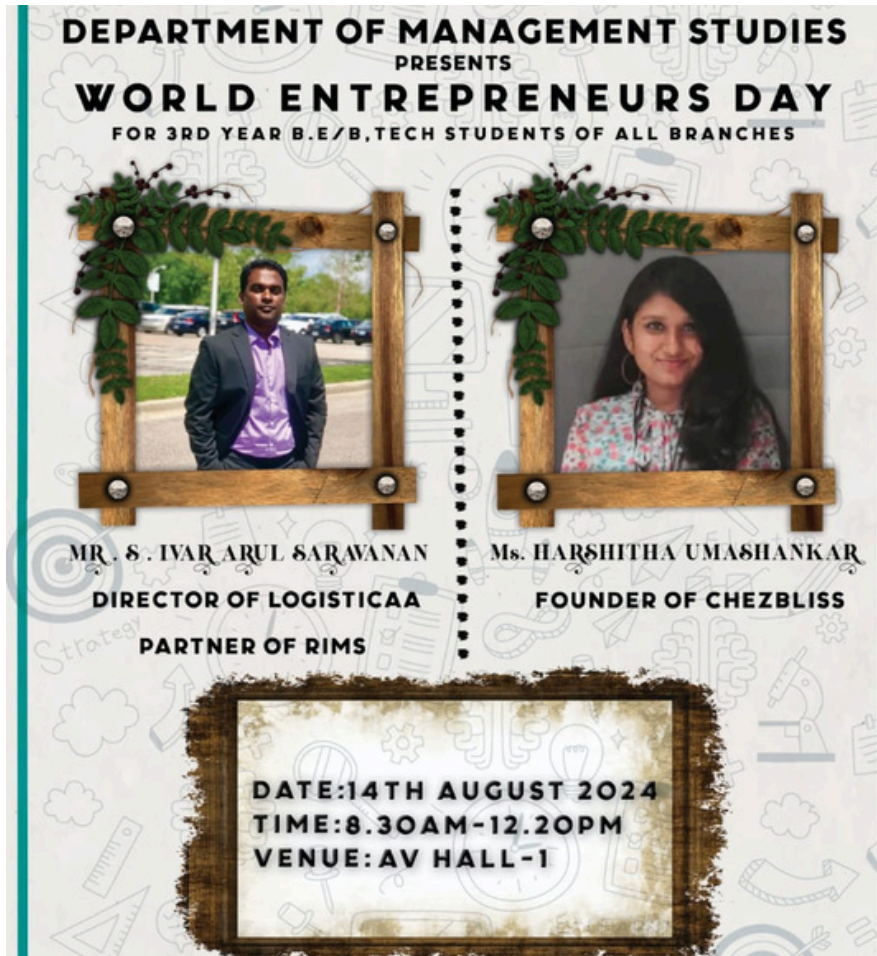
**Mr. Bharath S**  
**SALES MANAGER**  
**Bajaj Finance Ltd**



Time : 11.00 to 12.30 am  
DATE: 03/08/2024

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# World Entrepreneurs Day Special Guest Lecture



Department of Management Studies celebrated the World Entrepreneurs Day by organising special guest lecture, on 21st August 2024. The program was conducted to highlight the importance of entrepreneurship and promote entrepreneurial interest among the student community. We arranged two special guest lectures to build a stronger entrepreneurial ecosystem among III year B.E and B.Tech Engineering students and also to ignite the entrepreneurial spirit in the mind of Students.

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# World Entrepreneurs Day Special Guest Lecture



**Mr. S. Ivar Arul Saravanan**  
Director  
Logisticaa & Partner of RIMS  
Chennai

**Ms. Harshitha Umashankar**  
Founder  
Chezbliss, Chennai



## Glimpses



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# Guest Lecture

DEPARTMENT OF MANAGEMENT STUDIES

**GUEST LECTURE**

ON

Entrepreneurship Avenues:  
Think Big - Start Small

For I MBA Students

 **30TH AUGUST 2024**

 **TIME: 11.00 AM**

**VENUE: I MBA CLASS**



**Mr. ARUNMOZHI NAGARAJAN**  
**FOUNDER & CEO**  
**WINKHIZ EVENTS**



**Mr. Arunmozhi, Founder and CEO of Winkhiz Events, gave a guest lecture on the topic Entrepreneurship Avenues: Think Big - Start Small on 30th August 2024 for I MBA students. He narrated his entrepreneurial venture into the event management.**

**He emphasised that the students can start the business at a small level with meagre funding and achieve bigger. He explained the event management business as a lucrative business and passion towards the job would make a man success. Also explained what are the allied business associated with event management that students can take up during their college days.**



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## DEPARTMENT OF MANAGEMENT STUDIES



**Dr.B.Babu Manoharan**  
M.A.,M.B.A.,Ph.D.  
**Chairman**



**Mr.B.Shashi Sekar**  
M.Sc  
**Managing Director**



**Mrs.S.Jessie Priya**  
M.com  
**Executive Director**



**Dr S Arivazhagan**  
M.E., Ph.D.  
**Principal**

At St. Joseph's Institute of Technology, the Department of Management Studies was established in the year 2022, which got its autonomous status and is affiliated with Anna university. It is a 2-year program with four semesters, where the students have the opportunity of dual specialization from five domain areas namely Finance, Marketing, Human Resource, Operations and Business Analytics. Our department provides students the opportunity to experience the working mechanism in the industries through industrial visits and internship programs. We also develop the need for social concern by taking them to various NGO's. Invite eminent industrialists for Guest Lectures, organise club activities, and teaching pedagogy through case studies are carried out to enrich the students with adequate knowledge for successfully facing the placements.

### **Newsletter Issue 7 Editors:**

**Dr. Priya Sethuraman, Professor & Head**

**Dr. Aruna V, Assistant Professor**

**Dr. Karunakaran S, Assistant Professor**