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St. JOSEPH'S INSTITUTE OF TECHNOLOGY

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NEWSLETTER ISSUE 11 DECEMBER 2024



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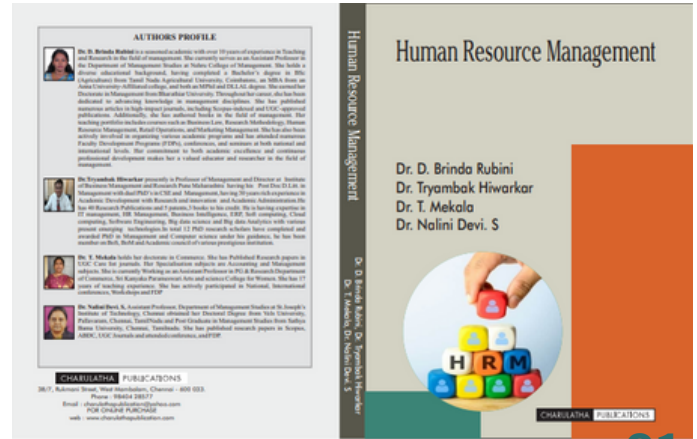


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BOOK PUBLICATION

Dr. Nalini Devi S, Assistant Professor, has published the textbook entitled, “**HUMAN RESOURCE MANAGEMENT**”, in Charulatha Publications, Chennai.



01

PATENT PUBLICATION

Ms. Agneus Chrristina	Ethical implications of Artificial intelligence in Personalized medicine	202441095254	03/12/2024
	Development of a Mobile Based Hostel Location and Recommendation Chatbot System	202441094439	06/12/2024

Business Quiz 1

Who is the Indian American techie earlier worked in Microsoft, Meta, and Twitter and has been selected to work as Sr White House Policy Advisor for AI by Donald Trump?



FACULTY DEVELOPMENT PROGRAM

**WADHWANI ENTREPRENEUR NETWORK
(WEN)
WADHWANI FOUNDATION**

The IgniteX entrepreneurship program is a structured 14 week journey from 30th Sept, 2024 to 14th Nov, 2024. and stands out for its systematic, personalized, real-world and experiential approach to undertaking a 'Venture Journey' while learning. It helped the learners, mimic the journey of a real start-up by embarking on a problem discovery, Venture idea development and validation, and initial prototype design journey in the context of today's industries. The following staffs members have completed the program:

1. **Dr.Priya Sethuraman,**
2. **Dr.R.Satish,**
3. **Dr. Aruna V,**
4. **Dr. Arasuraja G,**
5. **Dr. Karunakaran S,**
6. **Dr.Nalini Devi.S,**
7. **Ms. Agneus Chrristina M J**



Business Quiz 2

Name the two Japanese companies who are going to merge in 2026 to become the third largest car maker in the world behind Toyota and Volkswagen ?

PROFESSIONAL DEVELOPMENT PROGRAM



NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH, CHENNAI

"Concept to Creation: Design Thinking and Product Development for Aspiring Innovators", a Professional Development Program (PDP) organised by the National Institute of Technical Teachers Training and Research (NITTTR), Chennai, from December 2-6, 2024. This program offered a comprehensive approach to transform ideas into tangible products, focusing on creative problem-solving. The program taught to develop the ideas by first understanding user needs and challenges through the Design Thinking framework, which fosters innovation through empathy, ideation, and prototyping. By applying these principles in product development, the participants gained the skills to navigate the complexities of creating successful products—from concept to completion—while nurturing a mindset of continuous improvement and user-centered design.

The following staff members attended this 5 days PDP through physical mode:

1. Dr. Priya Sethuraman,
2. Dr. Arasuraja G,
3. Dr. Aruna V, and
4. Dr. Karpagham C



Business Quiz 3

Who is the new RBI Governor after Shaktikanta Das ?

CONFERENCE ATTENDED



Ms. Agneus Chrristina MJ, attended Strategic Management Forum Conference - Strategic and Entrepreneurial Decisions in the Emerging Era organised by IIM Mumbai on 6th December 2024. She presented a case study titled, “Learning and deciding an ever evolving phenomenon: The case of sea foods in Kanyakumari.

Dr. Prabakaran P, presented paper titled, “Blockchain Technology in HR Enhancing Transparency and Security in Employee Data Management”, at Fifth International Conference on Sustainable Communication Networks and Application ICSCNA 2024 on 11/12/2024 at Saveetha Engineering College.

Business Quiz 4

Which tech major is the largest investor in the AI tools firm Anthropic ?

CONFERENCE ATTENDED

NAME	DATE	NAME OF THE CONFERENCE	TITLE
Dr.Prabakaran P, Dr. Sundara Balamurugan P, Dr. Satish R	12/12/2024	St.Joseph's College of Engineering IEEE Technical Sponsored 4 International Conference on Innovative Computing,Intelligent Communication and Smart Electrical Systems (ICSES-2024)	"AI-Powered Data-Driven Approaches to Fraud th Detection in Finance"
Dr.Arasuraja G	12/12/2024	St.Joseph's College of Engineering IEEE Technical Sponsored 4 International Conference on Innovative Computing,Intelligent Communication and Smart Electrical Systems (ICSES-2024)	AI- Driven HR Optimization Strategies in Finance and Marketing : Methodological Framework and Application
Dr.Nalini Devi,S, Dr. Karpagham, C	16/12/2024	International conference organised by Saveetha College Of Liberal Arts And Science	Digital Marketing Trends:Harnessing AI Machine Learning for personalised campaigns
Dr.Prabakaran P,	16/12/2024	International conference organised by Saveetha College Of Liberal Arts And Science	The Role of Artificial Intelligence in Talent Acquisition and Management
Dr.Arasuraja G	16/12/2024	International conference organised by Saveetha College Of Liberal Arts And Science	Brand Loyalty in the Digital Age: Challenges and Strategies
Dr. Sundara Balamurugan P, Dr. Satish R	16/12/2024	International conference organised by Saveetha College Of Liberal Arts And Science	The Evolution of FinTech: Disrupting Traditional Banking Models

Business Quiz 5

In which town are Tatas building an industrial township that will rival Jamshedpur where they will have many companies having their facilities in one place ?

INDUSTRY CONNECT

CII - FINNOVATION SUMMIT 2024



Dr. R. Satish, Associate Professor and Dr. Sundara Balamurugan P, Assistant Professor, attended **CII Chennai Finnovation Summit 2024**, at **Taj Wellington Mews, Taramani, Chennai**.



Session 1: The Financial Compass: Navigating the Financial Landscape

In this session, the speakers discussed the key trends and challenges in the financial sector and provided insights on how to create a robust financial strategy.

Session 2: Sustainability and Profitability: Financial Innovation for a Better Future

The speakers discussed innovative financial solutions that can drive sustainable growth while ensuring profitability and also highlighted the importance of environmental, social, and governance (ESG) considerations in financial decision-making.

Session 3: IPO Playbook 2024: Trends, Opportunities, and Challenges

This session provided an overview of the initial public offering (IPO) landscape in 2024.

Session 4: Driving Next-Gen Digital Cash Management. In this session the speakers discussed the benefits of next-generation digital cash management solutions, including improved efficiency, reduced costs, and enhanced security.

Session 5: Advancing the Future of Finance In this session speakers discussed the potential applications of technologies in the financial sector and the challenges and opportunities they present.



Business Quiz 6

What started life in 1969 as Qingdao Radio No 2 factory, became the largest TV manufacturer in China , entered appliances , acquired Sharp brand in US and is now entering India in a big way ?

WEBINAR

On 10-12-2024, the Department of Management Studies hosted a webinar titled “Exploring Procurement and Its Relevance for Management Studies”. The session was conducted by Dr.GURBANDINI KAUR, a distinguished Professor in Procurement and Contract Management. The event was organised for the I and II MBA students and it was aimed to provide insights into the importance of procurement in business and its connection to Management Studies.



WEBINAR ON
EXPLORING PROCUREMENT AND ITS RELEVANCE FOR MBA STUDENTS

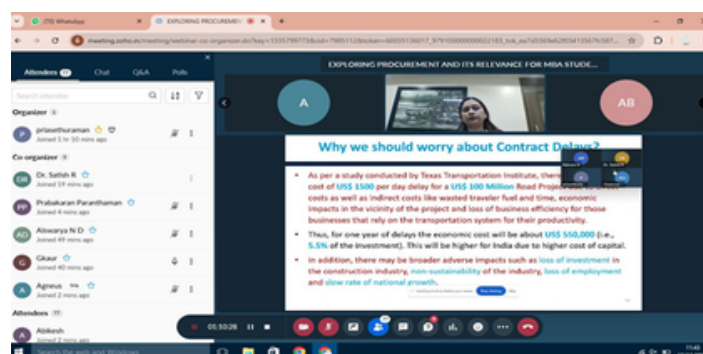
Dr. Gurbandini Kaur
Professor in Economics
Director - Procurement & Contract Management
AIMA, New Delhi

RESOURCE PERSON

10th December, 2024
11.00 AM- 12.30 PM

The Lecture began with an introduction to procurement, explaining its role in ensuring efficient sourcing of goods and services. The speaker emphasized that procurement is a strategic function that significantly impacts cost management, supplier relationships, and organizational success. The audience gained a deeper understanding of how procurement integrates with other management disciplines, such as Operations, Finance, and Strategy.

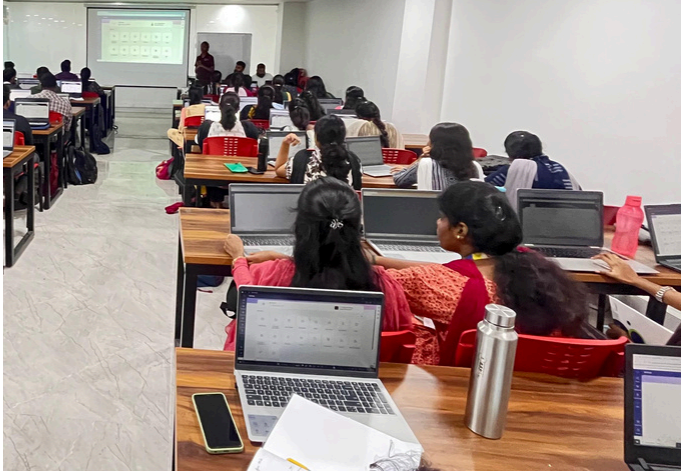
A key focus of the session was on modern procurement strategies, including sustainable practices, ethical sourcing, and the use of digital tools like e-procurement. The speaker illustrated these concepts with real-world examples, showcasing how organizations leverage procurement to gain competitive advantages. Emerging trends, such as global sourcing and risk management, were also discussed, offering students a glimpse into the evolving landscape of procurement.



Business Quiz 7

Which model from Mahindra is slated to become the largest selling model overthrowing Scorpio ?

ZOHO CRM TRAINING



The Zoho CRM training, led by Zoho Expert Mr. Suresh Velu, conducted for the II MBA students from December 9th to 13th, 2024, at the CSE Lab I, St. Joseph's Institute of Technology. This training marks a significant milestone in the academic journey of the students. Here are the key benefits of this program for the MBA students.



Zoho CRM (Customer Relationship Management) is a cloud-based platform designed to help businesses manage their customer relationships effectively. It offers tools for sales automation, marketing, customer support, analytics, and much more. It is part of the Zoho suite, which provides an integrated ecosystem for managing various business processes.

The expert provided a comprehensive overview of CRM software, emphasizing its practical applications and key functionalities.

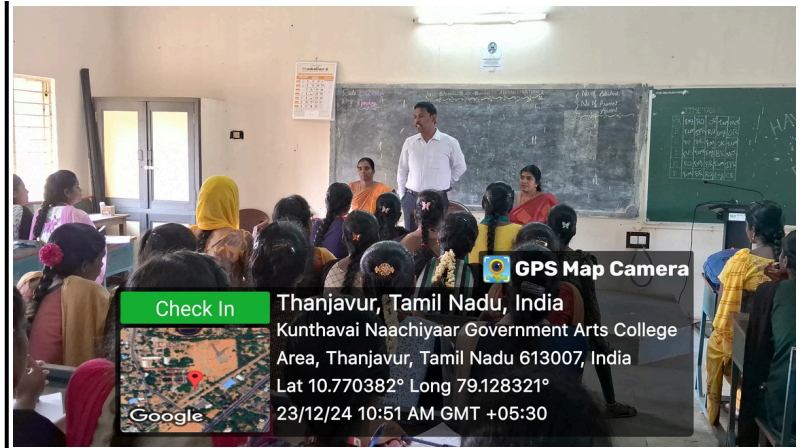


BUSINESS QUIZ - ANS

1. Sriram Krishnan
2. Honda and Nissan
3. Sanjay Malhotra
4. Amazon
5. Hosur
6. HiSense
7. Thar

RESOURCE PERSON

Dr. S. Karunakaran was a resource person and gave guest lecture on the topic "How to Position an Individual in a Competitive World" for undergraduate students at Kunthavai Naacchiyaar Government Arts College for Women and A.V.V.M. Sri Pushpam College, both situated in Thanjavur, on 23/12/2024.



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He addressed the students on how positioning oneself in a competitive world demands a blend of self-awareness, adaptability, and strategic action. By consistently developing skills, building meaningful relationships, and aligning their efforts with a clear sense of purpose. He oriented them how they can pave the way for a successful and fulfilling journey in today's dynamic environment.



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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 11 Editors:

Dr. Priya Sethuraman, Professor & Head
Dr. Aruna V, Assistant Professor
Dr. Karunakaran S, Assistant Professor