



We Make You Shine

St. JOSEPH'S INSTITUTE OF TECHNOLOGY

(An Autonomous Institution)

St. JOSEPH'S GROUP OF INSTITUTIONS

OMR, CHENNAI - 119



DEPARTMENT OF MANAGEMENT STUDIES

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ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS



NEWSLETTER

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Staff Paper Publications - WOS



Dr. Priya Sethuraman Published paper in Cogent Economics & Finance, titled “An integrated framework for understanding innovative digital payment adoption and continued usage by small offline retailers”, indexed in WOS journal with Q 3 ranking, Vol.13, Issue 1, 2025

Staff Paper Publications - ABDC & Scopus

Sl. No	Name of the Faculty	Journal	Title of the Paper	Journal Name
1	Dr. Priya Sethuraman	ABDC	Revolutonizing Customer Engagement: How to Leverage Social Media, Email and Content Marketing to Drive Business Results	European Economic Letters
2	Dr.Aruna V	ABDC	Cyber security and digital information issues in the information age	Journal of Informatics Educaton and Research
3	Dr.Prabakaran P	SCOPUS	Blockchain Technology in HR: Enhancing Transparency and Security in Employee Data Management	Fifth International Conference On Sustainable Communication Networks and Application (ICSCNS- 2024)

Staff As A Resource Person

Staff Name	Date	College / Institute	Title
Dr. ARUNA. V	01/03/2025	Saveetha Engineering College, Chennai	Business Analytics for Management Decision
Dr. KARUNAKARAN	01/03/2025	Saveetha Engineering College, Chennai	The Influence of Neuromarketing on Consumer Decision
Dr.PRABAKARAN P	21/03/2025	Stela Maris College , Chennai	Usage of ATS In HR Automation

Patent Published by Staff

Sl. No	Inventors	Application No	Title	Inventor Postion
1	Dr.Satish.R	202541009611	Investigating Impact of HR Practices on Employee job satisfaction and productivity in the Advertising Industry	II
		202541014278	Blockchain - Based System and method for secure transactions in digital supply chains	IV

College Connect Program

Business Empire Endeavors

A College Connect Program, “BUSINESS EMPIRE ENDEAVOURS” was organized on 13-03-25. This event was designed to engage and inspire UG students from diverse educational backgrounds, and to showcase their management insight. The participants included 102 students from 18 Institutions in and around Chennai.



The event was inaugurated by the Chief Guest - **Ms. Soundarya, Assistant Manager - Sales, Vijay TV**, Principal, Dr. S. Arivazhagan, and Dean - Academics, Dr. G. Sreekumar, St. Joseph's Institution of Technology along with Dr. Priya Sethuraman, Professor & Head, Dr. S. Karunakaran and Dr. Aruna V, Assistant Professor, Event Co-ordinators, Department of Management Studies.

Two technical events namely Marketing Simulation and Product Designing was conducted to test various aspects of management and business skills. **Marketing Simulation:** I and II Prize - Hindustan Institute of Technology and Science, III Prize - Jeppiaar Engineering College. **Product Designing:** I Prize - TNJFU Fisheries Business School, II Prize - Sathyabama Institute of Science and Technology, III Prize - Jeppiaar Engineering College.

The valedictory session was graced by Elite Alumini, **Ms. Iniya Selvakumari**, Senior Executive, Corporate Sales- Naukri, who shared invaluable insights on human resource trends and career development.



STUDENTS PANEL DISCUSSION

EMPOWERED VISION, INSPIRED SUCCESS

in association with



The Student Panel Discussion was held on March 26, 2025, featured an insightful interaction with Ms. Meena Chhabbria, Founder of SHERO Mindset, Former VP of PVR Cinemas, Media Executive & AI Prompt Engineer. The student panel members asked questions to Ms. Chhabbria, and she patiently answered them. She shared her success formula—Prosper, Resilience, and Never Give Up with anecdotes from her life. Providing empowerment to women through SHERO Mindset initiatives was her prime objective.



She shared her experience in scaling PVR Cinemas' revenue from ₹50 lakh to ₹100 crore and navigating business expansion in South India and Sri Lanka. Addressing workplace psychology, she spoke about the placebo and nocebo effects and their impact on leadership. The session concluded with an engaging Q&A, where students gained valuable insights on career growth, resilience, and leadership strategies, making it a truly enriching and inspiring discussion.



The six student panel members, who interacted with the Chief Guest were:

1. Madhumaithra P R - III EEE
2. Lakshree R - III IT
3. Mahalakshmi R - II CSE
4. Pardhavika G - II ADS
5. UmaMaheshwari A J - II ADS
6. HemaPriya S - I MBA

Mr. Jayaraam S, Deputy General Manager, Business Standard, also joined the program and addressed the gathering.



PLACEMENT ORIENTATION PROGRAM

The POP Training was conducted for I Year MBA Students from March 17 to 24th to provide hands-on training in Microsoft Excel, SQL, and Power BI, so that students understand and analyze data, generate insights, and prepare dashboards — skills that are increasingly demanded in analytics, finance, IT, and management job profiles.



The session began with advance Excel for 2 days, key tool for business data analysis, financial modeling, marketing performance tracking, and operations planning. The next 3 days SQL training program was given to provide foundational and practical knowledge of Structured Query Language (SQL) — enabling the students to retrieve, analyze, and interpret business data from relational databases.

The last 2 days, Power BI training program was given, aimed to equip students with the ability to analyze data, create dashboards, and make data-driven business decisions. These skills are crucial for students to build model and to take decisions in Marketing, Finance, and Operations.



Placement Details

7 Students Placed with 5.04 LPA

at

**CITY UNION BANK
LIMITED**



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RAJAMEENA S
312423631053



SEMBIYAVELAN AR
312423631059



DINESH R
312423631029



APARNA K
312423631010



AISWARYA V
312423631005



RAJESHKUMAR M
312423631059



ASHOK W
312423631016

Placement Details

One Students Placed with 6 LPA

at

CPRIME



SUBASINI V
312423631065

Student's Achievements

S. No	Name of the Student	Year	Name of the Event	State / National / International	Organizer	Date	Position (I/II/III)	Cash Award (Rs.)
1	Sanjay K	I	Best Manager	National	Anand Institute of Higher Technology	14.03.2025	I	1500
2	Keerthika	I	Best Manager	National	Anand Institute of Higher Technology	14.03.2025	II	1000
3	Alen Roy.A R Criffin P Dickson Vishnuvarathan G Sanjay K	I	ADS -ZAP	National	Anand Institute of Higher Technology	14.03.2025	II	750
4	Keerthika S Hema Priya S Shrinidhi G Elakiya V	I	ADS-ZAP	National	Anand Institute of Higher Technology	14.03.2025	III	500



INDUSTRIAL VISIT

I year MBA students visited the Coca-Cola manufacturing plant, at Chennai, on March 28, 2025. Coca-Cola, one of the world's leading beverage companies, was founded in 1886 and operates in over 200 countries. The industrial visit to Coca-Cola provided an enriching and insightful experience, offering students a comprehensive understanding of how a multinational corporation (MNC) operates on a global scale.



The visit served as a bridge between theoretical knowledge gained in the classroom and real-world business applications, allowing students to witness firsthand the complexities of large-scale production, quality assurance, supply chain logistics in Coca-Cola Industry. Overall, the visit broadened the students' understanding of process and operations.





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DEPARTMENT OF MANAGEMENT STUDIES



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



Mr.B.Shashi Sekar
M.Sc
Managing Director



Mrs.S.Jessie Priya
M.com
Executive Director



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

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. Qualified faculties with good experience and classrooms equipped with an advanced learning ambience. 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 14 Editors

1. **Dr. Priya Sethuraman, Professor**
2. **Dr. Aruna V, Assistant Professor**
3. **Dr. Karunakaran S, Assistant Professor**

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