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1 Editorial address

Dear Readers,

We are happy to connect through Pinnacle, on the theme “Digital Transformation”.

The years 2020 and 2021 have witnessed unprecedented occurrences in the lives of people across the world due to the outbreak of Corona virus, and its aftermath is yet to be recuperated. The Covid-19 pandemic became a global threat to the lives of people, and to contain the transmission of the virus several nations had imposed nation-wide lockdowns during the year 2020 and 2021. The lockdown restrictions have greatly impacted the global economy and its cascading effect has severe repercussions in the livelihood of people. The lockdown also posed new challenges in the activities of people, which included distortion of social habits and medical assistance for people, uncertainty in their jobs, work life imbalance, disruption in education and so on. Nevertheless, as a reverberation to these challenges, digitalisation touched the lives of the people especially in India and it played a pivotal role for bringing life back to normalcy. The digitalisation largely offered solutions to people to cope with the basic necessities of life in the areas of work, education, day to day transactions. The online communication tools, cloud environment, mobile and e-commerce models, Fintech services provided end to end solutions.

Digitalisation has proliferated to the industry sector, banking sector, FMCG Sector and the recent trends include the IoT, Industry 4.0, Fintech and block chain technologies, 5G network, Artificial Intelligence and Machine Learning, Cloud computing, etc. The sophistication provided by these technologies have made the lives of people manageable in these pressing times. The IDC FutureScape: Worldwide Digital Transformation 2020 Predictions report (October 2019) states that “Direct digital transformation (DX) investment is growing at a compound annual growth rate (CAGR) of 17.5% from 2020 to 2023 and is expected to approach \$7.1 trillion as companies build on existing strategies and investments, becoming digital-at-scale future enterprises”. The pandemic has led to the adoption of technology by people across all walks of life, encompassing toddlers to teens for their education, employed individuals for their work, home makers and senior citizens for digital payments and transactions. In this context, the current issue of Pinnacle focusses on Digital Transformation where experts from the Industry, e-businesses have shared their views on the progress and challenges in digital transformation.

Kumaraguru Institutions has synthesized an abreast Digital learning system as a response to the pandemic situation and to enhance the outlook of the education teaching learning system. At KCT, the pandemic did not create a void in the education of the students and causatum of the pandemic was that it channelled a digital way of outlook in all activities of pedagogy, workshops, forums, seminars and research. The magazine features about the digital education implemented at Kumaraguru Institutions and KCT Business School.

The year 2021 marked the beginning of new digitalised eco-system as the world sees digital transformation as an avenue to scale new heights. With this optimistic note, we look forward to meeting you in our next issue of Pinnacle magazine.

Happy Reading!

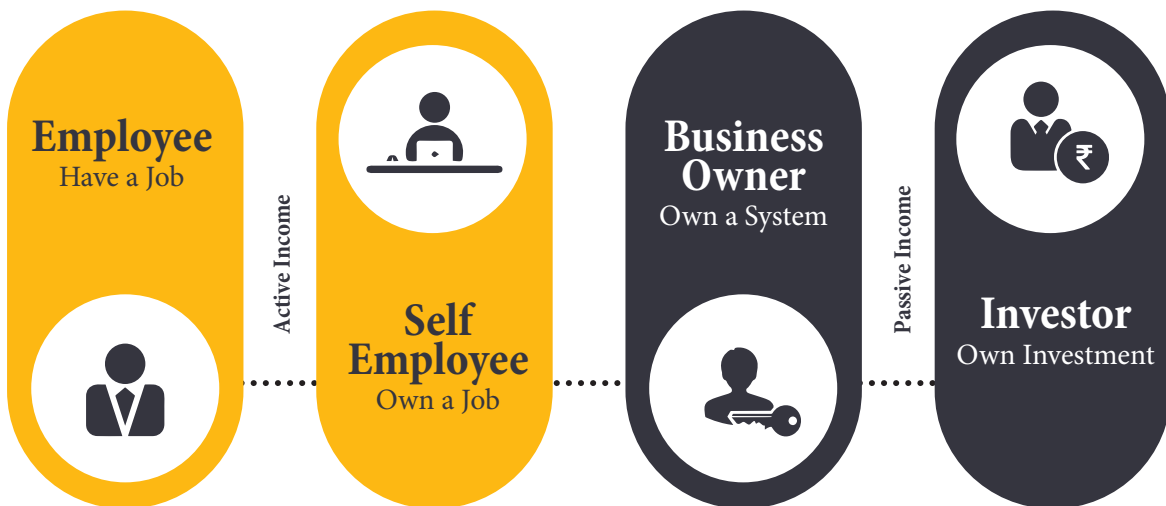
2 New Business Avenues in the field of Digital platform

S Balaji,
Private Franchising & Direct Selling Business
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S Balaji is a successful Private Franchisor and has been associated with Direct Selling Industry. Since childhood, he aspired to become an Entrepreneur. He completed his BE Mechanical Engineering and then Master of Business Administration from KCT Business School, Coimbatore. During post graduation, he initiated his own business and built it to success.



From The Business of 21st Century by Robert Kiyosaki, the author divides people into 4 different Quadrants, based on the Income they make.



E Quadrant

- People trade their time for Money
- Limited time to trade (max of 10 – 12 hrs), so Limited Income
- It's an Active Income – If they are not able to work, then there is no income

S Quadrant

- Being your Own Boss
- Again Trading Time for Money, so limited time & limited income
- It's a self-driven business; business will not work in their absence. So they are in Active Income

B Quadrant

- The author calls the Business with 500+ Employees as a B Quadrant Business
- More people trading time, so Time Increases and Income Increases
- It's a System Driven Business. Business works in the Absence of Business Owner, so they are in Passive Income

S Quadrant

- Here there is no need of People or a system to work, Money makes Money for Investor Quadrant.
 - In Passive Income
1. The important statistics to note down is that, in "E Quadrant" & "S Quadrant" there are 80% People but they make 20% Income.
 2. But the people in "B Quadrant" and "I Quadrant" are 20% people and they make 80% Income.

In Agricultural Age or in Industrial Age, to start a "B Quadrant" System Driven Business, it needs lot of qualities like,

1. Huge Capital
2. Right Product or Service
3. Experience / Knowledge
4. Time
5. Place
6. Manpower
7. Risk
8. Government Formalities
9. Mentorship

So to start a "B Quadrant" Business, to avoid limitations discussed above, Private Franchising Business is a smart choice.

Due to Digitalisation, Businesses are becoming Asset Light Model Business which means, big business can be built with a Smartphone. For many people, smart phone is a liability. But it can be turned into an asset. We live in a world, where you can make millions of dollars with a phone. To capitalise Digitalisation and turning liabilities into asset is a smart choice.

Business Owner / B Quadrant People Mind-set

IN INDUSTRIAL AGE

- Infrastructure & Employees
- Duplicate via Employees
- 500+ Employees

IN INFORMATION AGE

- Very little overhead
- Duplicate via Business Owners
- 500+ Business Owners

The best example for thought process is, in Industrial Age Mindset, if one wants to start the largest taxi company, then it requires huge capital to buy taxis, need to recruit more employees and manage them and their salaries. But as in Information Age Mindset, the best example is Ola & Uber, they do not own any taxis, but they are the largest taxi company. This is possible because they don't own any vehicles, there is no investment and maintenance, and need not pay salaries, since they create more Business Owners. They simply connect taxi drivers & customers via an App. This is what we call as Asset Light Model Business and it is possible with Private Franchising Business, as we create more Business Owners.

Direct Selling- A Global Industry Empowering Millions in India

Though direct selling is a relatively new industry in India, in less than two decades it has provided self-employment opportunities to more than 5 million people, out of which nearly 60 per cent are women. As per FICCI (Federation of Indian Chambers Of Commerce & Industry) & KPMG, Report "Direct Selling -A global industry empowering millions in India", some stats are provided on Direct Selling with respect to Direct Selling Market Size, Self-Employment Opportunities & Women Empowerment.

01

**Immense market potential of
INR 645 billion..**

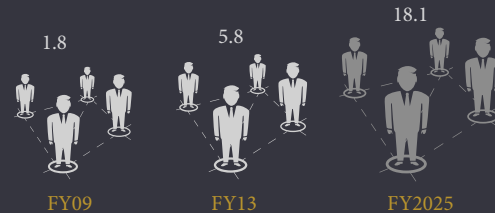
Direct selling market size in India
INR (billion)



02

**...offering self-employment
opportunities to 18 million**

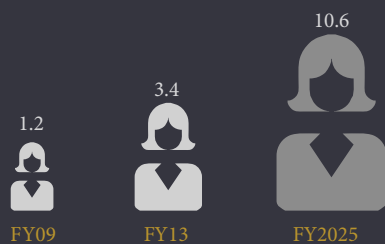
Self-employment opportunities



03

**With the potential to
economically empower ~11
million women**

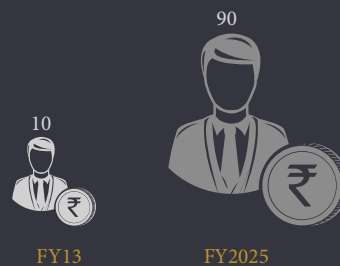
Women empowerment
Women (million)



02

**...and the ability to contribute
INR 90 billion to the exchequer**

Tax
INR (billion)



05

**with CSR contribution of INR
0.5 billion**



06

**and employment to 2.5 million
people**



Source: IDSA, PHD Chamber of commerce
and industry, KPMG in India analysis

We know that Producers make money. Consumers spend money. But Prosumers are the people who make money while they spend.

According to the KPMG Report, the Indian Direct Selling Industry in 2018-19 was Rs.13,080 Crore. Direct Selling Potential in 2025 is expected to touch Rs. 64,500 Crore. So, it's a huge industry and a huge business potential.

Direct selling market in select states in India

Potential of Direct Selling in Select States

The trend of consumerism has seen growth in the recent years and demand for consumer products has grown rapidly. With plenty of opportunities for growth, Indian states provide abundant opportunity to the Direct Selling companies to prosper.

State	Capital	Key Cities	Population (million)	Direct Selling Market Potential in 2025	Self-Employment Generation Potential in 2025
TamilNadu	Chennai	Coimbatore, Madurai, Tirucirapalli, Salem	72	INR 75-80 billion	2.0- 2.2 million
Uttar Pradesh	Lucknow	Agra, Allahabad, Kanpur, Varanasi. Meerut	200	INR 70-75 billion	1.9 -2.0 million
Maharashtra	Mumbai	Pune. Nashik, Kolhapur. Nagpur. Thane	110	INR 65-70 billion	1.8 -1.9 million
Gujarat	Gandhinagar	Ahmedabad. Vadodara. Jamnagar. Surat. Rajkot	60	INR 40-45 billion	1.2 -1.3 million
Andhra Pradesh	Hyderabad	Tirupati. Vijayawada. Visakhapatnam. Nagarjuna Sagar	85	INR 45-50 billion	1.2 -1.3 million
Rajasthan	Jaipur	Ajmer, Jaisalmer, Udaipur, Bikaner. Jodhpur	70	INR 45-50 billion	1.2 -1.3 million
Madhya Pradesh	Bhopal	Indore. Jabalpur. Gwalior, Ujjain. Ratlam	70	INR 45-50 billion	1.2 -1.3 million
Karnataka	Bangalore	Bangalore, Bellary, Mysore. Mangalore, Belgaum, Hubli	60	INR 35-40 billion	0.9-1.0 million
Assam	Dispur	Guwahati, Silchar, Dibrugarh, Digboi. Jorhat	30	INR 5-10 billion	0.10-0.15million

GIG Economy

Digitalisation in 2020 is tremendous and amazing. There has been a new trend in the market, called the GIG Economy. A GIG economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. So what's happening during a Pandemic situation is, the GIG Economy companies cannot and need not hire a full time employee unless it's very mandatory, instead will hire short term contract based workers. Even the employees are not interested to work full time, so they trade their time for money, when they are interested to work. So going forward, people need to acquire skills and adapt to this GIG Economy to have a secured income. During lockdown many businesses were not able to operate and incurred huge loss especially in retail sectors such as FMCG. The Private Franchising & Direct Selling Business plays a major role in bringing the opportunities in Digital India.

3

Outlook of Digitisation in the Industry Sector

Mr R. Sathish Kumar

Director, Applied Digital MicroLogics India Pvt Ltd., Coimbatore
iExemplar Software India Pvt Ltd., Coimbatore

Mr R. Sathish Kumar is the Director of Applied Digital MicroLogics India Pvt Ltd., Coimbatore, iExemplar Software India Pvt Ltd., Coimbatore. He holds Masters in Business Administration from Bharathiar University and has previously served as Regional Manager (South India) at Applied Digital Microsystems Pvt Ltd., Mumbai.



The excerpts of the interview with Mr R. Sathish Kumar

1. What is the current scenario in the Indian Industry sector?

The Indian industry sector is witnessing a huge transformation towards automation and digitalisation. However, the industry sector is also posed with several challenges which includes:

- Transparency in operation
- Increase in production
- Cost reduction
- Eliminating errors

- All possible data from processes
- Automation
- Business growth
- Traceability
- Increase in profits

2. What are the bottlenecks faced for adoption of digitisation by the industries in India?

The bottlenecks are primarily the mindset and willingness for the transformation from the existing routine work practices to a new

or modern culture of work. The solution providers at times fail to propose the ideal value proposition for such investments which becomes a major bottleneck towards digitalisation. Furthermore, technological challenges like network reach and connectivity, up skilling of manpower, identifying actual needs for digitisation, usability of advanced systems and alignment towards the current industrial needs are other challenges faced for digitisation in industries.

There are limited solution providers for the complete digitisation and the cost of implementation are huge. More start-ups and system integrators are required to give affordable solutions at reasonable price. Staffs and workers of the industries may also be resistant to adapt to the new normal and a shift in their ethos is required.

3. Do you foresee a drastic shift or reduction in employability of manpower in industries and possibility of reskilling of manpower for adoptability in the digital arena?

The current scenario to digital transformation is similar to the times when we had computers in replacement of manual work. During launch of any new concept or technologies, human resources will be engaged for associate works relevant to the concept or technology. Even for the fully automated industries there is requirement of skilled manpower for monitoring such operation or activities which basic education and skill sets to work in that environment. In earlier days, we had engaged non-technical workers and with interventions like upskilling they would be trained as skilled workers with required knowledge on technologies to do such jobs.

Reskilling will be a choice for industries with their existing manpower; currently industries are engaging their staffs and workers through skilled training centres. The future plans in recruitment includes knowledge, technology and skills towards the digital arena.

4. What are the areas of study for aspiring MBA students to equip themselves for the Digital industry sector?

Management graduates usually play a major role

in organisation reformations / restructuring in various ways. They are the one who would be the liaison between management, middle management and floor staffs. The challenges pertaining to organisational / operational / technical / technological would be different in digital platform and the students should be equipped to handle such situations. They should also be adept in knowledge, technology, and human resources.

The students must be equipped to handle such standards and must be able to transform in understanding the challenges within an organisation. The industry requires management graduates to balance from floor level to the top management level. Their openness towards accepting challenges for the transformation will be the key for their success. Since there are no set standard solutions for digital industry, the graduates should look beyond the subjects and technology and understand the needs of the industry to offer the solutions.

5. What would be the outlook of the Digital Indian industry sector, ten years from now?

It is evident from my experience in the industry sector, the activities have to scale up to the next level which is digital and which would lead to gains in terms of transparency, profits, error reduction, traceability, accountability etc. It might take one to two decades from now for all the industries in India to transform to fully digital mode. There has been a tremendous shift in the progress made by the manufacturers of equipment / machinery manufacturers who have started manufacturing the machinery and equipment which are with digital driven capabilities. The new age equipment and machinery are designed with industry 4.0 concepts. The fact that technical institutions globally have started teaching the new concepts and technologies is a good sign for the current students to be employable ready for such organisations.

6. Any other valuable insights in this Topic.

Industrial fourth revolution is the current trend in industries through which man, machine, product and process will be communicative

through which vast data will be captured from the floor/ shop level. This fourth revolution has various domains which may not be mandatory for all industries, they need to be combined and structured for achieving the desired results based on the industry. There seem to be a huge responsibility with engineers and management graduates who may be catalyst for such implementations, who should have driving capabilities for bringing the technology, solutions for the challenges in the digital arena.

4 KCT's KOED - Curating a Digital Learning System for the Future

Kumaraguru Institutions has launched Project Germinate, a comprehensive integrated platform that focuses on re-designing online learning. It was a phase shift from the conventional method of teaching/learning to the new-normal online learning system. The Task Force headed by Dr. Vinohar Stephen Raphael with representations from academic fraternity and students from Leadership Council looked at multiple dimensions and collected feedback from various stakeholders to identify the best practices for blended mode of teaching-learning resulted in the curation of an impactful online ecosystem. A blended online learning platform was modelled "Kumaraguru Online Education-KOED" with multi-pronged approach, leading to a paradigm shift in the conventional teaching learning process. The integrated technology-driven learning system with a futuristic perspective has successfully tapped the ethos of unique learning ecosystem of KCT to include active experiential learning, course design, assessment process and student wellness leading to ameliorated coordination between the learners, faculty members and administration. KCT has partnered with Microsoft to create collaborative classrooms where students and faculty members can seamlessly work together in MS Teams and share resources among themselves. The new student ERP platform, Kumaraguru's Integrated Technology for Education (KITE), shall bring students, faculty, parents, and other stakeholders to a single forum integrating all the modules and functionalities leading to enhanced learning and better connect.



Interview with

Dr. Vinohar Stephen Raphael

Associate Professor -Department
of Biotechnology, Team Lead of
Project Germinate, Kumaraguru
College of Technology, Coimbatore

vinohar.stephenraphael.bt@kct.ac.in

Your views on Enhancement of Course plan Design to incorporate Student Engagement and Digital tools for education

Not planning as they say is planning to fail. More so in Online education. Added to this online education diverges from traditional brick and mortar education, by its centrality to the learner centric approach. This necessitates a different approach to course design as well as course plan design as well. The structure of the course must be planned to accommodate the set of learners to which it is being prepared. The course plan has to place an emphasis of the end goals in mind. The backward course design is a standard tool used by online course designers, which basically has goals fixed and all other aspects of the course are derived to meet such a goal. This is important for online delivery, which is usually limited with respect to time available and synchronous interaction with the instructor.

Your views on Atomization of Class Scheduling and its Benefits

We are immersed in a work of notifications and the urgent. More so the GenZers. The attention span of an average college student is about 15 min. They will get uncomfortable beyond that and will be unwilling to invest longer durations unless the content is highly engaging. This is a challenge for faculty and the traditional mode of lectures for duration of 60 to 120 minutes. Here is where atomization of lecture into bit sized time blocks is important. This will engage the student and the learning outcomes will be better.

Your views on Technical and Technological aspects incorporated to enhance Digital education

Technology has broken barriers of space and time when it comes to education. The changes in pedagogy, called for by educationalists for decades, happened in a matter of months, thanks to the compelling situation due to Covid-19. This shift in pedagogy -learner centric, flipped education, peer to peer learning, etc., was possible only by technology, and the wide use of computing devices (such as Smart phones) with students, supported with a strong mobile data infrastructure set up in India by the Government.

Your views on Active and Passive Learning Strategies Incorporated to Augment Digital Education and Student Engagement

We have collated and put out a booklet in Project Germinate, on active learning strategies. It lists several strategies, how and when to use them.

Your views on Suitable Assessment Pattern and Aspects to Balance the Digital and Remote Learning

Assessment drives learning. At the same time, when the stakes of the exams go up, dishonesty rises, especially in non-proctored settings. So the way to go is low stakes, but frequent assessments. Project Germinate proposed that KOED uses this kind of assessment strategy.



5

Digital education at KCTBS

The online teaching is a potential model for resource deployment for students and a personal tool for self-development for the faculty. Online learning, which came as a panacea for the Covid-19 pandemic crisis, is increasingly seen as a new paradigm in education. E-learning is going to majorly impact the educational architecture and herald the arrival of a new normal. KCT Business School is geared up and equipped with state of the art technological tools for effective online teaching. State of the art communication modes were used for effective online teaching and also Learning Management Systems. Flipped teaching methods were primarily used and the class content and the documents were shared to students before the commencement of the classes. Live classes through online platforms were conducted and the engagement of students were ensured by using various online tools such as Breakout rooms in MS Teams, Online Quizzes, chats.

KCED

Learning Augmented



Tech Champions of KCTBS MS Teams



Dr. S. Jaisankar
Associate Professor



Mr. Vivek Raj S N
Assistant Professor

6

Students and Alumni Testimonials

Ms. Upasana Srinivasan,
I year MBA (Batch 2020-22)

I enrolled in Kumaraguru College of Technology Business School MBA program without considering any other options both for the prestige of KCT brand as well as the curriculum and exposure it offers. Hailing from a family with a KCT alumnus, this institution is also my family, one with an astounding professional record.



From admission process till date, the MBA journey has been rather smooth. The post COVID19, “New Normal” was slightly intimidating, however the FLIP session- a three day online orientation programme changed my perspective. I made several connections by the end of the third day. It was immensely motivating as well. If it had not been for the efforts of the faculty to arrange an online orientation, the successful execution of the same by members of The Students’ Association, we newly joined students might have been lost.

The regular semester modules are currently executed online with Kumaraguru Online Education (KOED) and KITE. The institution has leveraged technology to provide the best classroom experience for the students. Classes delivered through MS Teams using Synchronous and Asynchronous sessions are very efficient. The sessions are strategically arranged to reduce screen time for students. The weekly assessments also ensure students keep up with the Asynchronous; self-learning materials as well. I have gained a concrete, vital understanding of management of all verticals related to any business from the curriculum so far.

Apart from academics, all extra-curricular and co-curricular activities are also conducted online in parallel, to engage the students. The Students’ Association members from the first years’ were also selected using online interviews which was an eye-opener, as real interviews have now taken the digital mode in the market as well. I am the Chief Batch Officer, a member of SA, as well.



IF LEARNING IS AN ACT OF EXPLORATION, THEN TECHNOLOGY EQUIPS THE EXPLORER FOR THE JOURNEY OF A LIFETIME

The COVID19 pandemic has re-defined our perception of what is normal and has created greater challenges. It is not only the time to rethink the system but also the opportunity to visualize how it can evolve in tandem with our changing world.

Ms. Arunthathi K, II Year MBA (2019-21 Batch)

Post Covid19, the digital transformation in Higher Education across the globe has been significantly accelerated with the potential of the academic community and choices for the learning community soaring to new heights. Kumaraguru Institutions, realizing the need for a technological breakthrough has built “Kumaraguru Online Education” – KOED, an in-house online learning platform to meet the expectations of the current and aspiring students and to ensure a long-term institutional viability. Adding to the already existing Learning Management Systems ‘Moodle’ and communication platform ‘Microsoft Teams’, KCTBS has migrated into the cutting-edge ERP platform ‘KITE’. This migration made sure that we students do not feel left behind due to virtual classes and all information regarding online classes is readily available to us at one stop. This needed transition helped both the students and faculty by connecting them on the go and saved time and efforts in scheduling and attending the online classes. KCTBS went one step ahead in integrating all the three platforms so that students can have a holistic learning experience, thanks to the augmented learning and brains that have gone into designing the educational platform for the times ahead

Successful People Are Not Gifted; They Just Work Hard, Then Succeed On Purpose

Learning through KOED made me excited and thrilled. The concept Synchronous and Asynchronous sessions were new to us and breaking the semester into two cycles gave me relaxation from having longer screen time and got a chance to explore a new way of learning. The weekly quizzes and assignments of both Synchronous and Asynchronous sessions were well-planned which enhanced our self-learning capability, which is an important skill to develop in the new normal circumstances. The Synchronous and Asynchronous videos and notes helped me to understand the concept to the fullest and can be viewed as many as time we want and at any time had the greatest advantage of learning at our leisure. In short, KOED is a great virtual learning platform and it's really worth it!

Online classes have allowed me to truly capture the essence of the course content. It really pushed

my boundaries as a student to engage myself in the curriculum more than ever. Most importantly, I found myself creating a solid structure and routine to my life and my classes.

We were really worried about our placement which became very tough during the COVID pandemic. But our placement cell took enormous effort in bringing several companies for internship and placement purposes. In addition to that, the placement cell provided all kinds of help so that students can excel in their placement drives. The training programs conducted also helped us in building and enhancing our skills. All the faculty members are enthusiastic and always ready to help. It has been a splendid two year at KCT Business School. This college evolved and groomed my life. I am also grateful to my college for providing us the training and best of placement opportunities.

Didn't Realize Life At KCTBS Would Be A Streak Of Flash

KCT Business School not only concentrates in academics but also encourage students in participating in technical events and symposiums hosted by other colleges. This made me feel comfortable in presenting my ideas and views to other students and helped a lot in improving my confidence. I had a greater interest in managing a team and as a result, I was selected as the Vice-President of KCT Business School and acquired even more knowledge in managing a team. At the end of my final year, I got moulded perfectly for my career.

KCT also provides us hospitality with a medical dispensary which functions 24X7. Our hostel is very safe, and it is known for its cleanliness. Food provided is scrumptious which is healthy and highly hygienic. We are also provided with the sports complex and gym facilities inside our hostel. And the best part of my college life is I got such wonderful and lovely people as my friends, who are my greatest supporters.

"GREAT THINGS ARE DONE BY A SERIES OF SMALL THINGS BROUGHT TOGETHER. TO ACCOMPLISH GREAT THINGS, WE MUST NOT ONLY ACT, BUT ALSO DREAM, NOT ONLY PLAN, BUT ALSO BELIEVE"



Ms Hemapriya.K.S of Batch 2018 is currently employed as Team Manager- Amazon Customer Service, a Digital e-commerce platform. She is a proud KCT.BSian and has shared her experience of Learning at KCT.BS.

When I look back at my two years at KCT Business School, MBA program, I could strongly say that the experience not only made me a better person, but also prepared me in unpredictable ways for my career.

My experience as a Chief Events Officer at Student Association of KCT. BS, gave me real time professional experience to work and lead a team, which added a winning edge over my peers. The practices that I did during my college, I still carry it to my work, in terms of Planning an event, Documenting, Budgeting, Coordinating and handle dynamic challenges while executing. The workshops, projects and the curriculum were very practical and gave insights to the market happenings and technological updates. I was challenged to discover a voice I didn't know I had. The tasks and the experience, I held position as a Chief Events Officer was very much helpful and gave me a pre-exposure to handle a team that I am currently doing.

I developed myself overall and my skills during my time at KCT Business School. It was a wonderful time in my life, and the best educational experience

Ms Sruti M S (Batch 2019-21)

I have enrolled in a course of MBA in Marketing at KCT.BS in the year 2019. Before joining KCT.BS, my only aim was to get a job in a reputed company. Once I joined KCT.BS, I was given exposure to the practical and real time learning in the field of Marketing. Experienced instructors guided me at every step. The instructors in each course encouraged us to explore more avenues in the Management field. I would say KCT.BS is the best choice to do an MBA because every year KCT.BS updates the course syllabus and keeps abreast with the contemporary needs of the Industry.



7 Campus News

The COVID pandemic has brought into new perspective a lot of things in life, which we had taken for granted. The pandemic has accelerated shifts in the direction of thoughts and actions. It has also reinstated the fact that “Change is the only constant in life”. We all had to make changes in our everyday lives-both big & small. The new normal has become a catalyst to accept the role of technology in almost all realms of our lives. Be it education, healthcare, e-commerce, hospitality, we have made the shift to online mode with ease & elan.

These myriad changes, from personal adjustments to global shifts will have a lasting impact and this disruption has brought an emergence of common purpose, solidarity, creativity, and improvisation. While some of these disruptions are stop gap, like online classes, work from home, video consultations etc. but they also create scope to allow for blended learning, flexi work time & shift in expectations from students. We at KCT Business School have made the shift and are constantly empowering our student and faculty to keep pace with the new normal. Read on to keep abreast with the happenings in KCT BS.

KCT Business School is a proud ACBSP Member. International or National business school accreditation assures students that an institution of higher learning adheres to high quality standards based on the latest research and professional practice. ACBSP is Accreditation Council for Collegiate Business Schools and Programs (ACBSP) that accredits private and public schools, which offer associate's, baccalaureate, master's and doctoral-level business degrees, and focus on teaching. The ACBSP's national accrediting standards place an emphasis on how the school achieves teaching excellence through outcomes assessment. The accreditation standards are based on quality and the continuous improvement process.



As a kick-off event for International accreditation, KCT Business School organized a Webinar on ACBSP Accreditation – A Curtain Raiser on February 12, 2021. Dr. Uma Pricilda, Associate Professor, VIT Business School, Vellore was invited as a resource person for the program. The speaker walked through the various processes that are required for ACBSP accreditation. Emphasized the need for continuous improvement and highlighted the critical areas to be addressed under each criterion and stressed the need for the documents that are to be maintained during the committee visit. The resource person also shared her experiences at various stages during the accreditation at VIT Business School. Faculty and staff from Business School interacted with the speaker clearing their doubts in the accreditation process

Academics

New Academic Program / Revision

XIX Board of Studies

The XIX Board of Studies(BoS) for KCT Business School was scheduled and conducted on November 25, 2020 with its constituted members across various academia and industry. The programme included the submission of amended regulation and curriculum of KCT.BS for approval enacted during the year. In addition, the **curriculum and regulation for the new programme- MBA [Innovation, Entrepreneurship and Venture Development]** programme was put up across the board for discussion and approval.

XX Board of Studies

The XX Annual Board of Studies meeting of KCT Business School was conducted on June 19, 2021 through online mode. The main agenda of the meeting was to table up the **new regulations and curriculum planned for MBA and MBA (IEV) programs from the academic year 2021 onwards.** The meeting was chaired by Dr. Mary Cherian, Head of Department, with 15 internal members and 9 external invitees from various fields of specializations, to discuss on the various outcomes of the newly proposed regulations and curriculum. The session witnessed effective deliberations and interactions.





New Programs

Launch of NSDC-PMKVY Program for Handloom Weavers at Coimbatore Centre for Weavers

Kumaraguru Institutions: KCT Business School & Department of Fashion Technology-KCT, in partnership with National Skill Development Council (NSDC)- Textile Sector Skill Council launched a training program for the handloom weavers of Samathur, Pollachi under the PMKVY's Recognition of Prior Learning (Camp Mode) scheme from December 2019 to March 2020. A grant to train the handloom weavers was received under the PMKVY's Recognition of Prior Learning (Camp Mode) scheme. An online assessment was conducted by Mr. Vignesh Raja, Technical Officer, Textile Sector Skill Council, New Delhi on January 2, 2020. The objective of the assessment was to certify the weavers and experts with rich experience in the job roles of Jacquard Weaver – Handloom, Hank Dyer, Textile Designer by the NSDC – Textile Sector Skill Council, New Delhi. The Coimbatore Center for Weavers, Kumaraguru College of Technology is authorized by NSDC as a facilitating center to train and certify the weavers of Coimbatore and Samathur cluster.

Centre for Weavers, Bhavani

The Centre for Weavers, Bhavani–The Carpet City, was inaugurated on January 30, 2021 by Shri. Shankar Vanavarayar, President, Kumaraguru Institutions. The centre was launched with a vision to preserve, protect and promote the handloom legacy of Bhavani-The Jamakkalam-blankets and carpets manufactured in Bhavani in Erode district, Tamil Nadu. It has been recognized with a Geographical Indication (GI) by the Government of India in 2005-06. The Centre aspires to enhance productivity and design innovation through technological intervention and increase the market scope through collaborative business model. Dr. Poongodi B, Assistant Professor, Marketing is the Principal Co-ordinator in the project.

Diploma in Banking

KCT Business School launched a 10-month Diploma programme “Diploma in Banking” for students of Business School. The classes commenced on March 3, 2020. 19 students enrolled for the programme. The courses were handled by experienced faculty from the banking sector. The course ran across the semester.



Diverse Learning @KCT. BS

Students learn in different ways and often come to a course with different backgrounds and levels of preparedness. To stimulate student interest in course , diverse learning styles are adopted to help the student achieve their perspective in the management program

Panel Discussion – Budget 2020-2021

A panel discussion on Budget 2020-21 was conducted for II MBA (2018-20 batch) and I MBA (2019-21 batch) on February 13, 2020. It was moderated by Dr.S.Swaminathan, Professor, Finance, KCT.BS. The session began with the welcome address by Dr.V.R.Nedunchezian, Professor, Finance, KCT.BS. The panel included members from different industry sectors & institutions, who shared their perspective on the budget:

Mr.K.Ravi, CFO, Roots Industries India Limited discussed about Direct Taxes and NRI Taxation and also about the Dividend Distribution Tax.

Mr.Mahendra Ramdas, MD, Mahendra Pumps deliberated the impact of the budget on Start-ups and how single window clearance helps entrepreneurs to start a business with ease.

Mr.R.Krishnan, VP, Aquasub Engineering discussed about the solar pumps scheme of the government and how it aids the manufacturing industry.

Mr.Rajiv Ramaswamy, Secretary, CREDAI spoke on the impact of budget on the housing sector and about the rent control act.

Dr.V.Mohanasundaram, Professor, PSGCAS spoke on the economic aspects of the budget and its impact on the common man.

Mr.M.Karunanidhi, Insurance Advisor discussed about the budget and its implications on the tax payer and the impact of Dividend Distribution Tax and how it affects investments.



Project Germinate- Learning Augmented- KOED

The COVID19 pandemic has re-defined our perception of what is normal and has created greater challenges. In this context, introducing integrated and experiential learning, with a greater emphasis on technology has become imperative. Hence comes the scope for a new blended learning format -KOED- Kumaraguru Online Education.

Adapting to the new normal, the regular semester modules have been transfigured into a constructive online classroom structure with

- Consistent mentoring for learner wellness and progression
- Specific modules for outcome-based learning
- Continuous and embedded assessments
- Synchronous and Asynchronous Sessions
- Blended Marquee Online Programme
- Peer Learning

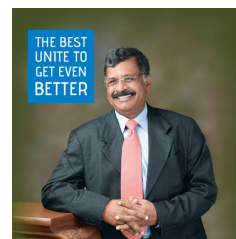
Budget 2021- 2022 Panel Discussion

The panel discussion on “Budget 2021” started with a welcome address by the Panel moderator Dr. Swaminathan S, Professor & Head Corporate Relations, followed by Mr. K. Annamalai, Chairman of Annamalai Capital Services Private Ltd, Coimbatore on his view on Capital Markets and Budget 2021.

Mr. K. Ravi Chief Finance Officer, Roots Industries India Limited, Coimbatore gave insights on Taxation and Budget 2021.

Mr. V. Krishna Kumar, Vice President (Sales & Marketing), Aqua Sub Engineering, Coimbatore provided a wider dimension on the impact of Budget 2021 on the Manufacturing Sector and

Mr. Illamurugu K, Vice President, HDFC Bank, Coimbatore put forth the key aspects of the Budget 2021 on the Banking perspective. Over 200 participants attended the session which included KCT BS faculty, Students of I & II MBA.



Market Survey for Bhavani Jamakkalam

The Coimbatore Centre for Weavers, KCT organized a visit to the carpet city-Bhavani on January 20, 2021, to study the socio-economic status of handloom weavers and business opportunities for the product “Jamakkalam”. A team consisting of student volunteers from KCT Business School (Batch 2020-22) and Dept of Fashion Technology under the guidance of Dr. B. Poongodi, interviewed 17 handloom weavers of Periamolapalayam village, Bhavani Taluk using snowball sampling method. The team collected data with the help of an unstructured questionnaire containing around 40 variables through personal interview method. Analysis has helped the CCW to identify the requirements of handloom weavers and the carpet industry to take the trade forward and make it sustainable.



IIT-B Spoken Tutorial

88 Students of I MBA completed the IIT Bombay Spoken tutorial Courses on R, and 6 students of II MBA attended the course on Python conducted online, through Self Study mode from January 11 to February 11, 2021.

Certification Programs Conducted

S.No	Date	Theme of CP	Batch	Certifying Body
1	Nov 2 - 7, 2020	Retail Banking	Batch 2019-2021	Stratadigm Education and Training Pvt Ltd, Secundrabad
2	Nov 2 - 6, 2020	Investment Management for Start Ups	Batch 2019-2021	Orenda Social Enterprise
3	Nov 2 - 3, 2020	Transactional Analysis and Neuro Linguistic Programming.	Batch 2019-2021	Asha- Centre for Counselling & Training
4	Nov 2 - 8, 2020	Marketing Analytics	Batch 2019-2021	M/s. Brainswig Edutech Pvt Ltd. Chennai.
5	Nov 2 - 6, 2020	Lean Six Sigma Green Belt	Batch 2019-2021	TUV(SUD), Germany

Workshop Conducted

No	Date	Guest Faculty Name	Topic	Batch
1	Jan 20, 2020	Mr. Vanthematharam A Madavan <i>Director AGNI and Corporate Trainer</i>	Safety and Health at Work	Batch 2019 - 2021
2	Feb 24, 2020	Mr. Nanda Lal <i>Customer Engagement Manager, EBSCO & IEEE India</i>	Literature Search using EBSCO Database	Batch 2019 - 2021
3	May 20-21, 2020	Mr. Arunraj Manikraj <i>CEO Orenda Social Enterprise</i>	Design Thinking	Batch 2019 - 2021
4	Sep 29, 2020	Mr. Ganesh S <i>Founder Partner, LearnBiz Simulations, Chennai</i>	Key Modern Marketing Metrics	Batch 2019 - 2021
5	Nov 17- 20, 2020	Mr. Lakshmanan. S & Mr. R. S.Mani <i>Proprietor, VLamp Academy</i>	Banking Transactions	Batch 2019 - 2021

6	Dec 20, 2020	Dr. Varadharajan P <i>Financial Analyst & Stock Market Consultant</i>	Derivatives	Batch 2019 - 2021
7	April 19 & 24, 2021	Mr. Dinesh Kumar <i>Project lead, Lantrasoft Private Limited, Coimbatore</i>	Introduction to Business Intelligence using Tableau	Batch 2020 - 2022
8	May 20, 2021	Mr. Lakshmanan. S <i>Proprietor, VLamp Academy</i>	Asset Liability Management in Banks & Reading and Interpreting Bank Balance sheet	Batch 2020 - 2022
9	June 1- 4, 2021	Dr. Lakshmi Meera BL <i>Forge, KCT</i>	Design Thinking	Batch 2020 - 2022

Entrepreneurial Initiatives

Entrepreneurs and businesses form an essential part of the society. Entrepreneurs play an important role in bringing up the society in terms of financial and human resources. India is an emerging economy requiring more and more successful young entrepreneurs to meet the growing needs of the country. It is the responsibility of the education system and the parents to motivate young aspirants to become entrepreneurs.

FDP on Enterprise & Entrepreneur Development, EDII

FDP on Enterprise & Entrepreneur Development, sponsored by EDII, Ahmedabad under the aegis of NSTEDB, DST, Government of India was inaugurated on February 10, 2020. Prof. Dr. R. Ganesan, Founder & Chairman, National Foundation for Entrepreneur Development (NFED) was the Chief Guest and delivered the inaugural address. A total of 48 sessions covering 12 days was conducted as a part of this FDP. Teachers from about 20 colleges took part in the program. The program concluded on February 22, 2020 with the valediction and distribution of certificates.

Webinar on Secrets from the Master's on Entrepreneurship

A webinar on Secrets from the Master's on Entrepreneurship was organized during July 20 -24, 2020. Facilitators included Mr. Vijay, Tax Lawyer - Founder B Alpha Solutions,

Mr. Santosh Sharma – Founder, Book My Jet & CEO Foresee Aviation, Mr. Himanshu Takkar - Co-Founder : Agama; Mr. Gowrishankar- Founder: Embark Corpserve -Reg Trademark Agent, Mr. Adhavan - Information & Technology (IPR) Patent Agent . Over 500 participants registered and participated in this webinar.

The Start-up Enterprise and Innovation

Mr Hetal Sonpal, a Start-Up evangelist, a motivational speaker and a voracious reader delivered a talk on the Start-Up Enterprise and Innovation. Around 110 students from KCT institutions and other institutions attended the program. The resource person impressed upon the need to act on setting up an enterprise and not just contemplate, he also initiated the student community to acquire relevant knowledge and skill and most importantly to adopt perseverance as an attitude. He has offered to provide consultation to write blogs in LinkedIn and has initiated students and faculty to partner with him in the process.

Taking Innovation to Market

A webinar on Taking Innovation to Market was organized on 13 December 2020, as a part of the Managing Innovation course. Mr. Leelakrishnan, Founder Renuka Industries spoke of identifying what the society needs, to provide better products based on the needs of the consumers. He shared his journey in production & patenting of his company's products. He motivated the students to understand the concepts and acquire basic knowledge of the subjects they are learning. Students interacted with him on various aspects of innovation. 38 students from Engineering & Business School attended the webinar.

Start-up Business Fundamentals

A talk on Start-up Business Fundamentals by Mr. Husain Ahmed, Managing Director of Cheran Academy was organized on May 21, 2021. 131 students of IMBA (Batch 2020-21) participated in the talk. The resource person highlighted the approach for a young entrepreneur to become successful. A brief explanation about the process and procedures to be carried out was given by the speaker.



Let's talk the MATH of INNOVATION

The guest talk on “Let's talk the Math of Innovation” was organized for the MBA batch of 2020 - 2022. The resource person was Mr. Bharathi Athinarayanan, Principal Engineer at Unisys, Bangalore. He is best identified as an Innovator by heart who likes to transform the industry for greater good under his mentorship, hundreds of people got into the bandwagon of Automation and Innovation. The guest speaker commenced the session by discussing some of the real time examples by using the basic mathematical implications on Innovation (i.e., addition, subtraction, multiplication, and division). The ground motive for organizing this talk was to lay the foundation for the Innovators track which was introduced to the MBA batch of 2020 - 2022.

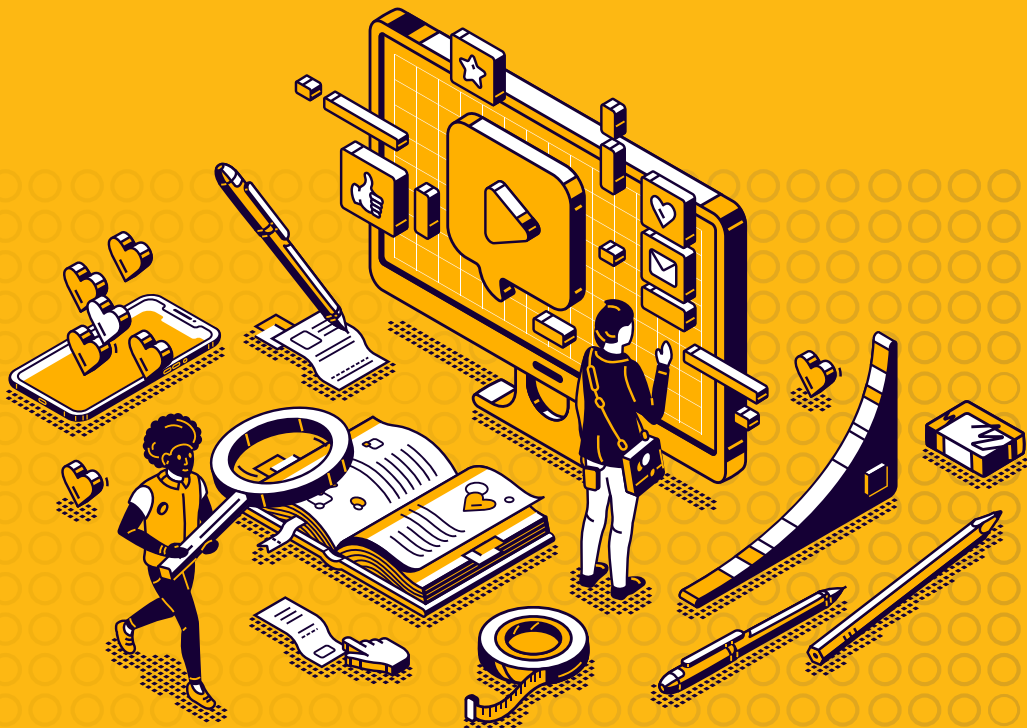


Research

Research is essential for businesses to train students & keep academicians abreast in different fields of business. Business research can relate to economics, business strategy and ethics, in fact, anything associated with modern business and trade.

Ph.D Viva voce

Susana D, Assistant Professor, defended her thesis entitled A study on Investor Behavioural biases, Financial Literacy and Volatility Index at PSG Institute of Management, PSG College of Technology, Coimbatore on January 7, 2020 under the aegis of Dr. V. Srividya, Professor, PSG Institute of Management, PSG College of Technology, Coimbatore.



S.no	Research Forum	Forum Topics	Facilitator
1	September 29, 2020	EMIS Database	Mr.Kata Anjanellu <i>Business Development Manager of EMIS</i>
2	October 3, 2020	Publishing in Indexed Journal and Improving Citations	Dr.Elumalai Kannan <i>Associate Professor, Centre for the Study of Regional Development, Department of Social Sciences, Jawaharlal Nehru University, Delhi</i>
3	November 7, 2020	Guidelines & Details on Research Proposal- ICSSR Grants	Dr.V Srikanth <i>Head- School of Marketing & Coordinator (Research), Institute of Public Enterprise, Hyderabad</i>
4	December 5, 2020	Preparing a Successful Research Proposal	Dr.Jaisankar S <i>Associate Professor, KCT Business School</i>
5	January 8, 2021	EBSCO Online Training	Mr.Nanda Lal <i>Sr. Training Manager, EBSCO Information Services</i>
6	February 6, 2021	Science Technology and Innovation Policy	Dr.Poornima Wasdani <i>Associate Professor, School of Business, Royal Roads University, Canada</i>
7	March 6, 2021	Experience sharing on publishing in A Star, A and FT50 Journals	Dr. Bhadwaraj S <i>Director Research, Great Lakes Institute of Management, Chennai</i>
8	May 15,2021	Systematic Literature Review	Dr.N Barnabas <i>Professor, Narsee Monjee Institute of Management (NMIOM), Bengaluru</i>

Publications & Presentations

Book Publication

Dr. Deepa Manickam has published a book titled “**Career Expectation of Millennial’s and their impact on Employee Engagement in Banks**”, published by Harshwardhan Publication Pvt Ltd, Edition: June 2020, ISBN: 978-81-945173-9-9

Faculty Journal Publications

Dr. Nalini, P. & Ihshanullah, M. (2020). **A Predictive Model on Impact of Merchandising on Consumer Buying Behaviour with Special Reference to Food Category in FMCG**. *The Journal of Indian Institute of Management*. January 2020.

Dr. Nedunchezian, V, R. & Suresh, Babu, R. (2020). **Factors Influencing Customers Buying Decision towards Shopping Online and Offline with Reference to Coimbatore City.** *Academy of Marketing Studies Journal*, indexed in ABDC, Volume 24, Issue 1, 2020, 1528-2678-24-1-266

Dr. Susana, D. & Dr. Srividya, V. (2020). **Impact of US Macroeconomic Announcements on Indian Equity Market: Empirical Evidence from Indian Volatility Index.** *Our Heritage* (2020), pg. 220-228. (ISSN No. 0474- 9030 & UGC Care Listed Journal)

Dr. Mohanamani, P. & Sangeetha, V, M. (2020). **Market Efficiency of Agricultural Commodity Futures Market in India.** *Journal Test Engineering and Management*, Vol 82: Jan/Feb 2020.

Dr. Vinayagasundaram, R. (2020). **Implementation of Business Process re-engineering using Lean and Green Strategy in Manufacturing Industry.** *American Institute of Physics-AIP Conference Proceedings* 2207, 020010 (2020); <https://doi.org/10.1063/5.0000080>

Dr. Shripria, V. (2020). **A study on Boot Strapping Financing Methods Employed in Indian Small & Medium Scale Enterprises.** *Test for Engineering and Management Journal*. ISSN : 0193-4120 Volume 83, March-April 2020, 19243-19254

Dr. Deepa, M. (2020). **A Study on Employee Experience at Engineering and Business Solutions Private Limited, Coimbatore.** *Test for Engineering and Management Journal*. ISSN : 0193-4120 Volume 84, May-June 2020, 253-260

Dr. Susana, D, & Dr. Srividya, V. (2020). **The Indian Volatility Index (IVIX): Examination on the Stylized Facts & its Relationship with Nifty Index.** *Test for Engineering and Management Journal*. ISSN : 0193-4120, Vol:83,pp:19208 to 19223

Suresh, Babu, R. & Dr. Nedunchezian, V, R. (2020). **Digital Distractions: Scaling up with Technology.** *International Journal of Management*, Volume 11, Issue 09, September 2020, pp. 841-848. Article ID: IJM_11_09_078. *Journal Impact Factor* (2020): 10.1471; ISSN Print: 0976-6502 and ISSN Online: 0976-6510; DOI: 10.34218/IJM.11.9.2020.078; © IAEME Publication. **Scopus Indexed**

Elamaran, N., Dr. Nedunchezian, V, R., & Suresh, Kumar, P, K.(2020). **Perception of Employees towards TPM Implementation in Foundry Industry with reference to Coimbatore District.** *International Journal of Management, Technology & Social Sciences (IJMTS)*, A refereed Journal of Srinivas University, Mangalore. ISSN:2581-6012; Vol-5; No-2;September 2020; pp-167-186

Monisaa, Tharani, S, K., & Vivek, Raj, S, N. (2020). **Predicting Employee Turnover Intention in IT&ITES Industry Using Machine Learning Algorithm.** *Proceedings of the Fourth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC)* Published in *IEEE Xplore* - **Indexed in Scopus**, pages: 502, ISBN: 978-1-7281-5463-3

Dr. Jaisankar, S., Dr. Nalini, P., & Krishna, Rubhiga, K. (2020). **A Study on Low-Cost Smart Kit for Coconut Farm Management.** *Proceedings of the Fourth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC)* Published in *IEEE Xplore* - **Indexed in Scopus**, pages: 162-166, ISBN: 978-1-7281-5463-3

Dr. Susana, D., & Ajith, T. (2020). **A Study on Financial Performance of Non-Banking Financial Companies.** *Inspira- Journal of Commerce, Economics and Computer Science*, July-Sep 2020, Vol. 6, Issue 8, pp 43-50 (ISSN No. 2395-7069)

Dr. Susana, D., & Hariprasath, S. (2020). **A Study on Dynamic Linkages between Global Stock Markets during COVID-19 Pandemic.** *Inspira- Journal of Commerce, Economics and Computer Science*, July-Sep 2020, Vol. 6, Issue 8, pp 57-67 (ISSN No. 2395-7069)

Dr. Susana, D. (2020). **A Study on Adoption of Online Stock Trading with Special Reference to Coimbatore City Based on UTAUT Model.** *Inspira- Journal of Commerce, Economics and Computer Science*, July-Sep 2020, Vol-6; Issue-8; pp:355-364; ISSN: 2581-7930, Impact Factor:5.26

Dr. Jaisankar. S., Dr.Nalini. P., & Krishna Rubhiga. (2020). **Investigation on the Key Performance Indicators on Re-Categorization of Khadi Institutions: A Literature Review.** *Journal of the Maharaja Sayajirao University of Baroda*. November 2020; Vol-54; Issue-3; pp-14—143; ISSN: 0025-0422; UGC Care with Impact factor 4.70

Dr. Susana, D. (2020). **A Study on Calendar Anomalies in the Crypto Currency Market.** *Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020. IFIP Advances in Information and Communication Technology*, Vol 617. Springer, Cham. Dec-20; Vol: 617; pp-166-177; Print ISBN 978-3-030-64848-0. **Scopus Indexed**

Dr. Susana, D. (2020). **Does Herding Behaviour among Traders Increase during COVID Pandemic: Evidence from the Crypto currency Market.** *Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020. IFIP Advances in Information and Communication Technology*, vol 617. Springer, Cham. Dec-20; Vol: 617; pp-178-189; Print ISBN 978-3-030-64848-0. **Scopus Indexed**

Dr. Mary Cherian., & Dr. B, Poongodi. (2020). **Digital Interventions and Technology Adoption among Paddy Farmers in Tamil Nadu.** *Indian Journal of Rural Education and Engagement published by Mahatma Gandhi National Council for Rural Education, Ministry of Higher Education with ISBN 978-9389431-40-7, Volume 7, September 2020.*

M, Balaji., S, N, Dinesh., A, P, Arun & Dr. Jaisankar, S. (2020). **Striving for Supply Chain Integration through Balance Scorecards.** *Industrial Management; November-December 2020; pp 29-31.*

Dr. Nedunchezian, V., R., & Dr. Amirtha, A. (2021). **Effectiveness of Risk Management with Reference to City Union Bank.** *Ilkogretim Online- Elementary Education Online*, 2021; Vol:20; Issue:5; pp: 1689-1698; doi: 10.17051/ilkonline-2021.05.185. **A Scopus Index Publication**

Dr. Nedunchezian, V., R., & Dr. Amirtha, A. (2021). **Impact of Economic Indicators towards Performance of Indian Capital Market.** *Ilkogretim Online- Elementary Education Online*, 2021; Vol:20; Issue:5; pp: 1689-1698; doi: 10.17051/ilkonline-2021.05.188. **A Scopus Index Publication**

Devi.M., Chipi, Chakravarthy,R., & Dr. Jaisankar, S (2021). **A study on factors influencing the Satisfaction of Millennial Women during online shopping.** *DJAME Journal of*

Management Research; January 2021, Vol: II, Issue:2, pp:15-30

Dr.B.Poongodi., Dr. G.Ramakrishnan., Niveda, R., & Gowtham, S. (2021). **Kenaf - A 'promising way into sustainable Textiles Environment Development of Kenaf-Cotton Blended Yarn and Fabrics for Sustainable Textiles.** *International Research Journal of Engineering and Technology (IRJET) Volume 8, Issue 4, April 2021, S.No: 984.*

Dr. V.Kannan. (2021). **Content Based Image Retrieval (CBIR) for Storing of Products.** *The Turkish Journal of Computer and Mathematics Education – Volume 12, Issue 4, April 2021 - page numbers 277 - 281 with e- ISSN number 1309 - 4653. Scopus Indexed*

Madhusudhan, Bhavathula & Dr. S., Jaisankar. (2020). **An Insight of 'Relocations Business' & Necessary Documentation In 'Freight Forwarding' Industry.** *International Journal of Management, Vol-11; Issue-12, December 2020;pp-3375-3387; ISSN-0976-6502;DoI -10.34218/IJM.11.12.2020.315; Scopus Indexed publication*

Dr. Sangeetha, S., & Dr. Chitra, K. (2021). **Solvency and Survival of Microfinance Institutions: An Indian Scenario-Policy Implication to Improve Endurance.** *Indian Journal of Finance and Banking, April 2021, Vol-5, Issue- 2, pp-130 -140, ISSN: 2574-609X (Online), doi- 10.46281/ijfb.v5i2.1097, Indexed ABDC Journal*

Dr. Deepa, Manickam., & Dr. A, Latha. (2021). **A study on Emotional Intelligence and its impact on Employee Performance in Service Sectors of Coimbatore District.** *Turkish Journal of Computer and Mathematics Education, Vol-12, No-11, pp-4636-4646, with e- ISSN number 1309 - 4653. Scopus indexed Journal.*

Dr. Latha, A., & Dr. Deepa, Manickam. (2021). **Strategic Market Orientation & Financial Performance: The Study of Insurance Organization in India.** *Journal of Psychology & Education, Vol. 58(2),ISSN 00333077*

Thenmozhi, G., Dr. Mary, Cherian., & Nirmala, M. (2020). **Impact Analysis on Change in Climatic Conditions Due to the Development of Highway Roads and Other Infrastructures at Coimbatore - An Evidence.** *SESBT 2020, IOP Publishing Ltd, IOP Conference Series: Earth*

and Environmental Science, Volume 573, (2020) 012006 IOP Publishing doi:10.1088/1755-1315/573/1/012006. **A Scopus Indexed Publication**

Thenmozhi, G., Dr. Mary, Cherian., Nirmala, M. & Lalitha, R. (2021). **Effect of Destruction of Trees on Highway Roads and Its Impact on Climate Change at Coimbatore – A Case Study.** ICRIET 2020; IOP Conf. Series: Materials Science and Engineering; Vol-1070; (2021) 012044; IOP Publishing doi:10.1088/1757-899X/1070/1/012044. **A Web of Science Publication**

Thenmozhi, G., Dr. Mary, Cherian., Nirmala, M. & Lalitha, R. (2021). **An Intensive Online Survey of Climate Change Due to Development of Roads and Bridges on the Highway Road at Coimbatore – An Evidence.** ICRIET 2020; IOP Conf. Series: Materials Science and Engineering; Vol-1070; (2021) 012045; IOP Publishing doi:10.1088/1757-899X/1070/1/012045. **A Web of Science Publication**

Dr. Poongodi, B., Dr. Ramakrishnan, G., & Monisaa, Tharani, S, K. (2021). **Entrepreneurial Pursuits of Weavers in Low Resource Handloom Industry.** Turkish Online Journal of Qualitative Inquiry Volume 12, Issue 6, June 2021, pp 1166 - 1181. E-ISSN 13096591.

Faculty Research Paper Presentation

Dr. P Mohanamani, presented a paper on A Study on Determinants of Profitability on Firm Performance at the Sixth Biennial Conference of the Indian Academy of Management held at **Indian Institute of Management Tiruchirappalli**, January 2 - 4, 2020

Dr. Deepa Manickam, presented a paper on A Study on Millennium Engagement in Top Five Private Sector Banks in Coimbatore District at the Sixth Biennial Conference of the Indian Academy of Management held at **Indian Institute of Management Tiruchirappalli**, January 2 - 4, 2020

Dr. Kirupa Priyadarsini presented a paper on Employee Attitude as Mediator between the CSR and Subjective Organization Performance: An

Empirical Evidence from Indian Banking Sector at the Sixth Biennial Conference of the **Indian Academy of Management held at Indian Institute of Management Tiruchirappalli**, Jan 2 - 4, 2020

Dr. D. Susana & Dr. Srividya, V presented a paper on Impact of US Macroeconomic Announcements on Indian Equity Market: Empirical Evidence from Indian Volatility Index, at the Indian Council of World Affairs sponsored 8th International Conference INDIA-SAARC Trade Cultural and Economic Development held at **Vivekanandha College of Arts and Science for Women** on February 10 & 11, 2020

Dr. Mary Cherian presented a paper on, Laundry care in India: An inquiry into the Quality of Delivered Service at the International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) powered by **National Foundation for Entrepreneurship Development (NFED) in association with Apollo MedSkills Ltd (AMSL)**, Hyderabad, at AMSL, Chennai campus on February 28, 2020

Dr. Mary Cherian & Dr. Thenmozhi, presented a paper on, An Empirical Investigation into Consumer Attitudes and Preference Towards Electric Vehicles at the International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) powered by **National Foundation for Entrepreneurship Development (NFED) in association with Apollo MedSkills Ltd (AMSL)**, Hyderabad, at AMSL, Chennai campus on February 28, 2020

Dr. Sangeetha S, presented a paper on Analysing the credit risk of Micro Finance Institutions- A Qualitative Approach at the International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) powered by **National Foundation for Entrepreneurship Development (NFED) in association with Apollo MedSkills Ltd (AMSL)**, Hyderabad, at AMSL, Chennai campus on February 28, 2020

Dr. Mary Cherian, presented a paper on Impact Analysis on Change in Climatic Conditions due to the Development of Highway Roads & Other Infrastructure in Coimbatore-An Evidence at the 2 days virtual International Conference

on Sustainable Energy Solutions for a Better Tomorrow, organized by **School of Mechanical Engineering (SMEC), Vellore Institute of Technology, Chennai** on August 23-24, 2020.

Dr. Susana D and Ms Madhumitha SS presented paper on A Study on Consumer Behaviour towards Choosing a Bank to Avail Loan: With Special Reference to Erode & Coimbatore District at the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020.

Dr. Susana D and Ms Jaisri Sita presented paper on A Study on Relationship between Macro Economics Factors and Stock Markets- Evidence from India at the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020

Lakshmi Prabha and Dr. Mohanamani. P presented a paper on Determinants of Loan Losses- Bank Specific and Macro Economic Factors: A Panel Data Approach at the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020

Dr Jaisankar S & Dr. Nalini P , presented a paper on Investigation on the Key Performance Indicators on Re-categorization of Khadi Institution: A Literature Review at the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020

Dr Shripria V, Dr Srividya V and Ms. Nivetha Ranganayaki, presented a paper on A Study to Identify Market Opportunities and Customer Preferences of Banana Fiber Saris at the AICTE Sponsored International E- Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India, organized by Department of **Management Studies of Nandha College of Institute of Technology** on September 15, 2020.

Dr. Nedunchezian VR, presented a paper on Analysis of Financial Soundness of Public and

Private Sector Banks in India at the AICTE Sponsored International E- Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India, organized by Department of **Management Studies of Nandha College of Institute of Technology** on September 15, 2020.

Dr. Jaisankar S presented a paper titled Small Farm Management: Adoption of AI and IOT at the AICTE Sponsored International E- Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India organized by Department of **Management of Nandha College of Technology** on September 15, 2020

Dr. Jaisankar S & Dr. Nalini P A Study on IoT based Low-Cost Smart Kit for Coconut Farm Management at the 4th International Conference on I-SMAC (Social, Mobile, Analytic & Cloud) organized by **SCAD Institute of Technology** on October 7-9, 2020

D Monisaa Tharani SK & VivekRaj SN presented a paper on Predicting Employee Turnover Intention in IT&ITES Industry Using Machine Learning Algorithm at the 4th International Conference on I-SMAC (Social, Mobile, Analytic & Cloud) organized by **SCAD Institute of Technology** on October 7-9, 2020

Dr. Sangeetha S, presented a paper on Impact of COVID-19 Pandemic on Sectoral Indices Listed in NSE at the First Rajagiri Management Conference conducted by Rajagiri Business School, Kochi in association with **Rajagiri College of Social Sciences and Victoria University of Wellington, New Zealand** on October 15 & 16 2020

Dr. Sangeetha S, presented a paper on Comparative Analysis of Major Indices of Indian Stock Exchange vs G7 Countries Stock Exchanges at the First Rajagiri Management Conference conducted by Rajagiri Business School, Kochi in association with **Rajagiri College of Social Sciences and Victoria University of Wellington, New Zealand** on October 15 & 16 2020

Dr. Sangeetha S, presented a paper on Leveraging Digital Channels to Enhance Customer Experience at the Second International Virtual Conference - International

Conference on Contemporary Practices of Technology and Management for Economic Growth 2020 conducted by **VIT Business School Chennai** on October 23-24, 2020

Dr. Sangeetha S, presented a paper on Impact of Macro-Economic Indicators on Indian Capital Market at the Second International Virtual Conference - International Conference on Contemporary Practices of Technology and Management for Economic Growth 2020 Conducted by **VIT Business School Chennai** on October 23-24, 2020

Dr. Sangeetha S, presented a paper on Impact of Foreign Direct Investment on Sectoral growth of Indian Economy at the Second International Virtual Conference – International Conference on Contemporary Practices of Technology and Management for Economic Growth 2020” conducted by **VIT Business School Chennai** on October 23-24, 2020

Dr. V. Kannan presented a paper on A Study on Cycle Time Reduction in the Manufacturing of Garments at the International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) organized by **VIT Business School, Vellore Institute of Technology, Chennai** on October 23 & 24, 2020

Dr. V. Kannan presented a paper on A Study on TPM Practices in a Die casting Firm at the International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) organized by **VIT Business School, Vellore Institute of Technology, Chennai** on October 23 & 24, 2020

Dr. Latha A, presented a paper on Socio Economic Impact of COVID 19 Lockdown Measures on Households at the International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020), organized by **VIT Business School, Vellore Institute of Technology, Chennai** on October 23-24, 2020

Dr. P Mohanamani, presented a paper on Determinants of Corporate Debt Maturity of Indian Firms at the 2nd Rajagiri Conference on Economics and Finance organized by **Rajagiri Business School, Kochi** on November 5-6, 2020

Dr. Sangeetha S presented a paper titled Impact of Financial Crisis on Indian Stock Market - A Structural Break Analysis at the FI International Research Conference November 2020, conducted by **Indian Institute of Finance** on November 7, 2020

Dr. Sangeetha S presented a paper titled A study on the impact of monetary and Fiscal Policy on the Indian Economy at the FI International Research Conference November 2020, conducted by **Indian Institute of Finance** on November 7, 2020

Dr. V. Kannan presented a paper on A Study on Brick Manufacturing Lead Time Reduction Using Lean Tools at Salem at the Third International Virtual Conference on Operations Management (ICOM2020) organized by **ICFAI Business School, Hyderabad** on November 20-21, 2020

Dr. Susana D and Dr V Srividya presented a paper on A Study on Impact of Behavioural Biases on Investment Decisions of Equity Market Investors at the SCMS Social Science International Research Colloquium 2020, organized by **SCMS Cochin School of Business** on December 10-11, 2020.

Dr. Susana D, Dr. Mohanamani P and Ms P GuruKanikshaa, presented a paper on A Study on Adoption of Digital Cashless Transactions by Consumers using Extended UTAUT-2 Model at the SCMS Social Science International Research Colloquium 2020, organized by **SCMS Cochin School of Business** on December 10-11, 2020. This paper won the **Best Paper Award**

Dr. Susana D and Kavishanmathi J K, presented a paper on Does Herding Behaviour among Traders Increase during COVID Pandemic: Evidence from the Crypto currency Market in the IFIP WG8.6 Conference, organized by **IIM Trichy** on December 17-19, 2020

Dr. Susana D and Sreejith S, presented a paper on A study on Calendar Anomalies in the cryptocurrency market in the IFIP WG8.6 Conference, organized by **IIM Trichy** on December 17-19, 2020

Dr. Deepa Manickam presented a paper on Promotion of Sukanya Samriddhi Yojana and Upliftment of Girl Children - Sustainable Development Goal 5- Gender Equality at the Virtual International Conference on Translating Sustainable Development Goals (SDGs) into Action organized by **Kristu Jayanthi College, Bengaluru** on January 22 & 23, 2021

Dr. Jaisankar S presented a paper on Conceptual Model to Achieve Supply Chain Excellence in Floriculture Industry by Managing Supply Chain Drivers in the International Conference on Rigor, Relevance & Resilience in Business & Management Research organized by Symbiosis Institute of Business Management, Hyderabad in association with College of Business at Tennessee Technology University, USA , **Manukau Institute of Technology, Auckland, New Zealand and NWU Business School, South Africa** on February 12-14, 2021

Dr. Shripria V presented a paper on Emotions and its effect on the Performance of Employees in the Job Position as Software Developer, IT Support Engineer, Testing & Maintenance Officers in the International Conference on Rigor, Relevance & Resilience in Business & Management Research organized by Symbiosis Institute of Business Management, Hyderabad in association with **College of Business at Tennessee Technology University, USA , Manukau Institute of Technology, Auckland, New Zealand and NWU Business School, South Africa** on February 12-14, 2021

Dr. Poongodi B presented a paper on Entrepreneurial Pursuits of Weavers in Low Resource Handloom Industry in the 14th Biennial Conference on Entrepreneurship organized by **EDII, Ahmedabad** on February 25-27, 2021

Vivek Raj SN presented a paper, Sentimental Analysis of Work from Home Tweets at the 2 day Virtual National Conference on transformation of technology in Higher Education organized by **SRMIST and Central University of Tamil Nadu and Central University of Jharkhand** on April 27-28, 2021

Dr. Shripria V presented a paper An Investigation Of Biases In Investment Decision Making Among Indian Investors at the Virtual 28th Annual Global Finance Conference –2021

organized by the **Global Finance Association , USA** on May 27&28, 2021

Vivekraj SN, presented a paper titled, Predicting Telecom Customer's Switch Over Intentions Using Machine Learning Algorithms at the International Conference on Sentimental Analysis and Deep Learning organized by **Prince of Songkla University, Hat Yai, Thailand & Tribhuvan University, Nepal** on June 18 – 19, 2021.

Case Presentation

Dr. Shripria V, presented 3 cases at Kingston University as part of a research project on November 7, 2020

Student Paper Publications

Dr. Nalini, P. & Ishaanullah, M. (Batch 2018-20). **A Predictive Model on Impact of Merchandising on consumer Buying Behaviour with special Reference to Food category in FMCG.** The Journal of Indian Institute of Management. January 2020

Sreejith, S., & Kavishanmathi, J. K. (Batch 2019-21). **A Study on Calendar Anomalies in the Crypto Currency Market.** Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020. IFIP Advances in Information and Communication Technology. Springer, Cham. Dec-20; Vol: 617; pp-166-177; Print ISBN 978-3-030-64848-0. Scopus Indexed. Under the guidance of Dr. Susana D, Assistant Professor-Finance

Kavishanmathi, J.K., & Sreejith, S. (Batch 2019-21). **Does Herding Behaviour among Traders Increase, during COVID Pandemic: Evidence from the Crypto currency market.** Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020. IFIP Advances in Information and Communication Technology. Springer, Cham. Dec-20; Vol: 617; pp-178-189; Print ISBN 978-3-030-64848-0. Scopus Indexed. Under the guidance of Dr. Susana D, Assistant Professor-Finance

Vandana Prabhu.V. (Batch 2019-21). **A Study on Adoption of Online Stock Trading with Special Reference to Coimbatore City Based on UTAUT Model.** Inspira- Journal of Commerce, Economics and Computer Science, July-Sep

2020, Vol-6; Issue-8; pp: 355-364; ISSN: 2581-7930, Impact Factor: 5.26. Under the guidance of Dr. Susana D, Assistant Professor-Finance.

Devi.M, Chipi Chakravarthy.R & Dr. Jaisankar, S. (2021). **A study on factors influencing the Satisfaction of Millennial Women during online shopping.** DJAME Journal of Management Research; January 2021, Vol: II, Issue:2, pp:15-30

Student Paper Presentations

J. Selvi (Batch 2019-21) presented a paper on A Study on Workplace Spirituality and Its Impact On Employee Engagement Performance at ABT Industries Ltd, Coimbatore in International Conference of Sustainable Development-2020 at **GRD College of Science & Commerce** on January 20-21, 2020 under the guidance of Dr. Deepa M, Assistant Professor

Rajesh V & Dhanush M (Batch 2019-21) presented a paper on An Empirical Study on Environmental Degradation & Awareness Among IT Employees in Coimbatore District in International Conference of Sustainable Development-2020 at **GRD College of Science & Commerce** on January 20-21, 2020 under the guidance of Dr. Deepa M, Assistant Professor

Arunthathi K (Batch 2019-21), presented a paper on An Empirical Study on Financial Soundness of Public and Private Sector Banks in India – Integrating CAMEL, Altman and Bankometer Models in the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020 under the guidance of Dr. Nedunchezian VR, Professor-Finance

Nivethikaa K (Batch 2019-21), presented a paper on A Study on Rupee Fluctuation against Indian Rupee against Selected Foreign Currencies and its Impact on Sensex & Forex Reserves in the Virtual International Conference on Metamorphosis of Modern Management & Research organized by **School of Management, Bannari Amman Institute of Technology** on August 13, 2020 under the guidance of Dr. Sangeetha S, Associate Professor- Finance

Thekkemannil Stephen George, (Batch 2019-21) presented a paper on A Study on Financial and

Health Conditions of Rural People Employed in Manufacturing Firms at Mumbai City During COVID-19 Lockdown in AICTE Sponsored International E- Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India by **Nandha College of Technology** on September 15, 2020 under the guidance of Dr. D. Susana, Assistant Professor, Finance

Swathi N, (Batch 2019-21) presented a paper titled A Study on Consumer Acceptance Of UPI Services: An Empirical Analysis of Extended TAM Model in AICTE Sponsored International E- Conference on Innovation in Rural Empowerment, Social Dynamics & Welfare in India organized by **Nandha College of Technology**, on September 15, 2020, under the guidance of Dr. D. Susana, Assistant Professor, Finance

V. Vandhana Prabhu (Batch 2019-21), presented a paper on A Study on Adoption of Online Stock Trading with Special Reference to Coimbatore City Based on UTAUT Mode in the Inspira's 3 Days Virtual International Multidisciplinary Conference on Latest advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science organised by **INSPIRA, Jaipur** on September 25-27, 2020. **This paper won the first prize.** This Industry Project paper was guided by Dr. Susana D, Assistant Professor

Hariprasath S (Batch 2019-21) presented a paper titled A Study on Dynamic Linkages Between Global Stock Markets During COVID-19 Pandemic in the Inspira's 3 Days Virtual International Multidisciplinary Conference on Latest advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science organised by **INSPIRA, Jaipur** on September 25-27, 2020 under the guidance of Dr. D. Susana, Assistant Professor, Finance

R. Sowparnika. (Batch 2019-21) presented a paper titled A Study on Adoption and Satisfaction Level of Mobile Banking Apps Using TAM Model on the Inspira's 3 Days Virtual International Multidisciplinary Conference on Latest advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science

organised by **INSPIRA, Jaipur** on September 25-27, 2020 under the guidance of Dr. D. Susana, Assistant Professor, Finance

T Ajith. (Batch 2019-21) presented a paper titled A Study on Financial Performance of Non-Banking Financial Companies on the Inspira's 3 Days Virtual International Multidisciplinary Conference on Latest advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science organised by **INSPIRA, Jaipur** on September 25-27, 2020 under the guidance of Dr. D. Susana, Assistant Professor, Finance

S.K. Monisaa Tharani (Batch 2019-21), presented a paper on Predicting Employee Turnover Intention In IT&ITES Industry Using Machine Learning Algorithms in the 4th International Conference on I-SMAC (Social, Mobile, Analytic & Cloud) organized by **SCAD Institute of Technology** on October 7-9, 2020 under the guidance of Vivek Raj SN, Assistant Professor- Analytics

Akshay Siva Chandran (Batch 2019-21), presented a paper on Impact of COVID-19 Pandemic on Sectoral Indices Listed in NSE in the First Rajagiri Management Conference conducted by Rajagiri Business School, Kochi in association with **Rajagiri College of Social Sciences and Victoria University of Wellington, New Zealand** on October 15 & 16 2020 under the guidance of Dr. S. Sangeetha, Associate Professor, Finance

Vignesh R (Batch 2019-21), presented a paper on Comparative Analysis of Major Indices of Indian Stock Exchange vs G7 Countries Stock Exchanges in the First Rajagiri Management Conference conducted by **Rajagiri Business School, Kochi** in association with **Rajagiri College of Social Sciences and Victoria University of Wellington, New Zealand** on October 15 & 16 2020 under the guidance of Dr. S. Sangeetha, Associate Professor, Finance

Pranaambika M, Ashwini G and Raghul P (Batch 2019-21), presented a paper on Leveraging Digital Channels to Enhance Customer Experience in the Second International Virtual Conference - International Conference on Contemporary Practices of Technology and Management for Economic Growth 2020 conducted by **VIT Business**

School Chennai on October 23-24, 2020 under the guidance of Dr. S. Sangeetha, Associate Professor, Finance

P. Kowshika (Batch 2019-21), presented a paper on Impact of Macro-Economic Indicators on Indian Capital Market in the Second International Virtual Conference - International Conference on Contemporary Practices of Technology and Management for Economic Growth 2020 Conducted by **VIT Business School Chennai** on October 23-24, 2020 under the guidance of Dr. S. Sangeetha, Associate Professor, Finance

S. Nandhini (Batch 2019-21), presented a paper on Impact of Foreign Direct Investment on Sectoral growth of Indian Economy in the Second International Virtual Conference – International Conference on Contemporary Practices of Technology and Management for Economic Growth 2020” conducted by **VIT Business School Chennai** on October 23-24, 2020 under the guidance of Dr. S. Sangeetha, Associate Professor, Finance

Kandan K C (Batch 2019-21) presented a paper titled Impact of Financial Crisis on Indian Stock Market - A Structural Break Analysis in the FI International Research Conference November 2020, conducted by **Indian Institute of Finance** on November 7, 2020 under the guidance of Dr. Sangeetha S, Associate Professor, Finance

Austin Jeremiah D (Batch 2019-21) presented a paper titled A study on the impact of monetary and fiscal policy on the Indian economy in the FI International Research Conference November 2020, conducted by **Indian Institute of Finance** on November 7, 2020 under the guidance of Dr. Sangeetha S, Associate Professor, Finance

Chipi Chakkaravarthy. R and Gokul N (2019-2021 Batch) presented a paper titled A Study On Consumer Preferences Over The Retail Format During And Post Covid Pandemic And Adoption Of Digital Technologies To Meet The Shopper's Expectations in the Virtual National Conference Metamorphosis of Modern Management and Research (3MR 2021) at **School of Management Studies (SMS), Bannari Amman Institute Technology, Sathyamangalam, Tamilnadu** on March 12, 2021 under the guidance of Dr. Latha S, Assistant Professor, Marketing.

Research Funds & Grants

Major Research Project received from ICSSR

Major Research Project under the Research Project Scheme of the ICSSR, New Delhi was received. A project grant of Rs. 5.55 Lakhs was sanctioned for the project titled **'Investigation on Key Performance Indicators (KPIS) of Low Performing Khadi Institutions and Development of Growth Strategies for their Business Advancement'** for the period 2019-21. The focus of the study is to investigate the reasons for downgrade of Khadi Institutions, (KI) and suggest suitable measures to improve the key performance indicators for development. The study will also help the KIs to identify their strengths and weaknesses. The study suggests improvisation strategies and best practices for major parameters that are considered for assessing the Khadi Institutions. Dr. S. Jaisankar is the Project Director and Dr. P. Nalini is the Project Co-Director for the research project.

SEED Fund

Dr. B. Poongodi, Assistant Professor - Marketing, KCT Business School, Dr. G. Ramakrishnan, Professor Head, Department of Fashion Technology and Mr. Saravanan C, Program Manager - Sustainability received a **seed funding of Rs.1,95,000/- towards Project "Jamakkalam"**. Ramanandha Adigalar Foundation granted the seed money and space at Kumaraguru Institute of Agriculture to set up, The Centre for Weavers, Bhavani. The team under the guidance of Shri Shankar Vanavarayar, Joint Correspondent, will focus on product diversification and improved marketability for the GI product "Bhavani Jamakkalam" that will enhance the socio-economic status of the handloom weavers of that region.

Funded Research Proposals

Dr. Susana D, Dr. Mohanamani P & Dr. Shripria V submitted a research proposal worth Rs. 12,70,000 to Azim Premji University, **to study the challenges faced for technology adoption and scope for provision of tele-health services to the weaker sections of the masses in rural areas of Tamil Nadu**

Dr. Mary Cherian submitted a proposal worth Rs. 200,000 to DST for **the conduct of FDP on Entrepreneurship**

Dr. Shripria V & Dr. Nedunchezhan VR submitted a proposal worth Rs. 100,000 to DST for **the conduct of Women Entrepreneurship**.

Dr. Vinayagasundaram R & Dr. Nedunchezhan VR submitted a proposal worth Rs. 160,000 to DST for **Technology Based Entrepreneurship Development program (TEDP) for training to Manufacture Medical Portable Ventilator**.

Dr. Sangeetha S submitted a proposal to ICSSR – **Special Call for Research Proposal on Effect of COVID-19 during & after lockdown on Daily wages, farmers & Migrant laborers**.

Dr. P. Mohanamani P, Dr. D. Susana & Dr. V. Shripria submitted a research proposal to Aziz Premji university on Strategies to **ensure education equity and efficiency among rural school children in Tamil Nadu using online teaching and learning methods - For inclusive growth during and after the pandemic**, for a sum of rupees 14.58 lakhs

Dr. Shripria V, Dr. Susana D & Dr. Mohanamani P submitted a RPS proposal, a grant for: Rs18, 45,000/ has been applied. The proposal has been submitted for the project titled: **Development of Aggregator platform and web-based tool to provide telehealth services to enhance health, nutrition, sanitation, and general quality of life among women and children in rural areas of Tamil Nadu**.

Faculty Reviewers

Book Reviewer

Dr. B. Poongodi, Assistant Professor, reviewed a book on **Rural Value Chain** by Dr. K.N. Rekha, Academic Consultant, Mahatma Gandhi Council of Rural Education on March 4, 2021.

Journal Reviewer

Dr. Jaisankar S has reviewed a paper titled Application of Eye Tracking in Assessments the role of Mediator variable (Brand Awareness) in the Relation between Packaging Elements and Customers' choice for International Journal of Business Excellence published by Inderscience

Dr. B. Poongodi, Assistant Professor, reviewed article "The effect of AI quality on customer experience and brand relationship, for the Journal of Retailing and Consumer Services. The Journal with ISSN: 0969-6989, is Scopus indexed and published by Elsevier, it focuses on research in the fields of retailing and service studies

Dr. B. Poongodi, Assistant Professor, reviewed article Consumer Perceptions to Support IoT Based Parcel Locker Revolution in China"for the Journal of Retailing and Consumer Services. The Journal with ISSN: 0969-6989, is Scopus indexed and published by Elsevier, it focuses on research in the fields of retailing and service studies.

Faculty Faculty Achievement

Awards & Accolades

The future of any nation lies in the hands of its children. And teachers as mentors, can mould students into future leaders. They play an important role in shaping a child into an individual with character and help them to become successful in career and business.

Vivek Raj SN was the **All-India Topper** in the NPTEL course on Business Analytics & Data Mining using R – Part II, offered by IIT -Roorkee.

Vivek Raj SN was awarded the **Best Project Guide – RSRI Dronacharya Award** by RSRI (REST Society for Research International) on November 13, 2020.

Dr. Susana D & Dr. Mohanamani P, won the **Best Paper Award** at the SCMS Social Science International Research Colloquium 2020, organized by SCMS Cochin School of Business, for presenting a paper entitled A Study on Adoption of Digital Cashless Transactions by

Consumers using Extended UTAUT-2 Model on December 10-11, 2020

Dr. Poongodi was awarded the NRDC National Meritorious Invention Award for the year 2019 for the DST-SEED project on Enhancing Livelihood of Handloom Weavers

Dr. Jaisankar S, Associate Professor received the GRD Best Management Teacher Award, organized by Coimbatore Management Association on February 19, 2021.



Knowledge Dissemination

Programs Organized

Dr. Jaisankar S Associate Professor, Operations, coordinated a webinar on **Opportunities for Collaborative Research and Publication**. The webinar was facilitated by Dr. Ravichandran Krishnamoorthy, Professor, New York Institute of Technology on June 12, 2020.

Vivek Raj SN, Assistant Professor, Analytics organized Faculty Development Webinar Series, Applications of Data Analytics in Business. The program received humongous registrations of 1113 participants; pan India across 5 days July 1- 5, 2020. The sessions were facilitated by

- Jagan S –Head, Kambaa Incorporation Coimbatore
- Aravin Rangarajan, CTO and President, MirayaTech, USA
- Dhineshkumar.S.K Project Lead, Lantrasoft Private Limited, Coimbatore
- George C J ,Manager - Quality & Process Engineering , Avantor, Coimbatore
- Ganesh S Sr. Vice President, 361 Degree Minds& Founder Director Campus Levers
- Vivek Raj S N – Assistant Professor, KCT Business School

Dr. Jaisankar S Associate Professor, Operations, coordinated a webinar on **Scientific Approach in Management Research**. The webinar was facilitated by Dr. Jayabal G, Professor & HoD, Dept. of Banking, Alagappa University on July 8, 2020.

Dr. Jaisankar S Associate Professor, Operations, coordinated a webinar on **Project Management – Syndromes & Best Practices**. The webinar was facilitated by Mr. Rajiv Aravindan R, Project Manager-Bids, Siemens Mobility Pte Ltd, Singapore on August 3, 2020. 85 participants from various academic institutions participated.

Dr. Mary Cherian, Professor & Head, KCT. BS, along with Dr. G. Thenmozhi, Assoc. Professor, Automobile dept and Dr. M Nirmala, Asst. Professor, EEE organized a 3 day conference on **Infrastructure Development and Climate Change** as part of their ICSSR funded research project on October. 12 - 14, 2020

Dr. Shripria V Professor- Entrepreneurship & Dr. Mary Cherian , Professor & Head, KCT. BS, organized a webinar on **Sensitizing of Gender in our Professional & Personal lives** for students of MBA as per AICTE guidelines on February 22-25, 2021. The webinar was organized with a focus to sensitize the stake holders on gender issues **and to create awareness about the gender related issues, vulnerability of women and men**. The webinar was facilitated by:

- Ms Shobana Kumar Poet, Author, Founder-Small differences, Coimbatore-
- Ms Pranavi Jay, Founder HER D, Coimbatore
- Dr Uma Pugal, Founder, Unique Research Consultancy Services, Madurai
- Ms Jahnvi Contractor, Consultant in education leadership, communication and life skills training in the CSR sector, Vadodara.

Dr. Shripria V Professor- Entrepreneurship & Dr. Susana D, Assistant Professor-Finance organized a two day workshop on **Management Research – Current Trends, Tools and Techniques** on April 23-24, 2020. The Workshop was facilitated by

- Dr. V Srividya, Professor, PSG Institution of Management
- Dr Sunil Kumar, Professor and Deputy Registrar (E&E) Alliance School of Business, Bangalore
- Dr Susan Abraham, Professor and Head – MBA, SCMS School of Technology and Management, Aluva
- Dr Kaarthikeyan .V, Associate Professor-Marketing, KCT Business School
- Dr Mohanamani P, Assistant Professor – Finance, KCT Business School
- Dr Latha A, Assistant Professor - Marketing, KCT Business School
- Dr Jaisankar. S, Associate Professor-Operations, KCT Business School
- Dr Susana D, Assistant Professor – Finance-KCT Business School

Dr. Sangeetha S Associate Professor-Finance, organized a two-day research workshop on **Role of Disruptive Technologies in Business Transformation** during May 21-22, 2021. The international workshop was facilitated by:

- Dr. Badri Narayanan Gopalakrishnan , Affiliate Faculty Member, School of Environmental Science & Forestry, University of Washington, USA & Co-

Founder Infinite Sum Modelling LLC,
Seattle, USA.

- Ms. Sumathi Chakravarthy, Partner & Director, Infinite Sum Modelling LLC, Seattle, USA
- Dr. Spencer Cohen, Senior fellow at Infinite Sum Modelling LLC, Seattle, USA
- Dr. Shoukie Nawani, Advisor, Infinite Sum Modelling LLC, New Delhi
- Ms. Sindhu Bharathi M, Sr. Research Analyst, Infinite Sum Modelling LLC, Coimbatore
- Ms. Anitha Vijaykumar, Data Analyst, Infinite Sum Modelling LLC, Pennsylvania, USA
- Ms. Sudha Varadhan Sr. Research Analyst Infinite Sum Modelling LLC, Bengaluru.

Faculty lend their expertise to the outside world

Faculty of KCT.BS collaborate and support other academic Institutions by being members in their Boards, conducting workshops, seminars etc. and also disseminate knowledge with fellow faculty.

Dr. Mary Cherian, Professor & HoD, KCT.BS

Dr. Mary Cherian served as **session chair** in the International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) powered by National Foundation for Entrepreneurship Development (NFED) in association with Apollo MedSkills Ltd (AMSL), Hyderabad @ AMSL, Chennai campus on February 28, 2020.

Dr. Mary Cherian was the **session Chair** for the Economic, Commerce & Management track at the International Web Conference on Women Empowerment through Education, Employment & Entrepreneurship organized by St. Mary's College, Thoothukudi in association with National Foundation of Entrepreneurship Development (NFED) on June 26, 2020.

Dr. Mary Cherian was a **member** of the 109th **Board of Management (BoM)** meeting at Avinashlingam Institute for Home Science & Higher Education for Women, Coimbatore on July 17, 2020.

Dr. Mary Cherian, Professor, has been re-nominated as Member of Board of Management as nominee of Sponsoring Society at Avinashlingam Institute of Home Science & Higher Education for Women for the next 3 years.

Dr. Mary Cherian has been nominated as the **University Nominee** for Board of Studies in Dr. Mahalingam College of Engineering and Technology, Pollachi, for a period of 2 years (AY 2020-21 & 2021-22)

Dr. Mary Cherian was the session chair for the Management & Commerce Track in the Global Web Conference on Impact of Engineering, Science & Management on Digital Transformation (IESMDT '2021) organized by NFED on January 29 & 30, 2021

Dr. Mary Cherian was the **expert facilitator** on the topic, Pre-Feasibility Studies: Identification of Business Opportunities in the Six day Online FDP on Entrepreneurship Development organized by Osmania University, Hyderabad, Telangana in association with NFED Business Facilitators Forum on March 2, 2021

Dr. Mary Cherian was distinguished **Session Speaker** on Statistical Insights for the Two-Day National Webinar on Research Structuring, Statistical Insights & Publication Strategies - Created & Powered By - National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu - 20 & 21 March 2021

Dr. Mary Cherian, facilitator for a session on Personal SWOT for the Leadership Council members of KCT on April 1, 2021.

Dr. Nedunchezian VR, Professor - Finance

Dr. Nedunchezian VR, was a **resource person**, for the session on Investment Analysis as part of the TNAU - TBI - RKVY SAIP(II) & NIDHI EIR - Training Programme organized by TNAU - ABIS - TBI on December 3, 2020.

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Dr. Shripria V, Professor - Entrepreneurship

Dr. Shripria is part of the **Collaborating partners** and/or external experts in the Research Project: Indian MSMEs' responses to the Covid-19 pandemic crisis- to prepare MSME cases as well as to participate in a survey research to be undertaken subsequently that will form a part of the publication at Kingston University from July 8, 2020 till 2021.

Dr. Shripria , **delivered a session** in the Webinar on Startup Launch Pad - Startup finance at GJASC - Centre for Entrepreneurship Development- Tuticorin on May 14, 2020.

Dr. Shripria V was the **speaker** for a meeting on Mock Pitching for AOP Trainees organized by TBI, TNAU, Coimbatore on October 28, 2020.

Dr. Shripria V was the **resource person** in the FDP on Entrepreneurship Development Program organized by NFED- Osmania University on March 1-6, 2021.

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Dr. Jaisankar S, Associate Professor - Operations

Dr. S. Jaisankar, was **resource person** for an AICTE sponsored FDP on Delivering Outcome Based Education (OBE) in Management Education: Objectives, Best Practices and Measurement of Outcomes organized by Department of MBA, Saintgits College of Engineering on November 28, 2020.

Dr. S. Jaisankar, was a **resource person** for the Induction Program of M. Tech- MTM organized by Forge KCT on December 21, 2020.

Dr. Jaisankar S was the **subject expert** on LMS Technical Committee Meeting organized by Bharathiar University attended by 30 participants on February 2, 2021.

Dr. S. Jaisankar, was a **resource person** for the Monday Musings of Coimbatore Management Association. He spoke on the topic, "Quality is free" on April 26, 2021.

Dr. Deepa M, Assistant Professor- HR

Dr. Deepa Manickam was the **guest speaker** for The International Conference on Women Leadership for Environmental sustainability Post Covid- 19; The conference was part of International women's day 2021 organized by OISCA INTERNATIONAL- South India Chapter on March 7, 2021

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Dr. Poongodi B, Assistant Professor - Marketing

Dr. B. Poongodi, **facilitated** a session on "Essentials of a Successful Agri-Entrepreneur" to the trainees of Raashtriya Krishi Vikas Yojan - Start up Agri Incubation Programme and NIDHI - Entrepreneurship on Nov 12, 2020.

Dr. B. Poongodi, was **invited speaker** at the establishment of Aumm Clothes Foundation as **AUMM Clothes** in Coimbatore on Mar 10, 2021.

Dr. B. Poongodi, In-charge of The Centre for Weavers - Bhavani, Kumaraguru Institutions was **interviewed** by Preeti Zachariah, Mint Press. The Article titled "A Tamil Nadu town fights to save 'Jamakkalam' carpets, was published in the mintlounge, lifestyle.livemint.com on April 18, 2021.

Dr. B. Poongodi, In-charge of The Centre for Weavers, Kumaraguru Institutions was **interviewed by** Ms. Chitra Deepa Anantharam, The Hindu, Chennai. The Article titled "Jamakkalam 2.0" was published in The Hindu, Metro, Chennai Edition on April 7, 2021.

Dr. B. Poongodi, In-charge of The Centre for Weavers, Kumaraguru Institutions was **interviewed by** Ms. Pankaja Srinivasan, Goan Connection. The Article titled "Hanging by a Thread: The 200-year-old craft of weaving handloom carpets, called jamakkalams, faces extinction in Tamil Nadu" was published in Gaon Connection - Your connection with Rural India on February 23, 2021.

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Dr. Latha A, Assistant Professor - Marketing

Dr. Latha **facilitated** a session on CO and PO mapping to the faculty at GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore on Aug 17, 2020.

Dr. Latha A, was a **resource person**, for an online webinar on Digital Marketing Techniques for Business Excellence, organized by Sree

Narayanaguru College, Coimbatore, on December 3, 2020.

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Dr. Mohanamani P, Assistant Professor - Finance

Dr. Mohanamani.P conducted a workshop titled Financial Statement Analysis for 50 students of B.Com., (PA) Department Kumaraguru College of Liberal Arts and on February 7, 2020.

Dr.Mohanamani **facilitated** a session on CO and PO mapping to the faculty at GRG School of Management Studies, PSGR Krishnammal College for Women, Coimbatore on August 17, 2020.

Dr. P. Mohanamani, **facilitated** a session on Cash Flow Statement to the trainees of Raashtriya Krishi Vikas Yojan - Start up Agri Incubation Programme and NIDHI - Entrepreneurship on November 30, 2020.

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Dr.Nalini P, Assistant Professor - Marketing

Dr.P.Nalini, has served as **session chair** for the management track in the International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) powered by National Foundation for Entrepreneurship Development (NFED) in association with Apollo MedSkills Ltd (AMSL), Hyderabad @ AMSL, Chennai campus on February 28, 2020.

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Vivek Raj SN, Assistant Professor -Analytics

Vivek raj had an **expert conversation** with students of Mathematics Department in KCLAS on Analytics for All-Demystifying Data Science on August 21, 2020.

Knowledge Assimilation

KCT.BS supports and encourages faculty to continue their professional development, through Faculty Development Programs, Online Courses.

Programs Attended

Dr. Shripria V participated in the IIF workshop Cum FDP on **How to research and publish in refereed High Impact Factor journals indexed** by Scopus, ABDC, SCI and others worldwide as part of Executive Education on June 2, 2020.

Vivek Raj SN participated in a live webinar on **“How to Publish with Oxford Journals”** organized by EBSCO on June 11, 2020

Dr. Kaarthikheyan V completed an online training on **Skill Enhancement using Free & Open Software** Tools conducted by National Institute of Technical Teachers Training & Research, Chandigarh on June 15-19, 2020.

Dr. Shripria V attended a 3 day Digital Technology Senate from June 16-19, 2020.

Dr. S. Sangeetha attended **“Business Line Knowledge Series Webinar - Will Banks see a second wave of NPAs?”** organized by Business line

Dr. Sangeetha S attended an online **FDP on You Tube Essentials** organized by Board of Industry-Academia Partnership on June 25, 2020.

Dr. Susana D attended an Online **FDP on Trading in Equity** organized by National Institute of Securities Market, on June 29-20, 2020

Dr.Mohanamani.P, Dr. Nedunchezian VR, Dr. Shripria V & Dr.Susana D attended one week online **FDP on ‘Being a Super Teacher’** organized by School of Management Studies, Bannari Amman Institute of Technology from July 6 -12, 2020.

Dr.Sangeetha S attended a webinar on **Designing a Curriculum for Online and Hybrid Classes** organized by Harvard Business Publishing Education on July 7, 2020.

Dr. S. Sangeetha attended **“Business Line Knowledge Series - A Webinar on “Fuel Prices, How High is too High?”** on July 10, 2020.

Dr.Susana D attended a **Webinar on E-Resources for Research in Management** organized by Vidhyavardhaka College of Engineering, Mysuru on July 15, 2020.

Dr.Mohanamani.P & Dr.Susana D attended a 10 days skill development program in **“GST Registration, Assessment and Filing of Returns”** sponsored by Rashtriya Uchhatar Shiksha

Abhiyan(RUSA) organized by Department of Commerce, Bharathiar University, Coimbatore from July 16- 29, 2020.

Dr. Kaarthikheyan V completed an online training on **Cooperative & Collaborative Instructional Methods to Promote Meaningful Learning** conducted by National Institute of Technical Teachers Training & Research, Chandigarh on July 27-31, 2020

Dr. Mary Cherian and Dr. B. Poongodi, attended an FDP on **“How to Teach Online”** organised by Indian Institute of Management, Indore from July 27 to August 1, 2020

Vivek Raj SN completed a 40 hours Online **Faculty Development Program – Data Science for All**, jointly organized by Electronics & ICT Academies-NIT-Warangal, IIITDM-Jabalpur & NIT-Patna from July 27- August 8, 2020.

Dr. Mohanamani P, Dr. Sangeetha S, Dr. Nedunchezian VR & Dr.Susana D have successfully completed the **Short Term Training Program (STTP) on Advanced Financial Statement Analysis** under AICTE’s Quality Improvement Scheme, conducted online by SCMS Cochin School of Business, Kerala from August 3 to 8, 2020.

Dr. Susana D participated in a 4 day online **workshop on Structural Equation Modelling (SEM) using AMOS** organized by Department of Commerce & Management, Sr. Joseph College, Bengaluru on August 5-8, 2020.

Dr.Shripria V participated & completed successfully AICTE Training and Learning (ATAL) Academy **Online FDP on “Blended Learning and Flipped Classroom”** at Sardar Vallabhbhai National Institute of Technology Surat, from August 10-14, 2020.

Dr.S.Sangeetha attended a Webinar organized by AICTE - AQIS schemes on **Faculty Development to include National Initiative for Technical Teachers Training** on August 18, 2020.

Dr.V.R.Nedunchezian , attended the AICTE sponsored 6-day online **STTP on**

Implementation of Outcome Based Education to Enhance the Quality of HEIs from Aug 24 - 29, 2020

Dr. Latha A completed an online **FDP on Digital Marketing** conducted by AICTE Training & Learning (ATAL) Chhatrapati Shahu Institute of Training & Research, Kohlapur on September 2-6, 2020.

Dr. Nedunchezian VR & Dr. Deepa Manickam attended AICTE Funded **Short Term Training Program** Conducted by Rajagiri Business School, Kochi, on **Qualitative Research Methodology** on September 14-19 2020.

Dr. Deepa Manickam , participated and completed AICTE Training and Learning Academy (ATAL) Online **FDP on “Organizational Behaviour”** at Mizoram University Aizawl on September 21 -25 2020.

Dr. Nedunchezian VR attended a six day virtual **short term training program on Writing & Publishing High Impact Research Publication & Scientific Documents**, organized by Rajalakshmi Engineering College on September 21-26. 2020.

Dr. D.Susana attended a Two Day National Open **Workshop on “Getting Aligned to the Publishing Process”**- Author Workshop organized by Elsevier, presented by Vishal Gupta, Customer Consultant, on September 25 & 28, 2020

Dr. Deepa Manickam, participated and completed AICTE Training and Learning Academy (ATAL) Online **FDP on “Stress Management”** on October 5-9, 2020

Dr. Poongodi B, participated in the guest lecture on Artificial Intelligence in Apparel Industry organized by Indian Statistical Society & Dept of FT, KCT on October 10, 2020

Dr. S. Sangeetha, Dr. Jaisankar S, Dr. Mary Cherian & Dr. Mohanamani P participated in the 13th Annual International Accreditation Conference(Virtual) on **Re-imagining Business Education with Cutting Edge Quality Strategy** organized by Standards for Advancement & Accreditation (SEAA) Trust, New Delhi on November 5-7, 2020.

Vivek Raj SN participated in an online **R Programming Quiz 2.0** organized by DSA Solution World on November 7, 2020.

Dr. S. Sangeetha participated in Edition III, AICTE sponsored Online Faculty **Development Program on Risk Management for Micro, Small & Medium Enterprises** organized by SSN School of Management on November 16-21, 2020.

Dr. Mary Cherian participated in the 6 day AICTE Sponsored Online **Short Term Training Programme on Teaching with Simulations** organized by Rajagiri College of Social Sciences(Autonomous) from November 16 - 21, 2020.

Dr. Mohanamani attended an **FDP on Deflate Financial Derivatives**, organized by PSGR Krishnammal College for Women from November 16-28, 2020.

Dr. Latha A, attended an Online **Webinar on New Education Policy**, IBM Innovation Center for Education on November 18, 2020.

Dr .B. Poongodi, Dr. V. Shripria, Dr. R. Vinayagasundaram, Mr. Vivekraj S N & Ms. Madhumathy S, participated in the **training on Rural Entrepreneurship Development** organized by Ministry of Education, Department of Higher Education jointly with Mahatma Gandhi National Council for Rural Education (MGNCRE), Hyderabad on November 19, 2020.

Dr. S. Sangeetha participated in the First Virtual International **Workshop on Capital Budgeting (1st VIWCB2020)** organized by the Department of Business and Accounting, Muscat College, Sultanate of Oman, on November 24, 2020.

Dr. Shripria V & Vivek Raj attended a **Seminar, Startathon**, organized by CII Coimbatore on December 4, 2020.

Dr. Jaisankar S completed an **FDP** offered by NPTEL-IIT Roorkee on **Project Management for Managers** from September 20, 2020 to December 20, 2020.

Vivek Raj SN completed on **FDP** offered by AICTE – IIT Madras on **Learning Analytics Tools** from September 14, 2020 to December 20, 2020

Dr. Kannan V, participated in the two day **Awareness Workshop on NIRF India Rankings 2021** for Higher Educational Institutions organized by Institute for Academic Excellence in collaboration with Collegiate Education and Technical Education Department, Government of Telangana held on January 18 & 19, 2021

Dr. S. Sangeetha attended one day **Public sector summit** organized by CISCO- ET government on January 29, 2021.

Dr Latha A, attended the **India's top 30 Marketers summit** organized by College Dunia on January 29, 2021

Dr. Shripria V, participated in the **NDIM Webinar , Changing Expectations : Succeeding in Post COVID** Scenario on February 13, 2021

Dr. Shripria V, participated in the **discussion on Decoding Union Budget with specific reference to MSME Sector** organized by Kingston REVA project, Kingston University on February 19 & 20, 2021

Dr. Jaisankar S, participated in the **seminar on ACBSP Standard Four** organized by ACBSP on February 23, 2021

Dr. Shripria V, participated in the **Seminar on SME a Untapped Force For Global Education** organized by Global Business Coalition for on February 24 , 2021

Dr. Jaisankar S, participated in **FDP on Obtaining B School Accreditation** organized by XIME, Chennai on March 15-19, 2021

Dr. Mary Cherian & Madhumathy S attended the 28 hours **Leadership Development Program (LDP)** with 26 other HODs/Unit Heads from KCT/KCLAS/KIA, sponsored by Kumaraguru Institutions. The training partner was 361 Degree Minds with inputs from the top KI leadership from January 13 to April 14, 2021.

Dr. Deepa M & Madhumathy S, participated in the 5-day online **workshop on Conflict Management** organized by ICT Academy on April 20-24 2021.

Dr. Mary Cherian attended the 2 day **AACSB and EPSI: Indian B-Schools Leadership Conclave 2021** on April 27 & 28, 2021.

Dr. Mary Cherian attended the IBM Innovation Centre for Education's Interactive Global Digital Meet on **Technology 4.0 for Education 4.0-Choices, Challenges & Opportunities-A Global Perspective** on April 30 2021.

Dr. Deepa Manickam has attended online **Product Demonstration of Gradescope** conducted by Turnitin on May 27, 2021.

Dr. S Jaisankar participated in the **National Case Conference on Business Innovation during COVID19 Pandemic** organized by GOGTE Institute of Technology on June 4 & 5, 2021

Dr. Sangeetha S attended AICTE Training and Learning (ATAL) Academy Online **Faculty Development Programme (FDP) on Demystifying Financial Risk Management** organized by New Delhi Institute of Management on June 7-11, 2021.

Dr. Shripria V attended a **webinar on Storytelling as an Effective Teaching Tool** conducted by Ramiah Institute of Management Bangalore on June 16, 2021.

Dr. B. Poongodi , attended the **Crafts Council of India, Induction Programme** on June 22, 2021

Dr. Mary Cherian attended **ETRetail Webinar, Going Digital: How D2C e Commerce Is Set To Disrupt The Next Decade Of Shopping In India** on June 22, 2021

Dr. Shripria V attended the **ATAL FDP, on Exploring Ideas to scalable product design** skills from June 21- 25, 2021

Dr. Susana has completed eight **NITTR courses on Orientation towards Technical Education & Curriculum Aspects**, Professional Ethics and Sustainability, Communication Skills, Modes and Knowledge Dissemination, Instructional Planning and Delivery, Technology Enabled Learning and Lifelong Self-learning, Student Assessment and Evaluation, Institutional Management & Administrative Procedures & Institutional Management & Administrative Procedures from February - March 2021

MOOC

Dr. V.Kaarthiekheyen has successfully completed a twelve week course on **"Marketing Research and Analysis-II"** conducted by NPTEL.

Dr. Kaarthiekheyen V completed an online course on **Supply Chain Management: A Learning Perspective** offered on Coursera by Korea Advanced Institute of Science & Technology (KAIST).

Dr. Sangeetha S successfully completed an online course on **Personal & Family financial Planning** offered on Coursera by University of Florida on June 2, 2020.

Vivek Raj SN Completed **Google Analytics Individual Qualification** on June 2, 2020.

Vivek Raj SN successfully completed the **Processing Text with R Essential** Training offered by LinkedIn learning on June 6, 2020.

Dr. Shripria V successfully completed a course on **Idea to Start-up** offered by Technion, Israel Institute of Technology on June 6, 2020.

Vivek Raj SN successfully completed the **Text Analytics and Predictions with R Essential** Training offered by LinkedIn learning on June 7, 2020.

Dr. Susana D successfully completed a online course on **Fundamentals of Quantitative Modelling** offered on Coursera by Wharton, University of Pennsylvania on August 2, 2020.

Vivek Raj SN successfully completed the online course on **My SQL for Data Analysis** offered by Udemy on July 21, 2020.

Vivek Raj SN successfully completed the course **"Google Analytics for Beginners"** from Google Academy.

Vivek Raj SN completed the NPTEL course on **Business Analytics & Data Mining using R - Part II**, offered by IIT -Roorkee.

Vivek Raj SN , completed a free online course on **Getting Started: Hadoop**, conducted by Great Learning Academy in November 2020

Vivek Raj SN completed the **LinkedIn Skill Assessment** Badge in **Machine Learning** on December 30, 2020.

Vivek Raj SN attended a **Training Program on Python for Machine Learning** through MOOC in May 2021.

Collaboration

In today's dynamic business environment, it is imperative that business schools collaborate with industry to produce industry-ready students. This relationship facilitates the mutually beneficial collaboration between both the stakeholders. By this collaboration, Industry gets many inputs from academia in terms of research, and Universities get funding, society gets new products and technology. The partnership would lead to benefits for all the stakeholders.

MoU Signed

KCT BS ties up with TVS Supply Chain Solutions

Flexol Packaging India Limited, Chennai has granted INR 3.7 lakhs for a collaborative research titled **“Active And Sustainable Packaging Business Solution For Mangoes”** to KCT Business School. Flexol Packaging is a Joint Venture company with TVS Supply Chain Solutions, Chennai founded by Seshadri Mukundan who is also heading the Packaging Business Unit, TVS SCS . The Principal Investigator is Dr.B.Poongodi, AP - Marketing, KCT Business School & In-charge, Centre for Weavers, Kumaraguru Institutions and Dr.Mohamed Zakria, AP (SRG), KCG College of Technology, Chennai is the Co-Principal Investigator.



Management Development Program

Finance for Non-Finance Managers for Executives of Ingersoll-Rand Pvt Ltd, Coimbatore Photos

KCT Business School organized a Management Development Program titled Finance for Non-Finance Managers on April 22-23, 2021 for 22 middle and **senior level executives of Ingersoll-Rand**. Various topics pertaining to Finance and Cost were imparted. Mr. Annamalai, MD, Annamalai Services (P) Ltd., Coimbatore handled topics pertaining to Basics of Accounting, Understanding Financial Statement- Preparation and Analysis. Mr. Narayanan, Associate member of the Institute of Chartered Accountants of India,

Chennai handled topics related to Working Capital Management and Cost Analysis for Decision Making. Dr. Swaminathan, Professor-Finance, KCT Business School gave insight into inferring financial statement by using a case study, he also set the context for the MDP and handled a topic in brief on Internal Control Process towards world class organization. Dr. Mohanamani.P, Assistant Professor- Finance, KCT Business School handled a topic on Sustainability- Beyond Profits.

Scientific Dairy Management and Economics for Hatsun Agro Products

A Management Development Program cum Certification Course was organized and conducted for **15 managerial staffs of Hatsun Agro Products, Chennai**. The objective of the program was to equip the employees of Hatsun Foods in Farm Management, Dairy Economics, Basic Dairy Science, reiterate the key aspects to assess financials & technical aspects of dairy farming. The program started with a welcome address by Dr. Mary Cherian, Professor & Head, KCT Business School. Dr. Thanammal, Veterinarian and Project lead in Sakthi Dairy/Kumaraguru institutions discussed about the Profitability assessment, Breed Selection and fertility management, calf rearing and economics, Animal Health Economics. Dr. Mohanamani P, Assistant Professor KCT BS discussed about costs and Preparation of Income statement for a farm using the data collected. Dr. Gowrishankar, an Innovative and performance driven Entrepreneur cum Veterinarian presented on how to reduce feed cost. Mr. Ravi Devulapalli from International Livestock Research Institute, Hyderabad introduced OFA digital app and explained how to use the app to participants. The Program helped the participants to understand profitability analysis of a dairy farm, Introduce scientific feed formulation & emphasized the importance of data management and interpretation.

Capacity Building Program

Overcoming COVID with Self-Confidence for Agri Entrepreneurs and TBI Incubate members

KCT Business School jointly with Tamil Nadu Agricultural University, Directorate on Agribusiness Development - TBI-ABIS conducted a webinar series for the Agri Entrepreneurs and TBI Incubate members during May - July 2020. The Capacity Building Programme 2020 aimed at boosting the self-confidence of the Agripreneurs and to help them overcome the barriers of COVID pandemic. The resource persons were the faculty members of KCT Business School, who deliberated on verticals including Marketing, Finance, Entrepreneurship, Smart Technologies, and Operations. The webinar

series was inaugurated by CEO, TBI-ABIS, Mr.A.V. Gananasamband. Twelve sessions were conducted and around 25 participants took part in each of the interactive session. The agripreneurs and incubate members of TBI obtained and improved their knowledge on agri-business management that has given them confidence to run their business competently and overcome the hurdles of COVID 19 pandemic with a greater confidence.



Start up Agri Incubation Programme and NIDHI – Entrepreneurship Program

Dr. B. Poongodi, and Dr. P. Mohanamani, conducted sessions on “Essentials of a Successful Agri-Entrepreneur” and “Cash Flow Statement” respectively to the trainees of Raashtriya Krishi Vikas Yojan - Start up Agri Incubation Programme and NIDHI - Entrepreneurship in residence on November 12 & 30, 2020. Around 30 participants benefitted out of the training session. Dr. B. Poongodi shared the essential qualities of a successful entrepreneur, with live case examples of a successful organic farmer, a farm estate developer and agri-food tech companies and motivated the trainees. Dr.P. Mohanamani explained the fundamentals and significance of cash flow in her session. Later she explained the components of an income statement containing 3-year data in MS-Excel template. The session was interactive with the question and answers during the session. The program was offered as part of the ongoing training for the Start-ups incubated at TBI-ABIS, TNAU. A few more sessions on “Investment Analysis” and “Agri-Technology” were also planned for the trainees.

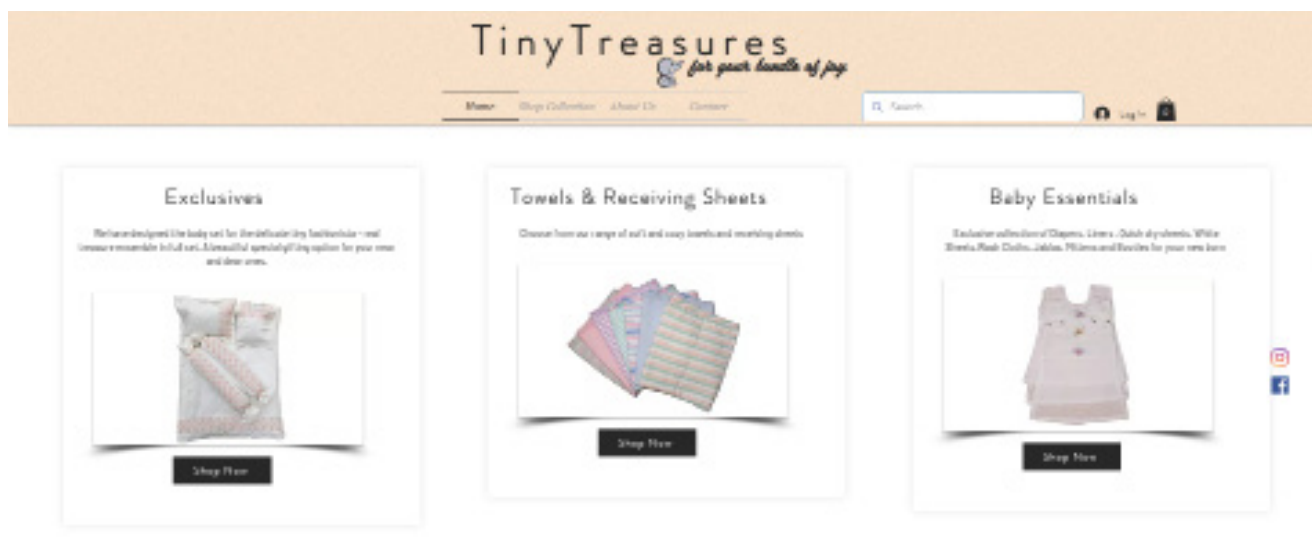
Consultancy

Facebook Marketing for Amog Foods

Dr. Poongodi B completed a consultancy project on Facebook Marketing to boost Diwali Sales for **Amog Foods**. The consultancy work was done on Pro-Bono basis

Digital Promotion consultancy for Tiny Treasures

Dr. Shripria V has completed a consultancy project on creating a website for **Digital Promotion for Tiny Treasure** - A Baby Boutique – to display & promote their products. The consultancy work was done on Pro-Bono basis



Market Research forTVS Flexol Packaging India P Ltd., Chennai

Dr. Poongodi B undertook a Market research on Active And Sustainable Packaging Business Solution For Mangoes for TVS Flexol Packaging India P Ltd., Chennai for a period of six months at the cost of Rs. 185000.

Dr. Poongodi B undertook another Market research on Intelligent and Active Packaging Solutions for TVS Flexol Packaging India P Ltd., Chennai for a period of twelve months at the cost of Rs. 185000.

Both the projects are part of the MoU signed with the company.



Industry Experts Share Knowledge with Students

S.No	Date	Industry Guest	Topic
1	February 28, 2020	Mr. Venkatesh Srinivasan <i>Chief Executive</i> <i>Association of Mutual Funds of India</i> Mr.B. Rajendran <i>Chief General Manager</i> <i>Securities and Exchange Board of India</i> Mr. Thyagarajan <i>Chief Executive</i> <i>Stratadigm, Secundrabad</i>	Smart Investing - Mutual Fund Investing
2	March 16, 2020	Mr. Raghavendra Karthik BH <i>Director-Dare 2 Escape</i>	Acquiring & Managing Franchise
3	April 4, 2020	Mr. Gokul C <i>Executive Sales, Hindustan Coca Cola Beverages</i>	FMCG Sales-An Integrated Approach
4	April 11, 2020	Mr. Pradeep Yuvaraj <i>CEO, Prezantim solutions</i>	Ideation and seeking opportunities
5	April 12, 2020	Mr. Lakshmanan <i>Partner, VLamp Academy</i>	Asset Liability Management
6	April 16, 2020	Mr. Kabilan <i>MD, Duraisingh Super market</i>	Family Dynamics
7	April 19, 2020	Mr.M.Ponmuthu <i>Agriculturist</i>	Natural Farming
8	April 22, 2020	Mr.E. Manikandan & Mr.S.Singaram <i>CDO, Colgate Palmolive India Ltd</i>	Irrefutable Law in FMCG sales
9	April 25, 2020	Mr. Aneesh Kumar <i>Marketing Manager, ATS ELGI</i>	Branding for Industrial products
10	April 27, 2020	Dr. Gowthaman Ramasamy <i>VP, Kulitvate.in</i>	Permaculture - Sustainable Farming
11	April 30, 2020	Mr. Soundarajan <i>Head- Learning and Development, Elgi Equipments</i>	HR initiatives at L & D
12	May 1, 2020	Mr. Raguraman <i>Asha Counselling</i>	Introduction to NLP
13	May 1, 2020	Ms. Mathu Bharathi <i>Advocate</i>	IPR & GST acts - an Overview
14	May 7, 2020	Mr. Soudhakar Elumalai <i>Senior Data Scientist consultant</i> <i>SAP, Bangalore</i>	Applications of Artificial Intelligence (AI) in Marketing
15	May 9, 2020	Mr. Gowtham. D <i>Authorised Person, Zerodha</i>	Mutual Funds: Tax Planning using Mutual Funds
16	May 9, 2020	Ms. Maria Antony Juderaj <i>Manager- HR, ELGi Equipments limited</i>	Training Evaluation- Kirkpatrick and Jack Phillips Model
17	May 9, 2020	Ms. Vijayalakshmi <i>Associate Vice President HR</i>	Role of HR Pre and Post Lockdown

S.No	Date	Industry Guest	Topic
18	May 13, 2020	Mr. Annamalai <i>Chairman, Annamalai Capital</i>	Covid 19 impact on Financial markets
19	May 14, 2020	Dr Suresh Kumar <i>Managing Partner, Peoplecraft</i>	Factoring- Bank Perspective
20	May 15, 2020	Mr. Annamalai <i>Chairman</i>	Portfolio revision
21	May 16, 2020	Mr. Annamalai <i>Chairman, Annamalai Capital</i>	Buying and Selling securities
22	May 18, 2020	Mr. K S Raguram <i>GM-Quality, Roots Industries</i>	Heijunka
23	May 21, 2020	Mr. H.Vamana Moorthy <i>Senior Manager, SCM Timken India Limited, Bangalore</i>	Supply Chain Practices in Bearing Industry
24	September 8, 2020	Mr. Hari Babu Dondapati <i>Director IT, Inteletech Global Inc, Hyderabad</i>	SEO (Search Engine Optimization)- A tool for business development
25	September 23, 2020	Mr. Senthil Kumar Rajappan <i>Digital Marketing & Content Development SIERRA ODC Coimbatore</i>	Designing and Developing Value Proposition
26	September 24, 2020	Mr. Senthil Kumar Rajappan <i>Digital Marketing & Content Development, SIERRA ODC Coimbatore</i>	Business Models and Revenue Models Assessing Viability
27	September 30, 2020	Mr. Abinath S <i>Senior Consultant, Capco Technologies, Bangalore</i>	Cloud Computing – Mobility & Scaling, Micro Services
28	October 1, 2020	Mr. Dhinesh Kumar SK <i>Project Lead, Lantrasoft Private Limited, Coimbatore</i>	Application of Neural Networks on Artificial Intelligence
29	October 14, 2020	Mr. Gowtham. D <i>Authorized Person, Zerodha, Coimbatore</i>	Taxation in Personal Financial Planning
30	October 15, 2020	Dr. V. S. Saravanan <i>General Manager – Technical Indoshell Cast (P) Limited, Coimbatore</i>	Emerging Trends in Production Planning & Control (PPC) practices
31	October 15, 2020	Mr. Sabarish Gangadharan <i>Marketing Manager, Senior Marketing Analyst, Ameex Technologies</i>	Google Analytics
32	October 17, 2020	Mr. E. Manikandan <i>Customer Development Officer Colgate Palmolive Limited</i>	Managing Inventory in Sales Channel at Colgate Palmolive
33	October 20, 2020	Mr. Subhendu Ganguli <i>Regional Head Southern India – Sales and Distribution, Toyota Kirloskar Motors, Bengaluru.</i>	Perspective of Strategic Management
34	November 16, 2020	Mr. Hari Prakash <i>IT Recruiter, CareerNet Technologies</i>	Shortlisting and Filtering

35	December 1, 2020	Capt. V Ramsunder <i>Unit Head – Loss Prevention, HR, and Learning & Development of ITC Hotels</i>	Interviewing & Probing Techniques
36	December 2, 2020	Mr. Dhinesh Kumar SK <i>Project Lead, Lantrasoft Private Limited, Coimbatore</i>	Constraints & Views in Database Management System
37	December 13, 2020	Mr. Leelakrishnan <i>Founder, Renuka Industries</i>	Taking Innovation to Market
38	December 26, 2020	Mr. Senthil Kumar <i>AGM & Regional Head ICICI Bank Ltd, CBE- Rural and Inclusive Banking Group</i>	Rural Banking – Opportunities and Challenges
39	February 19, 2021	Mr. Mohit Jaggi <i>Regional Manager, Bajaj consumer Care Ltd, UAE</i>	Global Marketing Practices
40	February 23, 2021	Mr. G. Balasubramaniam <i>Company Secretary, Roots India Ltd., Coimbatore</i>	Corporate Social Responsibility
41	March 10, 2021	Mr. A.K. Yokkhananth <i>Head-Quality & WCM, Shanthi Gears Limited, Coimbatore</i>	Evolution of World Class Manufacturing toward Industry 4.0
42	March 10, 2021	Ms. Kshitija Joshi , Mr. Tanmoy Das, Ms. Kristi Baishya & Ms. Daisy Dharwadhar, <i>Data Analysts - Aditya Birla Group</i>	Applications of Predictive Analytics across Manufacturing and Customer Value Chain
43	March 11-12, 2021	Dr. Aditya Srinivas <i>Chief Operating Officer, BSE Brokers Forum Mumbai</i>	Securities Operations in India
44	March 18, 2021	Dr. G. Rajendran <i>Chief Cardiologist of PSG Hospitals, Coimbatore</i>	Wellness- A Basic Understanding
45	April 26, 2021	Mr. Krishna Rubhiga, <i>Founder CEO, Ampere Voltage Consulting Company Pvt. Ltd</i>	Mendeley Research Management Software
46	April 29, 2021	Ms. Vaishna <i>Analyst, DFX Confirmation with Barclays Coimbatore</i>	Credit Analysis Process, Consumer Credit Regulations and CIBIL Scores – How important it is
47	May 12, 2021	Mr. Seshadri Mukundan <i>Head- Packaging Business TVS Supply Chain Solution & Founder and CEO Flexol Packaging Private Ltd</i>	Global Consumer Trends and Logistics – A Perishables Perspective
48	May 15, 2021	Ms. Vijayalakshmi <i>Associate Vice President Payoda, Coimbatore.</i>	Employee Behaviour and its Impact on Organization
49	May 13, 2020	Mr. Eshwar Moorthy <i>Assistant Vice President, Retail Assets and Risk Management, HDFC</i>	Credit Appraisal and Pricing
50	May 14, 2020	Mr. Husain Ahmed <i>Managing Director of Cheran Academy</i>	Entalk- Start-up Business Fundamentals

S.No	Date	Industry Guest	Topic
51	May 15, 2020	Mr. Gowtham Dhamodharaswamy <i>Founder Fincliniq and Authorized partner Zerodha</i>	Taxation in Mutual Fund Investment
52	May 16, 2020	Ms. Suganthi Nadar <i>Attorney, CEO of Tamil Unlimited, USA</i>	Legal Aspects in Internet Marketing – Global Perspectives
53	May 18, 2020	Ms. Alagu Swetha Saranya <i>Proprietor of HOMEFABZ</i>	Family Business Management-Concerns and Issues
54	May 21, 2020	Mr. Aneesh Kumar C <i>Marketing Manager ATS ELGI limited</i>	Branding for Industrial Products
55	September 8, 2020	Mr. Arjun Ramakrishnan <i>Innovation Manager and Design Thinking Consultant Freelancer, Oman</i>	Design Thinking- Innovations
56	September 23, 2020	Mr. G.Karthikeyan, <i>Unit Head – Colour Pro Asian Paints for Tamilnadu region</i>	Managing a Sales Organization – Perspectives
57	September 24, 2020	Ms. Bharathi Athinarayanan <i>Principal Engineer at Unisys, Bangalore</i>	Let's talk the MATH of INNOVATION'

We Connect across the Globe

The speaker **Dr. Tamanna Abdul Rahman Dalwai** from Muscat College addressed 130 IMBA students (Batch 2020-21) on The International Financial Reporting Standards on December 30, 2020. The speaker presented valuable insights on the various concepts on IFRS and its relevance in the present context.



Dr Poornima Wasdani, Associate Professor, School of Business, Royal Roads University, Canada presented to KCT.BS faculties on the Science Technology and Innovation Policy, status of Research in Global countries and in India and elaborated on the entire process of during the Research Forum.

As part of Marketing Management course an online guest session on Global Marketing Practices was organized on February 19, 2021. **Mr. Mohit Jaggi, Regional Manager, Bajaj consumer Care Ltd, UAE.,** was invited to facilitate the session.





Dr. Stephen Aro-Gordon, Associate Professor from Muscat College delivered a lecture on Financial Management International Perspectives for students of I MBA (Batch 2020-22). He discussed on capital budgeting techniques in real time scenario through live cases.

A guest lecture on Paradigm shift and recent developments in HRM was organized for students of I MBA (Batch 2020-22) on March 15, 2021. The guest lecture was facilitated by **Dr. Kavitha Haldorai Florida State University, USA.**



A talk on Legal Aspects in Internet Marketing – Global Perspectives by **Ms. Suganthi Nadar, Attorney, CEO of Tamil Unlimited, USA** was organized on May 26, 2021 for 54 of I MBA (Batch 2020-22) Marketing students.

A Guest Lecture on Impact of COVID and Recovery of Economies- An Economist Perspective was facilitated on May 29, 2021 for 93 students of I MBA (Batch 2020-22) by **Dr. Badri Narayanan Gopalakrishnan, Affiliate Faculty Member, School of Environmental Science & Forestry, University of Washington, USA & Co-Founder Infinite Sum Modelling LLC, Seattle, USA.**



A guest lecture on Design Thinking was organized for the 29 IMBA (Batch 2020-22) Entrepreneurship specialization on June 5, 2021. **Mr. Arjun Ramakrishnan, Innovation Manager, Oman** was the resource person.

We Connect with Stakeholders

Parents

KCT.BS Recharge Program for students of Batch 2019-21 was conducted online on August 23, 2020. About 130 students along with their parents and the faculty attended. An interactive Q&A session with parents and students was scheduled. Parents and students as individual stakeholders clarified their concerns about the ensuing academic year, faculty members addressed the questions.

Alumni

Networking and connecting with our alumni is our mainstay. Our alumni association is an immense network of professional contacts and is specifically designed to support lasting connections and new opportunities.

Alumni interaction with Students

Alumni Panellist

Mr. Mohan Sivaraj (Batch 2011-13), Mr Dinesh (Batch 2017-19), Ms. Preeti Jyotsna (Batch 2014-16) and Ms. Divya. R (Batch 2013-15) were panellists onboard for the selection of students from Batch 2019-21 for the Honours Track on August 2, 2020.

Alumni Talk

Mr. Sabarish Gangadharan, Marketing Manager, Senior Marketing Analyst, Ameex Technologies & Alumni of KCT Business School facilitated an online guest session on Google Analytics as a part of the Digital Marketing Course on October 15, 2020.

Alumni Talk

Mr. Manikandan E, Customer Development Officer, Colgate Palmolive Limited, facilitated a guest lecture on Managing Inventory in Sales Channel at Colgate Palmolive as part of the Marketing Metrics and Analytics course on October 17, 2020.

Alumni Talk

An alumni talk was organized on Shortlisting and Filtering on November 16, 2020. Mr. Hari Prakash, IT Recruiter, CareerNet Technologies (Alumni of KCT Business School of Batch 2017-2019) addressed the HR students of Batch 2019-21.

Mock – PI

As part of Professional Development - 3 Career Planning course, Alumni Mock PI was conducted for all 179 students of different verticals on December 18- 20, 2020. 20 Alumni from the 6 MBA verticals were part of the Mock PI. Students were evaluated on specified rubrics and they also shared their experience.

Pre-Placement Talk

Mr. Ishanullah of Batch 2018-20 addressed the students of Batch 2019-21 in the pre-placement talk of MRF Tyres on January 9, 2021.

Alumni Talk

Webinar on Personal branding was facilitated by Sundeep Balaji- Management trainee, TCS Alumni of KCT BS (Batch 2018-20) on April 17, 2021.

Alumni Talk

A Webinar on Mendeley Research Management Software was facilitated by Ms. Krishna Rubiga – CEO, Ampere Voltage Consulting Pvt Ltd on April 26, 2021. An Alumni of KCT. BS (Batch 2016-18) she is also currently pursuing her Ph.D in her Alma Mater

Alumni Talk

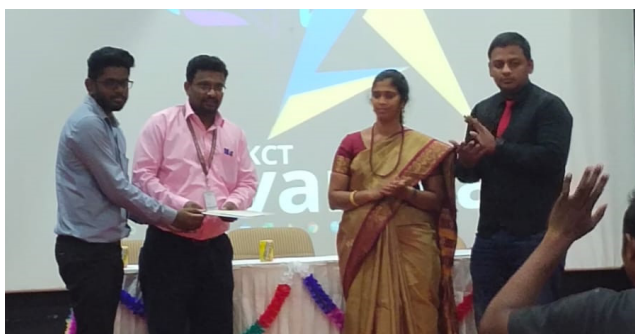
A Guest Lecture on Credit Analysis Process, Consumer Credit Regulations and CIBIL Scores – How important it is?, was facilitated by Ms. Vaishna – Analyst, DFX Confirmation with Barclays Coimbatore on April 29, 2021. Ms. Vaishna is an alumni of KCT. BS from Batch 2017 - 2019

Student World

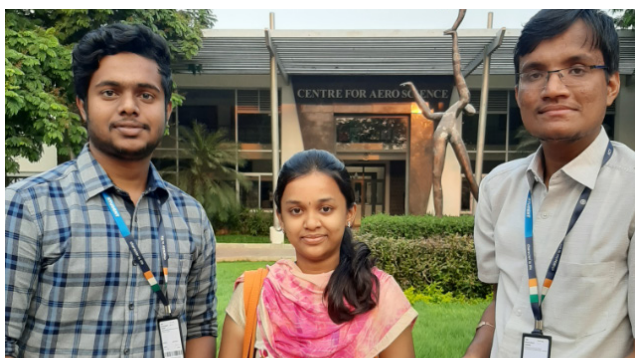
Student Achievements

Congratulations

P Manigandan of I MBA (Batch 2019-2021), won **Best Manager Award** in AVANTAA'20, National Level Next Gen Innovators Meet" organized by Sri Krishna College of Technology, Coimbatore on February 27, 2020



Three students from I MBA (Batch 2019-2021), Pranaambika M, Thirumoorthi Raja R and Vijay R Kadni won the **II prize in "Manifest"** (Management Event) held at Bannariamman Institute of Technology on February 26, 2020



Vandana Prabhu (Batch 2019-21) presented a paper at Inspira's 3 Days Virtual International Multidisciplinary Conference on Latest advancements and Future Trends in Commerce, Economics, Management, Education, Social Science and Applied Science organised by INSPIRA, Jaipur on September 25-27, 2020. **This paper won the first prize.**

GuruKanishkaa presented a paper at the SCMS Social Science International Research Colloquium 2020, organized by SCMS Cochin School of Business on December 10-11, 2020. **This paper won the Best Paper Award.**

Monisaa Tharani and Tamil Mani (Batch 2019-2021) won the **Best Manager Award** in the 2nd edition of RSRI Best Manager competition conducted by RSRI society (RSRI -BMC 2020) organized by RSRI on December 12, 2020. The students were guided by Mr. Vivek Raj SN, Assistant Professor-Analytics

Gokul N & Chipi Chakkaravarthy R (Batch 2019 – 2021) **presented a paper** on A Study on Consumer Preference over the Retail Format During and Post COVID Pandemic and Adoption of Digital Technologies to Meet Shopper's Expectations. They won the first place in URGITH 2021 - an intercollegiate event organized by GRG School of Management studies for the students on February 3, 2021

Aditya Shobika K (Batch 2020 – 2022) won **first place in the photography contest** - in URGITH 2021 - an intercollegiate event organized by GRG School of Management studies for the students on February 3, 2021.

Jisha S, Hemalatha J and Dhanapriya BM (Batch 2020-22) secured first place and won Rs 5000 at PRAGATT'21 a management fest conducted by Amrita School of Business

Upasana Srinivasan, Nirmal L and Sanjana Prakash (Batch 2020-22) **secured second place and won Rs 7000**

Divya Dharshini M J, Dharanidharan A and Dhanapriya BM (Batch 2020-22) **secured second place and won Rs 7000**

Deepakumar S (Batch 2020-22) secured **first place at SHIKAR'21** a management fest conducted by SCMS Group of Educational Institution, Kochi.

Student Participation - NISM Quiz

10 students from I & II MBA had registered for the Online NISM – Securities Market Quiz Contest. The Quiz has three levels (College, Zonal & National). The first stage quiz was conducted and 10 II MBA (Batch 2019-21) students attended the First stage of the National Level Quiz (Stage 1) on December 26, 2020.

Student Activities

YUGAM-2021 April 2-4, 2021

Student association of KCT Business School organized their annual shopping fest ANGADI 2020 - A trade fair on March 5-7, 2020 as part of Yugam. The theme for Angadi was on women entrepreneurs who have put everything on the line, to build and grow their businesses. 70 stalls by women entrepreneurs and a footfall of nearly 6500 marked the success of Angadi 2020.

Four management games were organized and conducted by KCT Business School as part of Yugam on April 2-4, 2021. The online events were organized & coordinated by Anjay Renis Lawrence PA & Ramya SG (Batch 2020-22) Events Coordinators-SA

Pioneer

An Operations and HR oriented brainstorming game, The event consisted of three rounds. **Navina M (KCT - Information Science and Engineering)** was as the winner of the event. Anjay Renis Lawrence P A, Nirmal L and Gayathri K, I MBA Students (Batch 2020-22) coordinated the event.

Explore

The events quest was to find the best ANALYST. Best visualization was evaluated. After evaluation **Mr. Sri Niketh J (PSG I-Tech) was announced as the winner of the event.** Chitra.S and Ramya S G I MBA Students (Batch 2020-22) coordinated the event

Pick 'N Pitch

A Marketing based game to exhibit the students' creativity in the poster and persuasion by pitching it. Nupur Temani K (KCLAS B.Sc Economics) won the event PICK 'N PITCH. Sowmiya V S, Anjay Renis Lawrence P A and Ramya S G coordinated the event

The Best Manager

The event aimed at finding the best professional. The participants were presented with normal day to day items like bobby pins and boots and find alternative uses for it. The participants were given 30 sec to come up with as many innovative ideas as possible. **The winner was Mr. Skanda Roshan. (Shri Ramakrishna Engineering College, ECE)** Anjay Renis Lawrence P A, Ramya S G Upasana Srinivasan

and Jenifer S I MBA Students (Batch 2020-22) coordinated the event

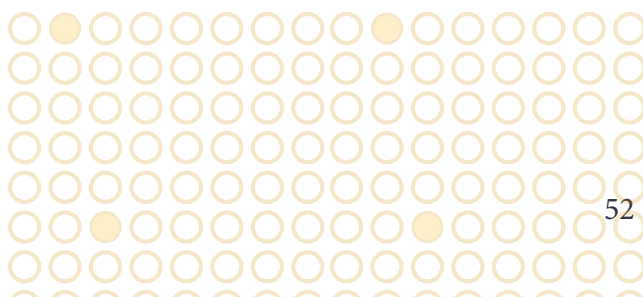
Recharge 2020

KCTBS Recharge Program for students of Batch 2019-21 was conducted online on August 23, 2020. About 130 students along with their parents and the faculty attended.

Dr. Mary Cherian, Head of Department welcomed the parents, students and faculty members. Mr. Shankar Vanavarayar- Joint Correspondent, KCT felicitated the gathering by sharing his experience of learning and the need for up skilling of oneself in today's scenario. Mr. Saravana Prasad - Corporate Lead focused on the need for preparedness for placement and the acceptance and acknowledgement of placement guidelines. Sanjiv Srinivasan, Assistant Professor, addressed the students on the training schedule and the importance of it during this semester. Dr. Shripria V, Professor, Entrepreneurship thanked parents for encouraging students to take Entrepreneurship as a stream of study with special emphasis to women in this domain. Dr. Kannan, Professor, Operations gave the closing remarks and proposed the vote of thanks.

The Converse -New Normal in Career Readiness

KCTBS conducted a webinar on The Converse - New Normal in Career Readiness on July 25, 2020. The conference was conducted for the students of Batch 2019-2021. The keynote speakers were Mr. Ravi Raj, Associate Vice President-Indegene Pvt Ltd, Mr. Senthil Kumar, Regional Head TN-ICICI Bank Coimbatore and Mrs. Subha Lazaar, HR Manager, Vidyut Motors Pvt Ltd. The keynote speakers shared their views on the topic and the recent changes in the industry that have occurred after the pandemic in their respective firms. The guests reiterated the importance of Behaviour, Resilience to work, Adaptation to work, the Basic skill set of technology, Personality fitment and Self-learning was expected from a candidate. They also stated that candidates must be aware of the understanding of the practical working of any organization. Suggestions for resume writing were shared by Mrs. Subha Lazaar.



Honours Track

The Honours Track interview for Batch 2019-2021 was conducted on August 2, 2020. Our Alumni, Mr. Mohan Sivaraj (Batch 2011-2013), Mr Dinesh (Batch 2017-2019), Ms. Preeti Jyotsna (Batch 2014-2016) and Ms. Divya. R (Batch 2013-2015) were the panellists on the interview selection board. KCT Business School congratulates all the selected aspirants.



Pooja S



Devadharshini C H



Apoorva Akshitha K



Arunthathi K



Yogitaa.S



Gokul N



Steeve Elisha Giftson. V



Midun



Haritha K



Chipichakkaravarthy.R



Pranaambika M



Devi M

SA Valediction 2019

On October 23, 2020, Students Association Valediction was organized for students and SA Members of Batch 2018-20. The event started with the prayer song by Vijay R Kadni. Sanjeev Kanna- President SA 2020 welcomed the students & faculty. The gathering was then addressed by Dr. Mary Cherian- HoD. Mr. Saravana Prasad- Corporate Lead felicitated the outgoing SA Team. The event also included the awards ceremony for the sports hive by Ms. Pooja S- Forum Manager of HR. It was followed by Angadi Awards and SA valediction; both were moderated by Ms. Pranambikka Forum Manager of Finance. The events of the previous year were re-run to take a walk down memory lane. Harisankaran T- President of SA 2019 shared his experience and thanked his fellow members.

Swagatham & FLIP

Students & parents of Batch 2019-21 were initiated to KCT. BS through a virtual Swagatham on December 2, 2020. A virtual reception by students and faculty was accorded to the newcomers. Dr. Mary Cherian, Professor & Head, KCT Business School welcomed the students & faculty by giving a brief overview of KCT Business School and its activities. Presidential address was given by Shri. Shankar Vanavarayar, Joint Correspondent, KCT Institutions. He reiterated the purpose of pursuing MBA and the motivated the students to set their sights on a horizon which would give them a perspective to work towards. Dr. Vijila Kennedy, Principal KCLAS felicitated the audience by reiterating the salient features of KCT Institutions & KCT Business School in particular. Arunthathi, Vice President SA, administered the student pledge to the new comers. The vote of thanks was proposed by Sanjeev Kanna, President SA.

A virtual FLIP 2020 was organized for freshers of Batch 2020-22 on December 3-5, 2020. Students had a virtual tour of the KCT Campus to familiarize them to the campus. Virtual onboarding began with a welcome address by Sanjeev Kanna, President SA. Dr. Mary Cherian, Professor & Head KCT. BS sensitized the newcomers to BS culture and briefed them on the expectations from the faculty and the students. Arunthathi, Vice President, SA, gave an introduction about the Students Association (SA) of KCT. BS. FLIP aims at creating a comfort zone for the freshers and breaks the ice, both at the inter & intra batch level. It acclimatizes the student to the BS way of life. The new batch was split into 12 teams, each team consisted of 12 mentees guided by 3 mentors also there was a support from SA team members. The Buddy mentoring aimed to sort FAQ's from freshers, clearing their doubts from both academics & co-curricular, and to bond with the seniors.



Training & Placement

Mock PI

As part of Professional Development - III Career Planning course, Alumni Mock PI was conducted for all 179 students of different verticals on December 18- 20, 2020. The scheduling and organizing were coordinated overall by Devadharshini - K HIVE Lead and Thirumoorthi Raja- SA - Alumni Officer. The students were assessed and scored on the rubric parameter as given by course coordinator.

Student Forums & Leagues

S.No	Date	Centre	Activity
1	November 9, 2020	CoF	Finance Trivia – An Online Finance Quiz
2	November 10, 2020	CoA	Talk on “Bang of the Century: Data Science & Data Revolution”
3	November 11, 2020	CoE	Design Thinking Quiz
4	November 11, 2020	CoM	Webinar on Nuances of Conversation Rate Optimization
5	November 11, 2020	CoHR	Talk on Role of HR in the Business Space
6	November 12, 2020	CoO	Q’Fiesta – An Online Operations Quiz
7	December 15, 2020	CoE	Webinar on Entrepreneurship as a Career
8	December 17, 2020	CoA	Once Upon A time – An Interactive Event on
9	December 21, 2020	CoM	inQuizitive- A Gamified Quiz
10	December 24, 2020	CoF	Master Minds
11	December 29, 2020	CoHR	Talk on Navigating the HR Career Path
12	December 30, 2020	CoO	OMG – Operations Management Game on
13	February 6, 2021	CoHR	HR Connect
14	March 1, 2021	CoM	Marketing Conclave’21
15	May 19, 2020	CoO	webinar on Power of Supply Chain and Operations
16	May 22, 2021	CoA & CoM	Micro Discussion on Market Research
17	May 29, 2021	CoHR	Webinar on Recent Trends in Recruitment

Hive Activities

The student hive of KCT.BS was active during the year.

K Hive

The Knowledge Hive wing of the Student Association has been organizing numerous activities for the student, since October 2020. 12 Pre – Placement talks were organized for companies which included Berger Paints, Colgate Palmolive, VRAIO, Axis Bank, RAMCO, Nexus India, ICICI, Pricol, RFPIO, TCS, SBI Insurance & Bharath Matrimony. The Pre-Placement Talk includes- A presentation on the company’s history, vision, mission, org. structure, career progression, JD, eligibility criteria, interview process, aptitude question patterns / topics, competitors etc is shared and discussed with alumni or faculty from career guidance centre of BS. Some of the K Hive sessions were facilitated by BS Alumni.

T-Hive

The Primal Leader on October 18, 2020 in commemoration of the 89th birthday of the 11th President of India, the “Missile Man”, Dr. Avul Pakir Jainulabdeen Abdul Kalam, the Talent Hive of KCT.BS conducted a quiz & brainstorming session to emulate the leader by improving our leadership to achieve better lifetime goals.

Flawless Diwali

A poster designing Competition was organized on November 13, 2020 to keep the festive spirit alive during the pandemic by remembering auspicious festive moments, through poster designing. The event was an opportunity to exhibit their creative skills on the festive theme. The event was coordinated by Seeni Kokila M, Event Coordinator SA 2020. The winners were,

- Gokul N 19MBA030
- Madhumita SS 19MBA163

Jamboree

To commemorate the birth of the “Wright Brothers” a live, interactive session with quiz and open talks about given topics were conducted on December 16, 2020. This was a inter department event where 29 students from Aeronautical & MBA department participated. The event was coordinated by Seeni Kokila M, Event Coordinator SA 2020.

Outreach

Financial Planning for Non- Academic and Admin Staff

A webinar on Financial Planning for Non- Teaching and Admin Staff was organized on May 18, 2021 for 41 Non-Academic and Admin Staff, which was facilitated by Mr. Gowtham Dhamadhoraswamy Founder Fincliniq and Authorized partner Zerodha. Mr. Gowtham reiterated the importance of financial freedom. He explained the finer points of Insurance, Mutual Fund, Importance of Time in Saving and Rule 72.



Revisioning Exercise of KCT.BS

Vision and Mission

The changing phase of outcome-based education and its big-ticket imperatives with allied scenarios had generated a thought process to reorganize its earlier vision and mission statements. Hence the Strategic Planning Steering Committee oversaw a very inclusive process to articulate its new vision and mission statements to reiterate and imbibe the core values once again. The process was revisited during November 2020 and got completed by June 2021. The revised vision & mission statement is given below

VISION (2021 ONWARDS)

To be a school of excellence creating transformative educational experience shaping future leaders

MISSION (2021 ONWARDS)

Education focused on disciplinary knowledge, problem solving, leadership, interpersonal skill and wellbeing. Develop managers with professionalism and ethics

The following **core values** will define the foundation to achieve our vision and faculty & students are encouraged to use these values at every opportunity

Be the Solution: Brings in new ideas and solutions that push our thinking into new territory.

Champion Change: Identifies and implements external best practice, new ideas and plans that will prepare our organization for the future.

Agility: Successfully lead organizations in a world that's increasingly complex and uncertain.

Trust: Earns credibility and trust, influencing employees, members, and stakeholders to support organization

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