



PSG Institute of Management
PSG College of Technology

ANNUAL REPORT

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About PSGIM

PSG IM is one of the oldest B-Schools in India and is ranked 53rd in the NIRF rankings of 2021. It was started as the Department of Management Sciences by PSG College of Technology in 1964 to cater to the ever growing need of management graduates as this region witnessed an unprecedented industrial and entrepreneurial growth that continues till today.

The Department was granted the 'autonomous status' by the University of Madras and the University Grants Commission (UGC) in 1978 and metamorphosed into a full-fledged institute called the PSG Institute of Management in 1994. With the PSG & Sons Charities evincing a keen interest in management education, the Institute grew wings and expanded its reach with international alliances and collaborations and became a most sought after business

school. The ingraining of entrepreneurship in its wards is perhaps one of the best achievements of this institution which has churned out innumerable entrepreneurs and corporate citizens who have left a trail in the industrial and corporate corridors of this nation.

PSGIM was the first B-school in India to achieve the ACBSP International accreditation which certifies that the teaching and learning processes within PSGIM meet rigorous educational standards. Housed in an independent twin tower five story building, PSGIM currently has 650 students pursuing their management programmes. As a leading business school, PSG Institute of Management works with faculty, students, alumni and organizations to create a thriving and challenging community to work and learn.



Awards and Achievements

Institution

- PSGIM bagged three awards at the 32nd Annual AIMS Virtual Convention held during Aug 25 - 27, 2021. The Institute secured the best institution award for organizing the National Management Week. Students had organized more than 40 events to benefit the society. Dr. V. D. Krishnaveni had coordinated the event.
- PSG Institute of Management was ranked 53 in the NIRF Rankings 2021 and is amongst the top 25 private b-schools in the ranking.
- The Institute was ranked 4th among Tamil Nadu B-Schools by the Education World India Higher Education Rankings 2021-22.

Faculty

Awards

- Dr. V. Srividya received the "ICFAI Best Teacher Award" for her contributions towards teaching and research at the AIMS Annual Convention in August 2021
- Dr. T. G. Vijaya was the South Asian Regional Winner of the "Teaching Excellence Award", awarded by the Accreditation Council for Business Schools and Programs (ACBSP) for the year 2021.
- Dr. R. Deepa secured the "CMA-STC Best Management Researcher of the Year" award from the Coimbatore Management Association on February 24, 2022
- Dr. R. Deepa secured the Gold Medal in the "AIMS WeSchool Innovation Award - Faculty level" for her innovative pedagogy "Reflective Journaling to ensure knowledge creation and application in the affective domain" at the Annual AIMS convention in August 2021.

Patents

- Dr. K. Arulrajan has secured a Patent (202241003576) for the work titled "Development of Advanced Artificial Intelligence Model and its impact on Cryptocurrency Market"

- Dr. K. Arulrajan has secured a Patent (202111056641) for the work titled "Assessing the role of lean manufacturing techniques and its impact on management and consumer behaviour"
- Dr. Mansurali A received Patent for "A smart machine learning based predictive system to analyze the performance of employees".

Best Papers and Case Awards

- Dr. P. Nalini and Dr. D. Muruganandham developed a case on "Business and Environment Interface - A Case Study on Erode Textile Mill Pvt Ltd (Texvalley - Integrated Textile Mill) Incompatible Views of Stakeholders And Environment Analysis", which was selected among the top 5 cases for "Award of Excellence" in the 2nd AIMA-ICRC Case Writing Competition held from 24 March 2022- 27 March 2022.
- B.Uma Maheswari, Selva Gomathy, R.Sujatha and D. Kavitha received the Best paper award for the paper entitled "Will CSK win IPL 2022 ? Application of Machine learning algorithms in Sports" in 1st international conference on Artificial Intelligence and Data Science (ICAIDS - 2022) organized by the SRM Institute of Science and Technology, Ramapuram in Association with Object Automation Solutions Pvt. Ltd, Open Power, IBM, Institute, X-Scale Solutions on 4th & 5th March, 2022.
- Shabarmathi and Kirupa Priyadarsini M secured the best paper award for the paper "Exploring the Impact of Administrative Competencies on Institutional Capabilities in Health Care Sector" at the International Conference on Interdisciplinary Research in Technology and Management held between 24 and 26 February 2022
- Divyaprabha and Dr.Kirupa Priyadarshini M secured the first prize for the paper titled "Knowledge hoarding behavior – Does Organizational Silence & Ethical Leadership matter?" in a competition organized by Quantum University, Roorkee on 22nd to 26th of Feb 2022
- Dr. R. Sujatha, Dr. B. Uma Maheswari, and Ivan Kenny Raj received the Distinguished paper award for the paper titled "A study on impact of Industry 4.0 on supply chain efficiency among manufacturing firms" at the International Conference on Industry 4.0 and Advanced manufacturing held during 11-12, Jan 2022 at Indian Institute of Science, Bangalore.
- Dr. R. Jagajeevan was the finalist at the MBA Roundtable (U.S based global B-School association) – global innovators award. This was the only presentation from India chosen for the final round of the Global Innovators Award.

AIMS Research Grant

- Dr. D Kavitha and Dr. R Sujatha received the AIMS Research and Innovation Fellowship Grant 2021 for their proposal on 'Business Resilience and Accelerated Technology Adoption – Response of Micro and Small Businesses during the Pandemic'.



Entrepreneurship Cell at PSGIM

E- Cell Newsletter Launch - June 23, 2021

PSGIM's E-Cell launched its newsletter in the online mode on June 23, 2021. Mr. Sivarajah Ramanathan, Co-founder & CEO of NATIVELEAD Foundation was the chief guest of the event. Dr. R. Thiyagarajan, faculty coordinator of E-Cell welcomed the participants and briefed them about the activities of the E-cell. Dr. T. G. Vijaya, Director i/c, in her address stressed the need for inculcating the spirit of entrepreneurship in students. Mr. Sivarajah Ramanathan launched the newsletter online. The event marked the expansion of E-Cells's social media presence to Instagram and LinkedIn. The chief guest Mr. Sivarajah Ramanathan highlighted the essentials of intrapreneurs and the role of technology for any entrepreneur to sustain, grow, and make better profits. He also interacted with the students. Ms. Saranya Balu, faculty coordinator of E-Cell proposed the vote of thanks.

Workshop on New Product Development and Innovation

E-Cell organized a 5 day workshop on "New Product Development and Innovation" for the students of PSGIM. One of the keynote speakers for the workshop was Ms. Radika Dutt, author of Radical Product Thinking.

The E-cell organized the following sessions for its members.

- Mr. Parthiban Varadarajan, Bull Equipments Pvt Ltd shared his entrepreneurial experiences with the budding managers on March 16, 2022
- The E-cell organised an online "Panel Discussion" with Venture capitalist Mr. Karanbir Bhatia & Ms. Christine Vincent on March 3, 2022.



- Mr. Lohith Kumar and Mrs. Keerthana Lohith Kumar, the founders of "The Juicy Project" shared their entrepreneurial journey with the members of the E-cell on January 12, 2022
- The E-cell organised a Guest Lecture on the topic "Activate the E-Dream" by Ms. Niharika Gaur, Associate Director, Wadhvani Entrepreneur on September 30, 2021
- Ms. Saranya and Dr. Thiyagarajan of the E-cell organized an Elevator Pitch Competition on September 24 and 25 2021 as part of Tattva:21.
- The E cell organized an E-Talk by Kesica Jayabalan on 28th June 2021

The E cell organized a session on "Finance needed for a Waste Management Start up" by Bhagyshree of Saahas Zero Waste, on June 6th 2021

ACBSP Virtual Visit - March 9 to 11, 2022

An ACBSP (Accreditation Council for Business Schools and Programs) team comprising of Dr. Douglas Gilbert, Chair, College of Management and Technology, Walden University USA, Dr. Kim LaFevor, Dean, College of Business, Athens State University, USA, and Dr. Parag Amin, Dean Marketing, SIES College of Management Studies, India visited PSGIM virtually during March 9 to 11, 2022 for the reaffirmation process. The feedback from the visiting team was encouraging and constructive and PSGIM has secured re-accreditations successfully for a period of 10 years.



ATAL FDP on Academic Leadership and Skills

PSGIM conducted its first ATAL AICTE five day online FDP on ACADEMIC LEADERSHIP AND SKILLS from January 7-11, 2022. The team was headed by Dr. T. G. Vijaya and included Dr. Umesh Chandrasekhar and Dr. R. Deepa as key resource persons. Faculty members and experts presented sessions. Over 56 participants from across India successfully completed the program.

Pre-Departure Meeting, MBA LBU - December 15, 2021



The Pre-Departure meeting for the third cohort of the MBA LBU program was organized on December 15, 2021. Dr. T. G. Vijaya, Director i/c welcomed the gathering. Dr. J. Kanchana, Deputy Director, PSG Institute of Advanced Studies delivered the special address. The students received their certificates from the dignitaries. Mr. Joe Rossitter, Associate Director, International Recruitments and Partnerships joined the event virtually and welcomed the students to LBU. Faculty and senior students from LBU shared their thoughts with the students about "Life at LBU". Ms. Jayshree Raghuram, Regional Head, South Asia, LBU felicitated the students. Dr. Mansurali, Coordinator of the LBU program thanked the dignitaries and students.

Inauguration of MBA and MBA WMSE programs - Oct 25, 2021

The MBA program was inaugurated on October 25, 2021. Dr. T. G. Vijaya, Director i/c welcomed the gathering. Sri. L. Gopalakrishnan, Managing Trustee, PSG Institutions delivered the Presidential address. Dr. K. Prakasan, Principal, PSG College of Technology addressed the students. Dr. Sangeeth Ibrahim, Vice President, Head of Learning and Development at First Abu Dhabi Bank was the chief guest and was warmly introduced by Dr. Uma Maheswari. Dr. Sangeeth Ibrahim delivered a motivating address and shared his nostalgic memories about PSGIM. Dr. N. Vivek, coordinator of the WMSE program thanked the audience.

Inauguration of UT MBA Program - Oct 22, 2021

The MBA UT program was inaugurated on October 22, 2021. Dr. B. Uma Maheswari, Coordinator of the UT MBA program welcomed the gathering. Dr. T. G. Vijaya, Director i/c delivered the inaugural address. Dr. P. Radhakrishnan, Director, PSG Institute of Advanced Studies talked about International Collaborations. Dr. Bashar Gammoh, Interim Associate Dean of the Graduate Program and Research, University of Toledo and Dr. Dale Dwyer, Professor of Management and Former Chair of the Department of Management at the University of Toledo delivered the special addresses.

Book Launch - Oct 11, 2021

The book "Introduction to Data Science-Practical Approach with R and Python", authored by Dr. Uma Maheswari and Dr. Sujatha was launched on Oct 11, 2021 at PSG Institute of Management. The book is published by Wiley India as a part of Wiley Emerging Technology Series. The chief guests of the event were Mr. Karthi Puroshothman, Partner Mc Kinsey & Co and Mr. Jayanth Bagare, Chief Architect, SAP Engineering Academy, SAP Labs. The purpose of the book would be to serve as a practical guide for science/engineering/management students interested in the data science domain. It offers a mix of algorithms and insights which would be needed in analysing the data. It is suitable for courses on data



science, data analytics, business intelligence, data mining, business analytics, and machine learning.

Inaugural of NKU program - September 27, 2021

The NKU program was inaugurated on September 27, 2021. Dr. T. G. Vijaya, Director i/c welcomed the virtual gathering. Professor P. Radhakrishnan, Director, PSG IAS delivered the inaugural speech. Dr. Hassan HassabElnaby, Dean and Professor Accounting, NKU gave the presidential address. Dr. Sandra Spataro, Director, MBA Program, NKU presented an overview of the MBA program and Dr. Darius Fatemi, Associate Dean for graduate studies talked about life at NKU. Dr. V. Harish, coordinator of the NKU program delivered the vote of thanks.

Samyog 2K21 - HR Professionals' Day - September 27, 2021

The HR stream of PSG Institute of Management organized Samyog 2K21 on September 27, 2021 to commemorate the HR Professionals' Day. Dr. Kirupa Priyadarshini, Coordinator, Samyog 2K21 welcomed the virtual gathering. Dr. T. G. Vijaya, Director i/c PSGIM delivered the presidential address followed by a panel discussion on the topic "Growing through the Pandemic". Dr. Mousumi Sengupta, Professor, SDMIMD, Mysore was the moderator. Mr. Dinesh Kumar, Head HR, Mobius, Global Business Units, Ms. Mubeena Mehboob Jan Azeez, Senior HR, PWC, Mr. Ramesh Babu, Manager, Hyundai Motor India Ltd, and Dr. R. Deepa, PSGIM were the panelists.

Samyog also encompassed intercollegiate competitions for the titles Best HR Team, Best HR Manager, and Best HR Memer. About 41 colleges took part in the intercollegiate competitions. The runner for Best HR manager event was Ms. Simritha Bansal from Jagadish Sheth School of Management. The winner was Ms. Priyanka M from Sona School of Management. "The Invictus Hive" team from Madras School of Social work, Chennai, comprising of Mr. Harreharan, Ms. Sindhuja A and Ms. Varsha Mathews were the winners of Best HR team event and team "Aetos" from SCMS School of Technology and Management, Kochi with Ms. Niveditha Regunath, Mr. Malik, and Ms. Sona Susan

Paulose were the runners. The winner of the HR Memer event was Mr. Jerom Francis Alex M was from Bharathidasan School of Management, Trichy, while the Runner up was Mr. Pradeep D from Madras school of social work, Chennai.

Two-day virtual Conclave on Sustainability and Social Enterprise - Tattva:21 September 24-25, 2021.

Tattva was a platform for multiple stakeholders including industry professionals, entrepreneurs, students and academicians. The Chief Guest for the event was Mr. Bijow Parajuli, who has held several prestigious posts such as Country Director of the World Food Programme and the Resident Coordinator of the United Nations Development Programme. Several other professionals with prestigious credentials were also invited to be part of panel discussions and to deliver sessions during the two days. Some of these were entrepreneurs who graciously agreed to share their journeys with the audience. It was an excellent opportunity for students to hear from industry professionals and practitioners over the sessions on both days. A Social Entrepreneurship B-Plan contest was also conducted by the E-Cell as part of the Conclave where prizes of around Rs.40,000 were awarded.

Inaugural of Physical Classes: Sep 13, 2021

The first set of students were welcomed on the campus on September 13, 2021. Dr. T. G. Vijaya, Director i/c delivered the welcome speech, followed by ice-breaking sessions for the students. Faculty members engaged the students in some ice-breaking activities to accustom them to the physical classes.



Workshop on Waste Management September 9, 2021

PSG Institute of Management conducted a one-day Workshop on Waste Management and Water Conservation on 4th September 2021. Eminent academicians and researchers such as Prof. K V Jayakumar,



Professor, Department of Civil Engineering, National Institute of Technology, Warangal and Prof. S. Mohan (ranked among top 2% of global scientists in the area of Environmental Engineering according to Stanford University, 2020), Institute Chair Professor in the Environmental & Water Resources Engineering Division of the Department of Civil Engineering, Indian Institute of Technology Madras delivered sessions on Solid Waste Management. Mr. Biplab Ketan Paul, Innovator and Director at Bhungroo (a social enterprise that supports poor farmers on crop survival, package of practices and irrigation) was the third speaker. In his session, he spoke about the water management technology created by Bhungroo that was globally recognised at the UN Climate Change Conference at Lima in 2014. The participants for the workshop included Senior Administrators and Engineers from the Municipal Corporation, Tamil Nadu Water Board, Siruthuli, Farmers' Association and academicians.



Inaugural of LBU - August 19, 2021

The third Cohort of the PSG - LBU MBA programme was inaugurated on the 19th of August, 2021. Dr. T. G. Vijaya, Director i/c, PSGIM and Mr. Joe Rossiter, Associate Director, International Recruitments and Partnerships welcomed the students onboard. Professor Garry Carr, Course Director talked about life at Leeds Beckett University. Dr. Mansurali, coordinator of the LBU program spoke about the academic life at PSGIM. Ms. Jayashree Raghuram, Regional Head South Asia felicitated the students. Professor George Joseph Alapatt proposed the vote of thanks.



PSG INSTITUTE OF ADVANCED STUDIES
MASTER OF BUSINESS ADMINISTRATION
PSG-LBU MBA - (COHORT 3) - 2021-23



JMP Software Training - June 1, 2 & 4 2021

PSG Institute of Management organized 3 days of Hands-on Training for its faculty on JMP software on June 1, 2, and June 4, 2021.

This was an online program for the faculty members to understand the features of JMP. Dr. Muralidhara Anandamurthy, from the JMP Academic Team, delivered the hands-on sessions.

Social Sensitization

PSG Institute of Management has introduced a course titled 'Managers in Society' in their curriculum to enable future managers to be socially sensitive and responsible towards society. Dr. D. Sudharani, Dr. Umesh Chandrasekhar and Dr. Nalini P, faculty at PSGIM handling this course, successfully executed projects which included Vignette21-videoblogs of stakeholders undertaking difficult duties and the impact of Covid on their profession and a Behaviour Change Marketing campaign espousing the UNSDG:2023 goals.

Executive Development Programs at PSGIM

Executive Program on Data Analytics with PSG CARE

Dr R.Sujatha, Dr B.UmaMaheswari and Dr Mansurali launched the One year Executive program in Data analytics on June 13, 2021. This program is offered by PSG Institute of Management in association with PSG CARE.

Certificate Program in Managing Higher Education Teams - CIMHET

PSG Institute of Management offered a one year certification program on managing higher education teams from January 2021 to January 2022, in collaboration

with PSG CARE. Faculty members of PSG Institutions with more than 10 years of experience were enrolled in this program. The participants were given sessions on Finance, Marketing, HR and Quality Management. They also presented a Big Idea for their department as a capstone assignment of the program. Selected ideas were presented at the valedictory held on February 28, 2022. The awardees from the CIMHET program were Dr. R. Swarnalatha, Assoc Prof & Head, The Department of Management Science(RM), PSG CAS, Dr. S. Elangovan, Assoc Prof, The Department of Production Engineering, PSG Tech, and Dr. S. E. Maida Engels, Assoc Prof, The Department of Pharmaceutical Chemistry, PSG College of Pharmacy.



The PSGIM Faculty organized various development programs to cater to the needs of Industry and academia. They attended training programs to hone their intellectual skills. Their industry centric research initiatives resulted in a good connect with the Industry.

1. Development Activities

a. Courses Completed

- Kirupa Priyadarsini M, has successfully completed an AICTE sponsored short term course "Research Methods in Organizational Behavior and Human Resource Management" organised by the Centre For Continuing Education, Indian Institute Of Technology Madras during Feb 21 -26, 2022
- Ms. Saranya Balu was certified in 'Circular economy' by International Council of Circular economy in November 2021
- Dr. R. Deepa completed the "Certified Rewards Ready" course offered by AON Hewitt from June to September 2021 and had acquired the certification in November 2021
- Dr. A. Mansurali completed an ATAL Online Elementary FDP on "Business Analytics using Python" from 26/07/2021 to 30/07/2021 at Indian Institute of Management Kashipur.
- Dr. D. Kavitha successfully completed the one-year Post Graduate Program in Data Science and Business Analytics from Great Lakes Institute and Texas-Austin University
- Dr. D. Kavitha completed the Sustainable Waste Management Program offered by CII during the 3rd and 4th week of May and is now a CII Certified Professional in Sustainable Waste Management
- Ms. Saranya completed the Sustainable Waste Management Program offered by CII during the 3rd and 4th week of May and is now a CII Certified Professional in Sustainable Waste Management
- Dr. V. Harish completed a 45 hours online course in Documentation Assistant (Logistics) from Globsyn Business school
- Dr. V. D. Krishnaveni completed the Dun & Bradstreet Certification Program on Analytics for HR Professionals, during May & June 2021
- Dr. V. D. Krishnaveni completed the CII Certified Professional in Sustainable Waste Management program in May & June 2021
- Dr. A. Mansurali completed the course on Statistical thinking and problem solving in June 2021 by SAS

b. Programs and Webinars Attended

Programs

- Dr. Nalini attended a three-day AIMA-ICRC 2nd Case Writing Conference from 24th March 2022 to 27th March 2022.

- Dr. V. Srividya attended a brainstorming meeting "Industry Aligned Curriculum Development" on March 17, 2022 at Anna University, Chennai.
- Dr. Umesh Chandrasekhar was the judge at the Business Plan contest at BIZ COLLATUS - 2021-22 held by PSBB Millennium Schools on March 11, 2022.
- Dr. P. Nalini participated in a National Level online workshop on structural equation modelling from 6th March 2022 – 10th March 2022 conducted by Bala's VV Academy Chennai.
- Dr. R. Thiyagarajan attended a program on Entrepreneurship Skill and Attitude, organized by Institution Innovation Council on February 26, 2022
- Dr. Kirupa Priyadarshini attended a pre-conference workshop organised by IIM Bodhgaya on Feb 03, 2022 during the International Research conference on Mindfulness
- Dr. Kirupa Priyadarshini and Dr. R Thiyagarajan attended the one year faculty induction program organized by PSG CARE.
- Dr. R. Thiyagarajan attended an orientation session on IIC4.0, organized by Institution Innovation Council on January 24, 2022
- Dr. R. Thiyagarajan attended a program on Entrepreneurship Dare to Start, organized by Institution Innovation Council on January 8, 2022
- Dr. J. Sekkizhar has attended the three days International Conferences on Transformations in Engineering Education, January 7-9, 2022 conducted by IUCEE foundation through virtual mode.
- Dr. R. Thiyagarajan attended a session "Men as Allies #Approaching Equality Together" organized by Shevolve – Women empowerment initiative on November 19, 2021
- Dr. V. Srividya attended a 5-day FDP-SI "Universal Human Value Online - "AICTE Incorporating Universal Human Values in Education (An AICTE Initiative)" from 25th to 29th October 2021.
- Dr. R. Chitra attended a 5-day FDP-SI "Universal Human Value Online - "AICTE Incorporating Universal Human Values in Education (An AICTE Initiative)" from 25th to 29th October 2021.
- Dr. R. Thiyagarajan attended a 5-day FDP-SI "Universal Human Value Online - "AICTE Incorporating Universal Human Values in Education (An AICTE Initiative)" from 25th to 29th October 2021.
- Dr B.Uma Maheswari, Dr R.Sujatha, Dr Balasudarsun undertook the Master trainer program in Design

thinking organized by The School of Design thinking, Chennai during September 2021

- Dr. R. Chitra attended one day AICTE FDP on Student Induction Program on 20th September 2021
- Dr. Sakthirama attended a one day AICTE FDP on Student Induction Program organized online by AICTE on September 20, 2021
- Dr. R. Thiyagarajan attended a one day AICTE FDP on Student Induction Program organized online by AICTE on September 20, 2021
- Dr. Kirupa participated in the one day program on "How to Conduct the AICTE Student Induction Program (SIP) 2021 (in ENGLISH)" held on Sep 20, 2021 09:00 AM India.
- Dr Vivek N and Dr Sekkizhar J attended "Two days workshop on Karakuri Kaizen Automation solution", held 16th and 17th September, 2021 at PSG ITAR, Coimbatore.
- Dr. Thiyagarajan attended an online ATAL FDP "Emerging Trends, Pedagogy and Teaching Skills in Management Education Post Covid-19" organized by IILM Graduate School of Management, Noida during 06.9.2021 to 10.9.2021 -
- Dr. Thiyagarajan attended an online ATAL FDP "Basic course in Smartphone Journalism" organized by Film and Television Institute of India, Pune during 16.8.2021 to 20.8.2021
- Ms. Saranya Balu attended a 5-day Faculty Development Program on Lean Thinking in Educational Institutions organized by AICTE in August 2021
- Dr. Thiyagarajan attended an online ATAL FDP "Project Thrive – Leadership Excellence" organized by Indian Institute of Management Amritsar during 09.8.2021 to 13.8.2021
- Ms. Saranya attended a 5 day Faculty Development Program on "Sustainable Business Ecosystems" during August 23-27, 2021
- Dr. R. Thiyagarajan attended a two day online Workshop on Faculty Incubation Training organized by Institution Innovation Council, PSG TECH during August 25-26, 2021
- Ms. Saranya attended a 5 day Faculty Development Program on Lean Thinking in Educational Institutions organised by AICTE during August 16-20, 2021
- Dr. Thiyagarajan attended an online ATAL FDP "Consulting-building A Vibrant Industry-Academia Ecosystem" organized by Prin. L. N. Welingkar Institute of Management Development & Research, Bengaluru from 26.7.2021 to 30.7.2021 -
- Dr. R.Sujatha attended the online workshop on Natural Language Processing on 16-18 July, 2021, jointly

organized by Data Centre and Analytics Lab, Indian Institute of Management, Bangalore and Analytics Society of India

- Ms. Saranya attended a 5 day Faculty Development Program on Green Technology & Sustainability Management organised by AICTE during July 1 to 5, 2021
- Mr. M. S. Karthikeyan attended the SAP Analytics Cloud Train The Trainer Workshop on 16th July 2021, conducted as part of the SAP Academic Conference APJ+GC 2021.
- Mr. M. S. Karthikeyan and Dr. R. Sujatha attended SAP Academic Conference APJC 2021 between 13th and 14th July 2021, conducted by SAP University Alliances APJC.
- Dr. D. Kavitha participated in the webinar 'Is research output fit for the future?' by Emerald Publishing on June 30, 2021
- Dr Sekkizhar J has attended National level Workshop "Transformation through NAAC Assessment and Accreditation process" as a Participant, held on 21st and 22nd June 2021 through virtual mode conducted by NAAC
- Dr B.UmaMaheswari attended the Strategy thought leadership Master class series with Theresa Lina, from 30th June to 21st July, 2021 organized by CII
- Dr B.Uma Maheswari and Dr R.Sujatha attended the online certificate course on "The Power and Potential of Design Thinking" from June 10- July 22, 2021 organized by CII and School of design thinking
- Dr. V. Harish attended the ATAL workshop on "Achieving Operational Excellence by Digital Transformation of Supply Chain" from 2021-06-21 to 2021-06-25 at RV College of Engineering
- Dr. Kirupa M successfully completed AICTE Training And Learning (ATAL) Academy online FDP on "Data Analytics for Research" from 21 - 25 June 2021 offered by IIMSirmaur.
- Dr. Kirupa M successfully completed AICTE Training And Learning (ATAL) Academy online Elementary FDP on " Understanding Organizational Behaviour from Managerial Perspectives" from 14- 18 June 2021 offered by International Management Institute-Kolkata.
- Dr. J. Sekkizhar participated in the two day online workshop "Transformation Through NAAC Accreditation Process, A National Level Workshop for Higher Educational Institutions" held on 21st & 22nd June 2021 conducted by "Institute for Academic Excellence, Hyderabad" in collaboration with "Collegiate Education & Technical Education" Department, Telangana State.

- Dr. Srividya.V, participated in the 3rd Annual India MSME Summit, organised by Your Story during 18-27 June 2021.
- Dr. R. Jagajeevan attended a program "Why Sustainability should be a part of management education", organized by Hindustan Institute of Technology and Science on June 18, 2021
- Dr. R. Chitra attended a program "Why Sustainability should be a part of management education", organized by Hindustan Institute of Technology and Science on June 18, 2021
- Dr. Srividya.V, participated in "Introducing storytelling to B-School teaching" organised by Ramaiah Institute of Management, on 16 June 2021
- Dr. Srividya.V, participated in the live webinar on "Virtual Classroom: Enhance Teachings through LMS, EBSCO Information Services, on 15 June 2021
- Dr. A. Mansurali attended the Digital Marketing, Social Media Management & Analytics (Advance level) program organized by IIM Vishakhapatnam during June 10, 2021
- Dr. Srividya. V, attended a session on Behavioural Finance- Scope and Implications by Prof. Prasanna Chandra, organized by BMA Masterclass, CFI, on 9 June 2021
- Dr B.Uma Maheswari attended the FDP on JMP, June 1-4th, 2021 organized by SAS
- Mr. M. S. Karthikeyan attended the ERPSim Train The Trainer Workshop conducted by SAP University Alliances between 18th to 21st May 2021.
- Dr. D. Kavitha participated in the webinar 'Building Our Resilience in the Face of a Crisis' with Professor Joshua D. Margolis on May 13, 2021. This was organized by Harvard Business School & Harvard Publishing
- Dr. V. Harish attended the Online FDP on National education policy 2020 and the role of teachers & teacher education system by centre for ministry of education under PMMMNMTT scheme, Tamil Nadu Teachers Education University, Chennai on 29th April 2021
- Dr. V. Sakthirama Attended Training on EBSCO Discovery Service EBSCO Information Services Customer Engagement Services Certificate of Completion
- Dr. A. Mansurali attended a webinar on "Role of Faculty in NEP" organized by NITI Aayog on April 28, 2021
- Dr. A. Mansurali attended a program "Unlocking extraordinary insights into brand management" organized by Pearson Education on April 23, 2021
- Dr. Kirupa participated in the Online Faculty Development Programme on Partial Least Squares and Structural Equation Modeling conducted online from 19 April to 22 April 2021 by IIM Visakhapatnam

Webinars

- Dr. R. Chitra attended a webinar on "European Research Council - Grants for Top Researchers from India and ASEAN" by EURAXESS India on 30th September 2021
- Dr. R. Chitra attended a webinar on "The Hybrid Classroom: How to Engage Students to Promote Individual and Collective Learning" by Alexandra Sedlovskaya, Associate Director, Christensen Center for Teaching and Learning, Harvard Business School hosted by Harvard Business Publishing on September 14th 2021
- Dr. R. Chitra attended a panel discussion with an Air India All Women Crew scheduled on Thursday, 5th August 2021 as part of IWN Southern Region Leadership Series
- Dr. R. Chitra attended a webinar "Publishing in Academic Journals - Humanities and Social Sciences" by Taylor & Francis on Aug 2, 2021
- Dr. R. Thiyagarajan attended a webinar on "Online Teaching - Technology and Assessments" delivered by Prof. Florence, the University of North Carolina at Charlotte, organized by PSG CARE on August 2, 2021
- Dr. R. Deepa attended a webinar on "Implementation of ABC Scheme" organized by AICTE on July 24, 2021
- Dr. R. Chitra attended a webinar on "Designing Better Courses: Blending the Best of Pre- and Post-Pandemic Pedagogy" by Harvard Business Publishing on July 21st, 2021
- Dr. R. Thiyagarajan attended a webinar Launch & Orientation of #Young Warrior Movement for AICTE affiliated institution organized by AICTE, YuWaah and UNICEF on July 12, 2021
- Dr. R. Jagajeevan attended the International online storytelling programme for Teachers, organized by Tamil Nadu Teachers Education University, Chennai and ACEnovation Pvt Ltd, Singapore during June 26-27, 2021
- Dr. R. Thiyagarajan attended a webinar on "The Great HR Debate, Talent Special" organized by HR Katha on June 11, 2021
- Dr. Kirupa Priyadarshini attended a session "How writing and teaching a difficult emotionally charged case made me a better educator", organized by Harvard Publishing House on May 26, 2022
- Ms. Saranya attended a webinar on "Challenges for Entrepreneurship in the new normal" on May 21, 2021
- Dr. R. Jagajeevan attended a webinar "How COVID 19 is redefining jobs and lifestyles", organized by Hindu Business Line on May 16, 2021

- Dr. R. Jagajeevan attended a webinar "National Education Policy - Role of Teachers and Teachers Education System", organized by Tamil Nadu Teachers Education University, Chennai on April 29, 2021
- Dr. R. Jagajeevan attended an online program "The statue of the Student", organized by MBA Roundtable UK on April 28, 2021
- Dr. R. Chitra attended an online program "Unlocking extraordinary insights into brand management", organized by Pearson Education on April 23, 2021
- Dr. Kirupa Priyadarshini attended a session "Reducing Cognitive Load: Focusing on What Matters in Online and Hybrid Teaching", organized by Harvard Publishing House on April 22, 2021
- Dr. R. Thiagarajan attended the 6th National Leadership Conclave, organized by All India Management Association during April 19-20, 2021

2. Conference Participation and Paper Presentations

2a. Conferences Chaired and Jury

- Dr. R. Deepa chaired a session " COVID Time and T-L " at the International Conference on Management Cases 2021 (ICMC 2021) organized by BIMTECH, India, in collaboration with the University of Eastern Finland and University of South Florida during December 3-5, 2021.
- Dr. A. Mansurali was the primary evaluator for Toycathon 2021 conducted by Ministry of Human Resources.
- Dr N Ramkumar chaired and served as key note speaker on the topic "Talent Management Practices - Do it really matters? - A Research Outlook" in a three-day international e-conference on "Talent Management and Effective WorkForce" organized by Department of business administration, Kamaraj College, Thoothukudi on 10th November, 2021.
- Dr. B.Uma Maheswari chaired the case presentation session in the Entrepreneurship track of the Virtual Management Case Conference organized by PSG Institute of Management during Oct 30-31, 2021.
- Dr. R. Chitra chaired the case presentation session in the virtual Management Case conference 2021 on October 30, 2021 organized by PSGIM.
- Dr. D. Kavitha chaired the case presentation session in the Finance track of the Virtual Management Case Conference organized by PSG Institute of Management during Oct 30-31, 2021.
- Dr. R. Deepa chaired the case presentation session in the HR and OB track of the Virtual Management Case Conference organized by PSG Institute of Management during Oct 30-31, 2021.

- Dr. R. Chitra chaired the paper presentation session in the Virtual International Conference on Make in India: Redefined in a digital Era for Sustainable Development on 27th October 2021 organized by GRD Academy of Management, Coimbatore.
- Dr. D. Kavitha was a judge for the B-Plan contest organized as part of Tattva 2021 at PSG Institute of Management on October 7, 2021.
- Dr. Umesh Chandrasekhar and Dr. Krishnaveni VD were selected as primary evaluators for the Toycathon 2021 organized by the Ministry of Education and AICTE. They evaluated over 100 proposals and received certificates from the Ministry for their valuable contributions.

2b. Paper presentations

1. Kavitha D, Uma Maheswari B, Kaviyameena and Sujatha R. presented a paper "Application of Machine Learning Models to Improve the Accuracy of Earnings Management Prediction", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), Organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.
2. Sujatha R, Uma Maheswari B, Kavitha D and Subash A R presented a paper "Predictive Model with Twitter data for predicting the Price Volatility of Cryptocurrencies using Machine Learning Algorithms", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), Organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.
3. Kavitha D, Uma Maheswari B and Sujatha R, Nowshath presented a paper "Assessment of firm's performance by employing text mining techniques", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.
4. Dr. Umesh Chandrasekhar and Dr T G Vijaya presented their practice paper " The Case for Building Resilience in Gen Z Management Students: A Post-Covid Imperative?" at the ACBSP Region 10 Annual conference on March 19, 2022. This has also been nominated to be presented at the ACBSP annual conference to be held in June 2022 which makes it a hat-trick for the team.
5. Dr. V. Sakthirama participated and presented Paper in - TAFSS International Conference 2022, Institute of Engineering & Management- March 11-13, 2022.
6. Dr. N. Vivek and Dr. J. Sekkizhar presented a Research paper titled "Buffer sizing, Resizing and monitoring in

TOC-DBM approach with respect to Seasonal Products - A Simulation Study" at Second International Conference on Materials, Design and Manufacturing For Sustainable Environment (ICMDMSE 2022) conducted by Mechanical Engineering, PSG iTech and UCSI University of Malaysia during March 11-12, 2022 through virtual mode.

7. Dr. N. Vivek and Dr. J. Sekkizhar presented a Research paper titled "Establishing Flow and Improving Flow Velocity in Manufacturing Systems- Pointers from Theory of Constraints" at Second International Conference on Materials, Design and Manufacturing For Sustainable Environment (ICMDMSE 2022) conducted by Mechanical Engineering, PSG iTech and UCSI University of Malaysia during March 11-12, 2022 through virtual mode.
8. Dr. Uma Maheswari, Selva Gomathy, Dr. R.Sujatha and Dr. D. Kavitha presented a paper "Will CSK win IPL 2022? Application of Machine learning algorithms in Sports", in the First International Conference on Artificial Intelligence and Data Science-March 2022 SRM IST Chennai, India, March 4-5, 2022, Ramapuram in Association with Object Automation Solutions Pvt. Ltd, Open Power, IBM, Institute, X-Scale Solutions on 4th & 5th March, 2022.
9. Divyaprabha and Kirupa Priyadarsini M have participated in Five Days National Research Paper Writing Workshop And Competition (Edition-1) and presented a paper titled "Knowledge hoarding behavior – Does Organizational Silence & Ethical Leadership matter?" organised by Quantum University, Roorkee on 22nd to 26th of Feb 2022
10. Shabarmathi and Kirupa Priyadarsini M presented a paper on Exploring the Impact of Administrative Competencies on Institutional Capabilities in Health Care Sector International Conference on Interdisciplinary Research in Technology and Management held between 24 and 26 February 2022
11. Dr. B.Uma Maheswari, Hari Shankar Chandran, Dr. R.Sujatha and Dr. D. Kavitha presented a paper Application of Machine Learning Algorithms for creating Wilful Defaulter Prediction model at INDIA – 2022, 7th International Conference on Information System Design and Intelligent Applications organized by BVRIT HYDERABAD College of Engineering for Women, Hyderabad, 25-26 Feb 2022
12. Dr. A. Mansurali, Dr. R. Swaminathan and Ms. Jayshree presented a paper "Femvertising - Portrayal of Women in Indian Advertisements" in the 17th SIMSR Global Marketing Conference (Online) at KJ Somaiya during 04-05 February 2022
13. Divya Mukundan and Kirupa Priyadarsini presented a paper on "Does Mindfulness Help IT Employees Embrace Change During Pandemic?" at the first international research conference on Mindfulness held at IIM Bodhgaya between Feb 3 - 5, 2022
14. R.Sujatha, B.Uma Maheswari and Ivan Kenny Raj presented a paper "A study on Impact of Industry 4.0 on supply chain efficiency among Manufacturing Firms" at the International Conference on Industry 4.0 and Advanced Manufacturing conducted by Indian Institute of Science, Bangalore 10-11 Jan 2022
15. Dr. Mansurali and Ms. Saranya Balu presented a paper titled "Challenges in the Biomedical Waste Management in India and a Plan for Better Biomedical Waste Management using GPS & RFID" in the Virtual National Conference held on 29 December 2021 at School of Management Studies (SMS), Bannari Amman Institute of Technology.
16. Dr. Mansurali presented a paper titled "Industry 4.0 impact on the Native Indian Work Force" in the Virtual National Conference held on 29 December 2021 at School of Management Studies (SMS), Bannari Amman Institute of Technology.
17. Dr. Mansurali presented a paper titled "Market Basket Analysis using APRIORI Algorithm on Retail Store Sales Data" in the Virtual National Conference held on 29 December 2021 at School of Management Studies (SMS), Bannari Amman Institute of Technology.
18. Dr. Mansurali presented a paper "Twitteratis on Budget - A study of sentimental analysis and prediction of sentiments using test analytics and predictive algorithms" at the 8th ICBAI conference organized by ISC and IIM B during 20-22, December 2021.
19. Dr. Mansurali presented a paper "Social listening on budget - A study of sentimental analysis and prediction of sentiments" at the International Conference on "Machine Intelligence and Data Science Applications (MIDAS-2021)" held on 26th-27th December 2021 at Comilla University, Cumilla, Bangladesh.
20. Dr. R. Deepa and Dr. A. Mansurali presented a paper "Assurance of Learning in the Affective Domain – Case from a Business School in India" at the International Conference on Management Cases 2021 (ICMC 2021) organized by BIMTECH, India, in collaboration with the University of Eastern Finland and University of South Florida during December 3-5, 2021. The case was one among the 11 cases shortlisted for discussion at the Forum of Wisdom, which was part of the conference.
21. Dr. Joshua Selvakumar presented a paper on "Enablers and outcomes of supply chain collaboration for sustainable Growth in the Garment manufacturing sector" at the virtual Colloquium on Driving agenda 2030: Research for societal and business sustainability" organized by Center for social sustainability and action (CSSA) at GOA Institute of Management during November 18-20, 2021.

22. Ms. Saranya Balu presented a case "Is Extensive research a mandate for Sustainability" at the Management Case Study Conference organized by PSG Institute of Management during October 30-31, 2021.
23. Dr.R.Jagajeevan, Dr.N.L.Balasudarsun and Dr.R.Chitra presented a paper on "Attractiveness of advertisement appeals and influence on individual personality in purchase decision" in the 3rd International Conference on the theme 'Nurturing and Transforming Business Practices in Global Village' organized by Dr. D. Y. Patil Vidyapeeth Global Business School and Research Centre, Tathawade, Pune on 30th -31st October 2021.
24. Dr.R.Chitra and B.Subadra Devi presented a paper on "Organic Farming: A Vision Towards Healthy Nation And A Way Towards Sustainable Development" in the Virtual International Conference on Make in India: Redefined in a digital Era for Sustainable Development on 27th October 2021 organized by GRD Academy of Management, Coimbatore.
25. Dr. A. Mansurali presented a paper "The Role of Businesses in Easing Pandemic Parenting" in the International conference (Online) on New Populism and Responses of the 21st Century organized by Christ University (India) and The University of Toledo (USA) during September 24-25, 2021.
26. Dr. A. Mansurali presented a paper "Impact of Industry 4.0 technologies on the drivers of supply chain" in the International conference (Online) on New Populism and Responses of the 21st Century organized by Christ University (India) and The University of Toledo (USA) during September 24-25, 2021.
27. Dr. Kirupa Priyadarsini presented a paper on - Is there an interplay of TQM Culture on product innovation in the light of internal capabilities of a firm? co authored by Dr.Praveen Kumar in the International conference on New Populism and responses of the 21st century held on 24- 25 September 2021, organised by CHRIST University and The University of Toledo, USA
28. Dr. Kirupa Priyadarshini presented a paper on "Do Millennials Exhibit Environmentally Responsive Consumption Behaviors - A Study on Determinants of Green Purchase Decision?" co authored by Aishwarya Lakshmi B., S. Jyothsna and Swetha A. in the 2nd International Conference on "CHEMICAL, BIO & ENVIRONMENTAL ENGINEERING (CHEMBIOEN-2021)" held on virtual mode at Dr B R Ambedkar National Institute of Technology, Jalandhar, Punjab (INDIA) during August 20 to 22, 2021
29. Dr. R. Chitra, Dr. R. Jagajeevan and Dr. N. L. Balasudarsun presented a case on Comprehensive Organic Agri-Business model for sustainable profits for AIMS Best Case Award in 32nd AIMS annual convention on 16th August 2021
30. Dr. R. Deepa presented a paper "Effectiveness of an Emotional Intelligence Training Program for Undergraduate Medical Students" at the International Conference on Best Innovative Teaching Strategies organized by Teaching Learning Center, BITS Pilani during July 29-31, 2021
31. Dr. Umesh Chandrasekar and Dr. T. G. Vijaya presented a paper "Developing Business Leaders for a better tomorrow - The Indian Imperative" at the Annual ACBSP Conference in June 2021
32. Dr. R. Thiyagarajan presented a paper titled " A paradigm shift towards Tech-Shaping of HR in Post-covid scenario" in the International Conference by IIM Indore on Excellence in Research and Education (CERE) on June 19, 2021
33. Dr. V. Srividya presented a paper titled "An Investigation of Biases in Investment Decision Making among Indian Investors" at the 28th Annual Global Finance Conference [virtual], during 27-29 May 2021
34. Dr. R. Thiyagarajan presented a paper titled " The Role of Recruitment Analytics and Metrics in Targeted Recruitment Post Pandemic " at the International Management Conference by IIM Bodh Gaya on "Post COVID Management Strategies: Recovery, Resilience & Adaptation" on 23rd and 24th April 2021.
35. Dr. R. Thiyagarajan presented a paper titled "Gig Economy: its Impact on Employment pattern Post COVID-19" at the International Management Conference by IIM Bodh Gaya on "Post COVID Management Strategies: Recovery, Resilience & Adaptation" on 23rd and 24th April 2021.
36. Dr. R. Thiyagarajan presented a paper titled "Impact of Chatbot and Artificial Intelligence towards better Employee-Employer Bonding in Post COVID Scenario " at the International Management Conference by IIM Bodh Gaya on "Post COVID Management Strategies: Recovery, Resilience & Adaptation" on 23rd and 24th April 2021.
37. Dr. R. Thiyagarajan presented a paper titled " Work from anywhere, anytime - Ornamentation in work in the face of COVID" at the International Management Conference by IIM Bodh Gaya on "Post COVID Management Strategies: Recovery, Resilience & Adaptation" on 23rd and 24th April 2021.
38. Dr. V. Sakthirama presented a paper "Impact of Covid-19 on Different Sectors of Indian Economy" at the conference at IIM Bodh Gaya, April 21-24, 202
39. Dr. Kirupa Participated in 19th Faculty Development Programme on Case Writing and Case Teaching and presented a case on "Contouring Talent at Akzonobel" during 1-4 April 2021, organized by Prestige Institute of Management Gwalior

3. Professional Memberships

PSGIM Faculty are members of various professional bodies, Boards of Studies, Editorial Boards, Research and Review Boards. The details are presented in Annexure I

4. Programs Organized

4a. Guest Lectures

- Dr. R. Thiagarajan organised a Guest Lecture by Prof. Jennifer W. Holt, Professor, Northern Kentucky University, USA on 20th April 2021 from 7 to 8 PM on the topic "Cultures that inspire Innovation" for the NKU students.
- Dr. R. Thiagarajan organised a Guest Lecture by Prof. Jennifer W. Holt, Professor, Northern Kentucky University, USA on 11th May 2021 from 6.30 to 7.30 PM on the topic "Marketing and Branding" for the first year Anna MBA students.

4b. Training programs and Workshops organized

Workshop on Karakuri Kaizen

Dr. N. Vivek and Dr. J. Sekkizhar have conducted a threeday residential program on "Karakuri kaizen", in association with QCFI, Coimbatore chapter and PSGiTech, Neelambur on March 17-19,2022. The number of participants was twenty including 12 from Godrej, India Ltd.

National Convention on Quality Concepts - December 27-29, 2021

The 35th National convention on Quality Concepts (NCQC 21) was hosted by QCFI CBE chapter jointly with PSG Institute of Technology and Advanced research and PSG Institute of management between 27th to 29th December 2021 at PSGiTech, Neelambur, Coimbatore. Dr. T.G. Vijaya acted as the advisory board member of the NCQC21 committee. Dr. N. Vivek and Dr. J. Sekkizhar acted as executive committee members. Twenty one student volunteers from PSGIM worked actively in this event. The mega event was attended by 1000 industry teams virtually and 500 teams physically from nationwide. More than 1000 cases were presented on continuous improvement in the industries. Karakuri kaizen lab was also exhibited. Many stalls were exhibited especially in the 5S and home kaizen

Management Case Conference - Oct 30-31, 2021

PSG Institute of Management organized a Management Case Conference on Oct 30, 2021 in the virtual mode. A pre-conference workshop on writing and publishing business cases was delivered by Prof. Doris John, Sr.Faculty- Research, Amity Research Centre, Chennai. The conference received 61 cases PAN India, of which 28 cases were from outside Tamil Nadu and 3 were from outside India. Cases were presented across 5 tracks – namely Finance, Marketing and strategy, HR and OB, General Management and Entrepreneurship and IT. There were

two best case awards instituted at the conference. Ms.Parvathy and Mr.SriramManiyadeth from Grant Thorton and University of South London secured the Best Case Study Award for their case study titled "Is growth in the time of pandemic impossible for start-ups? A case study on tentgram". Dr. Maran Marimuthu and Mr. Soumya Ranjan Mishra, from University of Teknologi Petronas, Malaysia secured the the Runner up for their case study titled Innovative Soil Management and Value Creation for the Farmers: A Case Study on "MAGRICA" was presented during the valedictory session. Dr. Kirupa Priyadarshini and Dr. V. Sakthirama organized the conference.



Workshop on Karakuri - Oct 26-28, 2021

Dr. Vivek and Dr. Sekkizhar organized a workshop on Karakuri, in association with PSGiTech and QCFI, Coimbatore Chapter. It was a 3-day residential workshop on theory and application of Karakuri Kaizen in the industry.

Tattva B plan Contest - Certificate Distribution

A B-plan contest for Business Ideas was a part of the Tattva conference and was organized by the E-cell . A certificate distribution ceremony of this contest was organized on October 7, 2021. This was coordinated by Dr. Thiagarajan and Ms.Saranya



FDP for TNAU Faculty



Dr. R. Deepa delivered a one day FDP on Emotional Intelligence for the 2014 recruited batch of faculty members at the Tamil Nadu Agricultural University Campus on Aug 6, 2021. The program was also made available for 100 faculty members from different TNAU campuses across South India. The campus session had 60 faculty members. Dr. Kumar, Vice Chancellor of TNAU facilitated Dr. Deepa at the valedictory. The feedback from both online and offline faculty members was encouraging.



MDP For TNAU

Dr. R. Deepa delivered a One-day training program on Emotional Intelligence for Personal and Professional Success for the Administrative Staff of Tamil Nadu Agricultural University, Coimbatore on May 5, 2021. The program was delivered in house at the TNAU Campus. It was attended by 100 administrative staff on campus and was also made available online for the staff from other TNAU campuses across Tamil Nadu.

SDP for PSGIMS&R

Dr. R. Deepa delivered a half-day online workshop on "Emotional Intelligence for Personal and Career Growth" for the II year MBBS students of PSGIMS&R on April 29, 2021. This workshop was organized by the PSG Wellness Center. All the II year MBBS students participated in the workshop.

Workshop at KCT

Dr. Srividya.V was the resource person at the workshop on "Management Research Tools And Techniques" at KCT Business School during 23-24 April 2021.

FDP at KL Seshagiri College Belagavi

Dr. R. Deepa delivered a Faculty Development Program on Emotional Intelligence for Personal and Professional Success for college teachers - organized by KLE Dr M. S Sheshgiri College of Engineering and Technology, Belagavi during April 1 - 3, 2021. There were around 100 participants from across India, Bangladesh, Pakistan and Nigeria.

5. Publications

PSGIM faculty had published their research papers in

various International and National Journals.

5a. Faculty as reviewers

- Dr. A. Mansurali is a reviewer of the Emerald Journals :
 - Journal of Customer Retailing and Services
 - South Asian Journal of Marketing
- Dr. Kirupa served as a Editorial Advisory Board Member for the bi annual DJAME Journal of Management Research

5b. Books

- B.Uma Maheswari and R.Sujatha (2021), Introduction to R and Python , Practical approach with R and Python, Wiley publications.
- Ashok Kumar L., Sujatha R., Uma Maheswari B. (2022). Predictive Analytics for Data Driven Decision Making - Tools and Techniques for Solving Real World Problems. Nova Science publishers.
- KirupaPriyadarsini M., & Sakthirama, V. "Compendium of Management Case Studies" (2021) , CLEVER FOX PUBLISHING, Chennai, Bengaluru, India. ISBN: 978-93-93229-43-4.

5c. Book Chapters

1. Maheswari, B. U., Sujatha, R., Fantina, S., & Mansurali, A. (2021). ARIMA Versus ANN—A Comparative Study of Predictive Modelling Techniques to Determine Stock Price. In *Proceedings of the Second International Conference on Information Management and Machine Intelligence* (pp. 315-323). Springer, Singapore.
2. Anuja, S Panicker., Deepa, R., Vimala, S., & Poornima, G. (2021). Effectiveness of an Emotional Intelligence Training Program for Undergraduate Medical Students. *Proceedings of the International Conference on Best Innovative Teaching Strategies (ICON-BITS)*, 29-31 July 2021, Pilani, Rajasthan, India, 185-188. Macmillan Education India Private Limited. ISBN#: 978-93-5455-280-9
3. Mansurali, A., Mary Jeyanthi, P., Hack-Polay, D., Ali, B. M., & Grigoriou, N. (2022). Segmenting the Retail Customers: A Multi-Model Approach of Clustering in Machine Learning - In book: Consumer Behavior Change and Data Analytics in the Socio-Digital Era, Publisher: IGI Global
4. Saranya Balu, (2021). Imparting Circular economy in E-waste" in ABS Book, 'Business Management Dynamics amid Pandemic', ISBN no: 978-93-91276-22-5 of Amity University
5. Jeyanthi, P. M., & Mansurali, A. (2021). Applications of Hybridized Algorithms and Novel Algorithms in the Field of Machine Learning. *Nature Inspired Algorithms and Applications*, 33.
6. Deepa R & Mansurali A (2021), Assurance of Learning in the Affective Domain – Case from a Business School in India, Case Studies on Perspectives on Management

and Digital Business, Bloomsbury, ISBN: 978-93-54352-77-5

7. Swamynathan Ramakrishnan, Sredharan Sampath, Prannav Srikanth & Mansurali A (2021), To Invest or Not to Invest? A Case Study with Decision Analytics on Japanese Yen, *Decision Intelligence Analytics and the Implementation of Strategic Business Management*, EAI/Springer Innovations in Communication and Computing, ISSN 2522-8595 ISSN 2522-8609 (electronic)
8. V. Harish, D. Krishnaveni & A. Mansurali (2021), *Artificial Intelligence in Manufacturing, Reinventing Manufacturing and Business Processes Through Artificial Intelligence*, CRC Press, eBook ISBN: 9781003145011.
9. D Krishnaveni, Harish V & A. Mansurali (2021), *AI and Business Sustainability , Reinventing Manufacturing and Business Processes Through Artificial Intelligence*, CRC Press, eBook ISBN: 9781003145011,
10. Harish, V., Mansurali, A., & Krishnaveni V. D. Drivers of Customer Engagement in the Edited Book - *Customer Engagement: Changing Landscape of Marketing*, Weser Books, Germany , First Edition, ISBN No: 978-3-96492-284-7
11. Mansurali, A., Harish, V., & Krishnaveni, V. D. Leveraging Social Media for Customer Engagement in the Edited Book - *Customer Engagement: Changing Landscape of Marketing*, Weser Books, Germany , First Edition, ISBN No: 978-3-96492-284-7
12. Sujatha, R., & Uma Maheswari, B. (2021). Implementing Learning Analytic Tools in Predicting Students' Performance in a Business School. In *Applied Advanced Analytics* (pp. 135-146). Springer, Singapore.

5d. Journals

1. Arul Rajan, K., H Kaur, A K Singh, (2022). A critical analysis of the emergence and development of cryptocurrencies and how it impacts the current economic activities, *Vidhabharati International Interdisciplinary Research Journal (Special Issue) ISSN 2319-4979 (Q3)*
2. V. Srividya V. (2021), An Investigation on Factors Determining Investments in Retirement Products, *RIGEO*, 11(&), 3663-3676. Doi: 10.48047/rigeo.11.07.336
3. V. Srividya, and D. Susana. (2021) A Study On Impact Of Behavioural Biases On Investment Decisions Of Equity Market Investors. *Review of International Geographical Education*, 11(7), 3596-3609.
4. L., Karthikeyan; V., Srividya; S. S., Manikandan, (2021). A study on the factors influencing the success of an Initial Public Offer (IPO), *Review of International Geographical Education Online*. 11(7), 3032-3037.
5. Muruganandham, R., Vivek, N., Sekkizhar, J., & Karthikeyan, M. S. (2021). Impact Of Uncertainty And

- Supply Chain Maturity On Supply Chain Performance Of Indian Companies. *International Journal of Aquatic Science*, 12(2)
6. Sekkizhar, J. & Vivek, N. (2021). Profitability of Supply Chain in Open Competition Environment: A Simulation Study Using the Theory of constraints Replenishment Framework. *Review of International Geographical Education*, 11(7)
 7. V.Srividya, Shripria and J, Sekkizhar and S, Raksha (2021) *Stock Volatility around Bank merger announcements: Evidence from India*. In: ICCAP 2021, , 10.4108/eai.7-12-2021.2315105.
 8. V.Srividya, V.Shripria, Athira, A study on the relationship between Predictive HR Analytics and HRM practices in the IT sector, Conference: Proceedings of the First International Conference on Combinatorial and Optimization, ICCAP 2021, December 7-8 2021, Chennai, India DOI: 10.4108/eai.7-12-2021.2314748
 9. Kumar, S. K., & Kavitha, D. (2021). Bankruptcy Reforms in India—Progress and Challenges Ahead, In Proceedings of the First International Conference on Combinatorial and Optimization, ICCAP 2021, December 7-8 2021, Chennai, India, DOI 10.4108/eai.7-12-2021.2314625
 10. Kavitha, D. & Vyshally A. (2021) Salaried Vs Self-Employed- A Study on Investment Patterns, Influencers and Motivations, In Proceedings of the First International Conference on Combinatorial and Optimization, ICCAP 2021, December 7-8 2021, Chennai, India, DOI <http://dx.doi.org/10.4108/eai.7-12-2021.2314765>
 11. Vaidehi Priyal V, Ramkumar N and Umamaheswari S, (2021), Evaluation Of Individual's Spiritual Growth And Their Performance Orientation Across Different Generations, *Journal of the Maharaja Sayajirao University of Baroda*, Volume-55 No.5 2021, ISSN: 0025-0422 – UGC CARE Journal
 12. Ramkumar N, Shuruthikashri V, P, and Subhashini S. (2021). Work Engagement Level of IT Employees during Covid-19 Pandemic. *Review of International Geographical Education (RIGEO)*, 11(7), 3626-3633. Doi:10.48047/rigeo.11.07.332.
 13. Vaidehi Priyal V, Ramkumar N and Vanathi R, (2021). Graduate Student's Attitude and Behaviour Towards Career Choice, Financial Planning and Job Performance, *Philosophical Readings*, XIII.4 (2021), pp. 3343-3358 – SCOPUS listed Journal.
 14. N.L. Balasudarsun, Ashok Kumar Patnaik, R. Chitra, R. Jagajeevan, Biswa Ranjan Kumar (2021), "Introspection into influence of Social Media on the Consumer Buying Behavior", *Review of International Geographical Education* ISSN: 2146-0353 • © RIGEO • 11(7), SPRING, 2021 PP 3689-3700 H-index-4
 15. R. Muruganandham, M.S. Karthikeyan, R. Jagajeevan, R. Chitra, Joshua Selvakumar. J and S. Akshaya (2021) "Deep Learning based forecast using RNN for stock price prediction", *Turkish Journal of Computer and Mathematics Education* Vol.12 No.14(November ,2021), 4939-4954 e-ISSN 1309-4653 H- Index 3
 16. S. Jaisankar, P. Nalini "Best Practices Adopted by Khadi Institutions- A Case-Study on Avarampalayam Sarvodaya Sangh, Coimbatore, ANVESAK, ISSN: 0378 – 4568, UGC Care Group 1 Journal Vol. 51, No.2 (II) December 2021.
 17. D. Mohan, K. Rubigha and P. Nalini, "Re-thinking the Role of Women in Sustainable Business Leadership," 2021 International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation (ICAECA), 2021, pp. 1-6, doi: 10.1109/ICAECA52838.2021.9675488. Date Added to IEEE Xplore: 20 January 2022
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6. Sessions Delivered

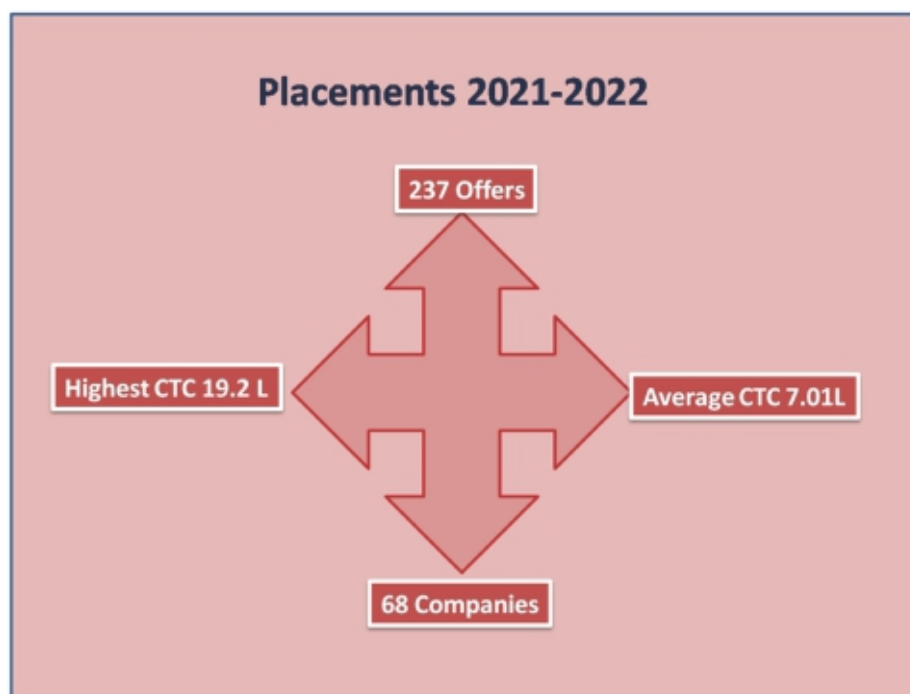
1. Dr. R. Deepa delivered an online session on "Emotional Intelligence for Professional Success" for the students and faculty of Mahendra Engineering College, Mallasamudram on March 29, 2022

2. Dr. Mansurali delivered a workshop "Data Visualization for Business Intelligence" at the Department of Economics, TNAU on March 18, 2022
3. Dr. R. Deepa delivered an online session on "Stress Management" as part of the FDP "Women Mental Health at the time of COVID-19" organized by PSG Polytechnic on March 17th, 2022, organized by PSG Polytechnic College in collaboration with Canada India Institution Cooperation Project.
4. Dr. R. Deepa delivered an online session on "Emotional Intelligence" as part of the FDP "Women Mental Health at the time of COVID-19" organized by PSG Polytechnic on March 15th, 2022, organized by PSG Polytechnic College in collaboration with Canada India Institution Cooperation Project.
5. Dr. R. Deepa delivered an online session on "Peer Teaching and Flipped Classroom" as part of the AICTE Refresher program "Cognitive Skills for Active Learners" organized by KPR Institute of Engineering and Technology on February 28, 2022.
6. Dr. Mansurali A, delivered a two hour session on "Rural Development" on 01 March 2022 during the Online 5-Day FDP on Mentoring for Institutional Social Responsibility and Facilitation for Community Engagement organized by MGNCRE for the faculty of Higher Education Institutions in Tamil Nadu from 28 February 2022 to 04 March 20
7. Dr. R. Deepa delivered an online session on Stress Management for faculty of KPR Institute of Engineering and Technology on February 21, 2022
8. Dr. Mansurali delivered a Guest Lecture on "Segmentation Analytics" at Christ University, Bangalore during 22 February 2022
9. Dr. R. Deepa delivered an online session on Emotional Intelligence for faculty of KG College of Arts & Science on January 22, 2022
10. Dr. Thiyagarajan R. delivered the review of two books named "Idliyaga erungal" (Emotional Intelligence in Tamil) and "Who moved my Cheese" on 15-1-2022, organised by Noolpalakal
11. Dr. Thiyagarajan R. delivered a special address for "Pongal special poetry competition" organised by Paavendhar Painthamil Mandram on 13-1-2022
12. Dr. R. Jagajeevan 08-01-2022 handled a session on Team Building in ATAL training session.
13. Dr. R. Deepa delivered an online workshop on Emotional Intelligence as part of the ATAL FDP organized by PSGIM on January 7 and 8, 2022
14. Dr N Ramkumar delivered a session on 'Building Your Team Profile' in an ATAL FDP on Excellence in Academic Leadership, organized by PSG Institute of Management on 08 January 2022.
15. Dr. R. Thiyagarajan delivered a session at the "Bharathi Ulaa" event organised by Uraththa Sinthanai Vasagar Eluthalargal Sangam and hosted by PSG College of Technology on December 22, 2021.
16. Dr. R. Deepa delivered an online session "Emotional Intelligence - A Preamble" for the students and faculty of the Department of Mathematics with Computer Applications, PSG College of Arts and Science on December 13, 2021
17. Dr. R. Deepa delivered an online session on "Emotional Intelligence and Stress Management" as part of the MDP organized by Sardar Vallabhai Patel Institute of Technology and Management for the executives of Cotton Corporation of India on November 24, 2021
18. Dr. R. Deepa delivered a session on "Emotional Intelligence - A Curtain Raiser" for the UG and PG students of the Department of Commerce of NGM College at Pollachi on November 16, 2021
19. Dr. R. Deepa delivered a session "Emotional Intelligence - A Curtain Raiser" for the DPharm students of PSG College of Pharmacy on November 12, 2021
20. Dr. R. Jagajeevan delivered a session on Behavioural Effectiveness for the B Pharm students of PSG College of Pharmacy on November 12, 2021.
21. Dr. R. Sujatha delivered a guest lecture on "Effective Classroom Management" in the FDP on Towards Professional Excellence conducted by PSG College of Arts and Sciences on November 11, 2021
22. Dr. R. Deepa delivered a session "Emotional Intelligence - A Curtain Raiser" for the BPharm students of PSG College of Pharmacy on November 11, 2021
23. Dr. R. Jagajeevan delivered a session "Raising the Bar for Professional Excellence" at the FDP organized by the Department of BCom with Cost and Management Accounting, PSG College of Arts and Science on Nov 10, 2021
24. Dr. Thiyagarajan R. delivered two sessions on "Effective Communication and Resume Building" for the students of PSG College of Pharmacy, Coimbatore on November 10 and 11, 2021.
25. Dr. R. Jagajeevan delivered a session on Leadership for the Pharm D students of PSG College of Pharmacy on November 10, 2021
26. Dr. R. Deepa delivered an online session on "Peer Teaching and Learning" as part of the FDP organized by PSG College of Arts and Science in collaboration with PSG CARE on November 9, 2021
27. Dr. B. Uma Maheswari delivered the lecture on the topic "Innovative teaching strategies" as part of FDP on the topic "Towards Professional excellence" organized by PSG CAS on 8.11.2021
28. Dr. R. Deepa delivered an online session on "Stress Management" for the I year ECE students of PSG College of Technology, as part of their Induction program on November 2, 2021

29. Dr. R. Deepa delivered an online session on "Managing Transition from School to College" for the I year EEE students of PSG College of Technology, as part of their Induction program on November 2, 2021
30. Dr B.UmaMaheswari delivered the Inaugural address on the topic "Trends in Technology: Opportunities for startups" as part of Entrepreneurship awareness program organized by GRG Polytechnique college on 28.10.2021
31. Dr. V. Srividya delivered a session "A Glimpse of PSGIM" as part of the induction program on October 25, 2021
32. Dr. R. Jagajeevan delivered a session on Leadership for the executives of Leap Green on October 23, 2021
33. Dr. Thiagarajan R. delivered One day Orientation session on "Craft your Career" and "Interpersonal Skills" for the I year students of Hallmark Business School, Trichy on October 23, 2021.
34. Dr. Jagajeevan delivered a session "Get Ready for Life" at Navarasam Arts & Science College for Women, Arachalur, Erode on September 25, 2021
35. Dr. Jagajeevan delivered a session "Get Ready for Life" at National College, Jayanagar- Bangalore in association with IEEE Bangalore on September 18, 2021
36. Dr. Jagajeevan delivered an SDP on Team building for the students of Sree Saraswathi Thiagarajar College on September 4, 2021
37. Dr. R. Deepa delivered a half-day online session on "Work-life Balance" for the teachers of Francis Xavier School, Tirunelveli on August 28, 2021
38. Dr. Jagajeevan delivered a session on "Get Ready for Life" for the II year BCA students at Chirst University, Bangalore on Aug 28, 2021
39. Dr. J. Sekkizhar lectured in half a day workshop on "Statistical Tools for Research" held on 28.08.2021 organized by PSGCARE through Virtual mode for the faculty various department of PSG Institutions,
40. Dr. Thiagarajan R. delivered a session on "Craft your Career" for UG & PG students (open session) organised by CII – Young Indians, Tirupur chapter on 27th August 2021 from 10 AM to 11.30AM.
41. Dr. Thiagarajan R. delivered a Lecture on "You are Appointed" for the students of Jamal Institute of Management, Trichy on 25th August 2021 from 11AM to 12.30 PM.
42. Dr. R. Deepa delivered a session "Emotional Intelligence - A prelude" at the Monday Musings program of Coimbatore Management Association on August 23, 2021
43. Dr. Jagajeevan delivered a session "Get Ready for Life" for the II year BCA students at Chirst University, Bangalore on July 24, 2021
44. Dr. Kirupa was the resource person for a half day workshop on 'Learning Styles' for the I MBA students of DJ Academy for Managerial Excellence, Coimbatore on 17th July 2021
45. Dr. Kirupa Priyadarshini delivered a session on "Data Visualization for business Decision making" in the 5 Day FDP on Trends and Challenges in Digital Business innovation organized by Jawaharlal Business School, Kerala.
46. Dr. R. Chitra delivered a guest lecture on the topic "I4.0 and Digitization" for the MBA students of NGP Institute of Technology, Coimbatore on July 13, 2021
47. Dr. R. Deepa delivered a half-day session on "Emotional Intelligence" as part of the ICSSR sponsored capacity building program for faculty members organized by NIT Trichy on June 30, 2021 between 10 am to 1.30 PM
48. Dr. R. Deepa delivered an online session on Emotional Intelligence as part of the AICTE sponsored FDP organized by PSG Institute of Technology and Applied Research on June 23, 2021
49. Dr. R. Deepa delivered an online session on "Emotional Intelligence" as part of the Five Day FDP on Women Empowerment organized by PSG Polytechnic College on June 11, 2021.
50. Dr. Thiagarajan R. delivered a session on "Conflict Management at Workplace" for I MBA students of WMSE on 9th June 2020 from 10.20 to 11.50 AM.
51. Dr. Kirupa delivered a talk on Application and Utilities of Human Resource Information Systems, For the MBA students at the Department of Management Studies, Dhanalakshmi srinivasan college of engineering on May 29, 2021.
52. Dr B.Uma Maheswari and Dr R.Sujatha were resource persons for an FDP on Data Science and Business Analytics organized by Sai Ram Institute of Management studies, Chennai on 18th May, 2021.
53. Dr. Kirupa M delivered a Invited Talk on "The Human Side of Operations and Supply Chain" on May 4, 2021 for the MBA students of Ramaiah Institute of Management, Bangalore.
54. Dr. R. Deepa delivered an online session on "Work-Life Balance" as part of the AICTE sponsored Refresher Program at PSG Institute of Technology and Applied Research, on April 26, 2021
55. Dr. R. Deepa delivered an online session "Emotional Intelligence - A Curtain Raiser" as part of the Faculty Induction Program 2021, organized by PSG CARE on April 24, 2021 between 2 to 4:15 PM
56. Dr. Thiagarajan R. delivered a Lecture on "Unbox the Leader in You" for the MBA students of Northern Kentucky University, USA on 19th April 2021 from 9 PM to 10 PM.

Placements

A consolidated view of the placements for the period of the report is presented below



Research & Consultancy

The research efforts of an institute enhance the quality of teaching, consulting and training of the institute. Well planned and focused research efforts not only enrich the pedagogy but also provide an interface with the wider academic and corporate world. PSGIM initiated a wide array of research activities during the year

1. Consultancies

Dr. J. Sekkizhar and Dr. N. Vivek started a business improvement consultancy in KrishTex Pvt Ltd, Coimbatore, April 13-May 05, 2021

2. Sponsored Research Projects

Dr.R.Sujatha and Dr.R.Manimeghalai, Professor, PSG Institute of Technology submitted a research project proposal on "Development of Code Mining and Robotic Code Automation System for Enabling the Simulation, Adaptation, Optimization and Transformation of Code-Driven SAP Business Processes" to Science and Engineering Research Board, Department of Science & Technology, Government of India for Rs.29,86,000/- during October 2021

Indian MSME's Response to COVID - Dr. V. Srividya

Dr. V Srividya has been invited as an external expert to work on a Research project Titled Indian MSM's response to the covid-19 pandemic crisis led by Kingston University, UK and funded by HEFCE Global Challenge Research Fund 2019-20, United Kingdom. She is collaborating with global team for preparation of MSME cases and Research survey.

3. Doctoral Research

The Institute has produced more than 75 Awardees thus far. There are 10 research scholars (both Full time and Part time) who are currently pursuing their Ph.D under the various faculty guides at PSGIM.

PSGIM offers a vibrant learning environment for students. The students were exposed to a bundle of experiential learning initiatives, Corporate Exposures and challenging opportunities. The multifaceted skills of the students were honed by these initiatives and they turned achievers.

1. Achievements

- Manikandan D, Vaishnavi G and Akashverma G secured the "Runner Up' Award in Go under the hammer, finance event on 25th March 2022, conducted by CMA as part of the student management day.
- Ragul S participated and won 1st place in Penny Wise finance event an Online Synergy Management Meet organised by Department of Management Studies, University of Madras on 6th January 2022.
- Ragul. S participated and won the 2nd prize in stock war event.
- Kirubah M and Priyadharshini S participated in a paper presentation event JET ALEXANDRA, a National Level Management Symposium Organised by Department of Management Studies, Jeppiaar Engineering College, Chennai on 23rd July 2021 and won the second prize. The title of the paper was "Debt Trap - An Empirical Study On Financial Threats Of An Individual's And Willingness To Change Financial Behavior".

2. Events attended

1. CMA Student management day prelims was conducted online on 23rd March 2022. Shruthi V J, Navin A, Nithinkumar.N, and Vinayak ram G participated and entered finals in Map and Tap Marketing event. Manikandan D, Vaishnavi G, and Akashverma G; Suriya Narayanan C G Hari Krishna C S, Ragul.S participated in Go under the hammer, finance event. Meenakshi T, Nidish S K, Raga Harshitha D, Ramakrishna J R, and Sangeethaveni E participated and entered finals in Ideate to Innovate, Entrepreneurship Game
2. Tarun C J participated in CYMBL event.
3. Bhagya Shree. C.R. and Dhanasri NL participated in ThinkHR.
4. Bhagya Shree. C.R, Dhanasri NL, James Arularasan J, Bhuvanesh S, Iniyeen.E, Vigneshwaran I, Ajith Kumaran, Murali Krishnan P, and Kamakodishwaran E participated in GRG SMS Best Management Team.
5. Shruti S and Supriya R participated in Paper presentation in Urjith during 10-11 January 2022 through virtual mode hosted by GRG School of Management studies, Coimbatore.
6. The AIMS 25th students management Game semi-finals was conducted on 7th March 2022 and 4 teams participated in the event. Six teams of 24 students participated in the AIMS 25th Students Management Game, southern zone on 26th and 27th October 2021 and 2 teams have qualified for the semi finals happening in February 2022.
7. Six teams of 24 students of participated in the AIMS 25th Students Management Game, Eastern zone on 30th November and 1st December 2021 and 2 teams are qualified for semi-finals happening in February 2022.

8. Sivasankari.S, Srishitha.S, Deekshitha V, Nandhinee N, Subashini, SaruNivetha M, Shree Nithi G, Sandhiya P, Sangeethaveni E Sisira Devi C. , Raga Harshitha D, and Yashmita A participated in CHINTANA-2021-Business case study competition organised by St. Joseph's Institute of Management (SJIM), Bengaluru on 25th and 27th November 2021
9. Forty-five I year students of the Anna MBA program participated in MICHI- Industry Connect Pathway –webinar on the topic "The current industry scenario linking jobs and education system and the current opportunities in Japan for Indian Students" organised by Sakuraa Nihongo Resource Centre, Bangalore on 11th December 2021.
10. Sixty-one students of Anna I year MBA participated in SEBI -NISM Nation-wide financial markets quiz contest 2021-22 and completed Round 1- online on 26th December 2021.
11. Suriya Narayanan, Vaishnavi G, Ragul. S, Resshma Amourdaligam, Dinesh Kumar N, Saravanan E, Madhupriya Varadarajan, Parameshwara R, Shiny Priya A J participated in the AIMS - Marketplace Conscious Capitalism Simulation Competition 2021 as a part of 32nd AIMS Annual Management Education Convention held on 14th and 15th August 2021.
12. Swetha, Klementa, Roshini, Harini SN attended IWN Southern Region Leadership Series a Panel Discussion with an Air India All Women Crew scheduled on Thursday, 5th August 2021
13. Gunaseelan, Kirubah M, Mohamed Rihan S H, Johnathan Vineeth P, and Priyadharshini S participated in the workshop on commodity Derivatives on 30th July 2021 organised by DJ Academy for managerial Excellence.
14. Young Warrior Movement (Yuwaah)supported by Ministry of Youth Affairs and Sports, Ministry of Health and Family Welfare and UNICEForganised various events for students to spread authentic knowledge around COVID 19. As part the movement 31 students from Anna MBA participated and have become young warriors. They performed 5 different tasks and completed them on 28th July 2021.
15. Swarna Deepa of I MBA C batch attended an online seminar on the topic Recruiter/leader interaction in INGNITE organised by NIT Trichy on 14th Jun 2021
16. Gayathri N, Sowmiya K and Aravind VS of UT B 2021 participated in the below mentioned webinars
 - Student Development Programme on 'Art of Selling' on 11th June 2021. International webinar on "Logistics and Supply Chain Management – Learnings from the Pandemic" on 17th June 2021
 - Public webinar on "EBSCO host Research Platform: Features & functionality at-a-glance" on June 30, 2021
17. Kirubah M of I MBA D batch participated in a SPSS workshop organised by MGR Research Institute in the month of May 2021.
18. Swetha A, Raghuraman P and Siddharthavel A of I MBA D batch participated in Pragathi'21 - Financellence-

Management fest organised by Amrita School of Business on 24th & 25th April 2021

3. Paper Presentation in conference

- Kaviyapriya M and Nikitha V presented a paper on "A paradigm shift towards tech-shaping of HR in post COVID scenario", The Conference on Excellence in Research and Education (CERE) organised by Indian Institute of Management, Indore from 18th to 20th June 2021.
- D.Roshini, Harini Dakshina M, Kaviyameena D, Nowshith Praveen N, and Ritu Dobhal presented a paper on "Social media adoption among SMEs in Tamil Nadu" in ESPLORO - 2021 Season 2, A National-Level student research paper presentation Organised by RNS Institute of Technology - Department of MBA and Research Center, Bangalore on 5th July 2021
- Akhil K, Harini S N, Jackson Vasanth J, Manikandan D, Vaishnavi G, and Dr. R. Chitra presented a paper on "A Study on the impact of Covid-19 on Individual Investor's Behavior in Tier 2 & Tier 3 Cities" in 8th MAIMS International Conference (MICON) 2021 "The Pandemic and Financial Landscape" organised by Maharaja Agrasen Institute of Management Studies, New Delhi on 30th September 2021.

4. Induction Program

The Induction Program for the 2021-2023 batch was conducted on 25th October 2021. The students were presented with a glimpse of the history of PSGIM and the learning environment at PSGIM. The program was conducted in the online mode. Students indulged in group activities that helped them bring out their talents and also network with other students.

5. Internships

All the students of the MBA Program completed a 6 to 8 week online internship with various organizations. They were mentored by faculty members periodically. At the end of the internship, they submitted a report and presented their learnings. They were evaluated by a panel consisting of the faculty mentor and an external examiner and awarded credits accordingly

5. Virtual Global Immense Programme September 2021

The Virtual Global Immense programme commenced on the 30th of August, 2021 and went on for 2 weeks till the 12th of September, 2021. The Multimedia University Programme comprised of modules on Personal Development Using DC Psychology, Malaysian Economy and Culture, and Design Thinking and Entrepreneurial mindset. The Hanyang University Business School sessions focused on several topics which included Korean Culture and Business Environment, Corporate finance and Governance, Retail Innovation And Analytics In Korean Practice. The Programme spanning over 2 Weeks involved over 19 lectures and many industrial speakers from leading companies in Korea such as the Swatch Group Korea, POSCO, YG Entertainment, SeaGen, Korean Labour Institute and many more.

6. Student Development

6a. Student Workshop In association with IIT Madras

A workshop on "Universal Being-Values an Intervention Inquiry" was organized for 1 MBA students by Indian Institute of Technology - Madras (IITM). The workshop is for personal and holistic development and was open to



Students

interested students. It covered a wide array of topics like - Life's Purpose and Goals, Critical Thinking, Finding one's true nature; Career Management, Self-actualizing qualities, Building Self-Esteem, Mindfulness, Reflection & Concentration; Contemplative Intelligence Moral & Ethical compass, Positivity and Emotional Management, Working Harmoniously with Others, Creativity, Design Thinking, and Learning through games. The Workshop was led by Professor. Dr. Vijayalakshmi, DoMs IIT Madras and was facilitated by other Professors from IIT Madras and subject matter experts from Industry. The workshop was held as a short term program for students spread across 4 weeks starting on 21, April 2021 to May 15, 2021. The program happened for 2 hours on Wed and Saturday every week in which 61 students participated and benefitted. The workshop was organized by Dr. M. Kirupa Priyadarshini.

6b. Professional Empowerment Program for Students

The CRC cell organized a series of training programs for the I year and II year students. The topics covered are listed below.

1. Innovation
2. Functional Orientation
3. Case Interview and Group Discussion
4. Placement Orientation
5. Alumni Interaction
6. Strategic Management
7. Interview Preparedness
8. Edubuzz Management Quiz
9. Mock Interviews
10. Aptitude Tests
11. Emotional Intelligence
12. Self Introduction
13. Resume Building for Internships
14. How to use Internshala and LinkedIn for Internships?
15. Critical Thinking
16. Resume Feedback Session
17. Managerial Skills
18. Business Screen play writing
19. Top 10 Business and Technology Trends
20. Group Discussion Orientation
21. Mock Group Discussion Session
22. Body Language

MOUs Signed

MOUs Signed

PSG Institute of Management had signed MOU's with two leading Universities in Asia (MMU - Multimedia University, Malaysia & HUBS - Hanyang University Business School, Seoul, South Korea). The MOU with Multimedia University was for student exchange agreement. The MOU With HUBS was for International Summer Program and Faculty Exchange.

Professional Memberships

Institution

PSG Institute of Management is a member of various professional bodies cited below

- All India Management Association
- Association of Indian Management Schools
- Association to Advance Collegiate Schools of Business (AACSB)
- Association of Collegiate Business Schools and Programs (ACBSP)
- Association of Management Development Institutions in South Asia
- AIMS International
- Coimbatore Productivity Council
- Coimbatore Management Association
- Chamber of Commerce
- Indian Institute of Foreign Trade
- National HRD Network
- National Institute of Personnel Management
- Quality Circle Forum of India
- Advertising Club
- Indian Society for Training and Development
- TiE Coimbatore
- Native Angels Network
- Entrepreneurs Organization (EO), Coimbatore

Faculty

Name of the faculty	Activity / Role	Organization
Dr. T. G. Vijaya	Member	Coimbatore Management Association Indian Society for Training and Development
Dr. V. Srividya	Member, BOS Member Executive Member Member Reviewer Member, Editorial Board Member, Editorial Board	Computer Science & Business Systems, KIT, Nov, 2021 IIMA and FEN Coimbatore Management Association CII Economic Affairs and Taxation Panel IIMCCRC Indian Institute of Management, Calcutta ARISCOM Journal of Management DJAME Journal of Management Research
Dr. D. Sudharani	BOS Member Member	SNS Rajalakshmi College Retailers Association of India
Dr. Umesh Chandrasekhar	Life Member Life Member Member BOS Academic Council (Anna University nominee)	NHRD Coimbatore Management Association Department of Management VVCE Mysore CIT, Coimbatore Dr. D. Sudharani
Dr. D. Sudharani Dr. Umesh Chandrasekar Dr. K. Arulrajan Dr. Joshua Selvakumar	Members	Advertising Club
Dr. R. Jagajeevan	BOS Member - Anna University Nominee	Hindustan Institute of Technology 2021 to 2024

Faculty

Name of the faculty	Activity / Role	Organization
Dr. J. Sekkizhar Dr. R. Sujatha Mr. M. S. Karthikeyan	Members	OpenERP Communication Group
Dr. N. Vivek Dr. R. Sujatha Mr. M. S. Karthikeyan	Members	Computer Society of India
Dr. D. Kavitha	Reviewer	Corporate Governance - The International Journal of Business in Society" from Emerald publishing
Dr. B .Uma Maheswari	Member Member Member Member	Analytics Society of India Entrepreneurs Organization (EO) Native Angels Network TiE Coimbatore
Dr. R. Deepa	Anna Univ BOS Nominee Anna Univ BOS Nominee Life Member Member	EGS Pillay College Nagapattinam, MBA Dept Vellalar Engineering College, Thindal, Erode National Institute of Personnel Management Consortium for Research on Emotional Intelligence in Organizations - CREIO
Dr. N. Ramkumar	BOS Member BOS Member Member, Editorial Board	Sree Saraswathi Thyagaraja College Rathinam College Management Wisdom - A Journal of Business and Management
Dr. A. Mansurali	Member, QP Scrutiny Board Reviewer Member, Editorial Board	Alagappa University The International Journal of Education Management International Journal of Management, Sciences, Innovation and Technology - IJMSIT

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