

PUBLISHED PAPERS

Faculty Publications 2022-2023

1. Jaisankar S.; Julian G.D.C.; Vinothini V. (2023) Route Optimization of Raw-Milk Collection from Small Farmers located in Remote Villages in India. In 2nd International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation, ICAECA 2023.
2. Mukesh D, Sangeetha S, Latha A. (2023) Sentimental Analysis of CBDC Tweets Using Machine Learning and Deep Learning Techniques. 2nd International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation, ICAECA 2023

Faculty Publications 2021-2022

1. Latha A.; Gokul N.; Chipichakkaravarthy R. (2022) A Study on Consumer Preference over the Retail Format during and Post Covid Pandemic and Adoption of Digital Technologies to Meet Shopper's Expectations. In 2022 International Conference on Advanced Computing Technologies and Applications, ICACTA 2022.
2. Latha A.; Mohanamani P. (2022) Measuring Course Attainment through Competencies and Performance Indicators: A case of Computer Lab Based Course. Proceedings - 2022 International Conference on Recent Trends in Microelectronics, Automation, Computing and Communications Systems, ICMACC 2022.
3. Vinayagasundaram R.; Gowtham S.; Guruvignesh M.; Jeyaram R. (2022) Lean production as a tool for Sustainability using Six-Sigma and VSM framework in manufacturing industry. 2nd International Conference on Computer Science, Engineering and Applications, ICCSEA 2022
4. Aditya Sobika K.; Vivek Raj S.N. (2021) A Study on Predicting Customer Willingness to Order Food Online during the Covid-19 Pandemic Using Machine Learning Algorithms.
5. Susana D.; Preethi S.; Rex Rinold Sekar S.; Prithieep R.; Ramesh Babu B.; Sanjay Babu V. (2021) Digital screen time and sleep health of individuals during Covid 19 pandemic: Empirical study among different demographic classes in India. In 2021 International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation, ICAECA 2021
6. Mohan D.; Rubigha K.; Nalini P. (2021) Re-thinking the Role of Women in Sustainable Business Leadership. In 2021 International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation, ICAECA 2021
7. Rubigha K.; Mohan D.; Nalini P. (2021) A Sustainable Approach for the Use of Perovskite in Photovoltaics by Reduction or Elimination of Toxic Lead. 2021 International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation, ICAECA 2021

MDP- Janatics

An Overview:

Management Development Programme on Leadership conducted for the Customer Support Engineers' Team of Janatics India Private Ltd, Coimbatore.

A 3-day **Management Development Programme on Leadership** was organised by **KCT Business School** for a batch of 20 Customer Support Engineers from Janatics India Private Ltd, Coimbatore.

Dr. K.R.Senthilvelkumar was the programme convenor. The programme objectives were

- To Provide the participants with an understanding of 'self' and approaches to improve personal effectiveness at work
- To Help the participants in developing a business orientation and identifying ways to perform their sales and marketing functions better
- To Enable the participants to develop a team-working orientation and enhance their team-building capabilities

The Inauguration Programme of this MDP was organised at 9 AM on Dec 11, 2023. Dr. K.R.Senthilvelkumar welcomed the gathering and thanked the Janatics top management team for providing opportunity for organising this MDP for their sales team. In the Inaugural Address, Dr. Mary Cherian explained how this training programme will pave the way for improving the participants' soft skills and thus help in performing their sales & marketing functions better. This was followed by a special address by Mr. R.Ramesh, Executive Director, Felicitations by Mr.M.Balaji, Marketing Head as well as Mr. S.Pradeep, Head-Human Resources, Janatics India Private Ltd, Coimbatore and Vote of Thanks by Prof. V.V.Narayanan, KCT Business School. The training programme had a total of 14 sessions. The session on Goal Setting and Time Management was delivered by Dr. Mary Cherian. The session on Emotional Intelligence, Augmenting Marketing Orientation, were delivered by Dr. Maria T. Paul and Dr. K.R.Senthilvelkumar respectively. The first day's sessions came to an end with Time Building Exercises conducted jointly by Dr. Mary Cherian and Dr. P.Thamarai Selvi. The second day began with a Yoga Session for the participants conducted by Mr. Ranjith which was followed by Sessions on Transactional Analysis and Finance for Non-Finance Executives delivered by Dr. P.Thamarai Selvi and Dr. P.Mohanamani respectively. Subsequently Negotiation Skill Development session and '12 Angry Men' movie screening and debriefing session were conducted jointly by Dr. AD. Shalini Prieya and Dr. Mary Cherian. The third day began with a Yoga Session conducted by Mr. Ranjith and subsequently sessions on Sales Metrics & Analytics and WorkLife Balance – Stress Management were delivered by Dr. S.N.Vivek Raj and Prof. V.V.Narayanan respectively. The next session was on Consumer Insights which was conducted as a laboratory exercise by Dr. B.Poongodi and the subsequent session on 'Customer Engagement' was delivered by Dr. A.Latha. Prof. V.V.Narayanan conducted management games and exercises related to Effective Team Working which was the last session of the programme. The programme ended with a valediction function. Certificates were distributed to participants by Dr. Joseph Thanikal, Director, KCT, Dr. Mary Cherian, HoD, KCTBS, Mr. M.Balaji, Janatics Marketing Head, and Mr. S. Pradeep, Janatics Human Resources Head. This was followed by a Session on Feedback from the participants as well as Mr. M.Balaji and Mr. S.Pradeep who appreciated the KCTBS Team for making the programme very interesting and useful for all. Dr. Joseph Thanikal emphasized on the need for continuous learning and reskilling. Dr. Mary Cherian in the Concluding Remarks expressed the hope that the participants will apply the learnings in their professional as well as personal lives. The programme ended with a Vote of Thanks delivered by Dr. R.Senthilvelkumar, who attributed the success of the programme to student volunteers, the KCTBS faculty team, staff and the Janatics team as well as extended appreciation and expressed gratitude to all.

Outcome of the Event:

The 3-day MDP on Leadership conducted for Janatics India Pvt Ltd., Coimbatore,

- Provided an opportunity for the KCTBS faculty team to offer through various sessions, valuable inputs to the Customer Support Engineers' Team (L3) of Janatics, which the participants appreciated very much and thus opened up possibilities for planning for future training programmes in batches for the remaining L3 cadre Customer Support Engineers of Janatics.
- Helped in establishing good relationship with the Top Management and HR team of Janatics, who have expressed interest in nominating their employees from other levels too (L2 & L1) for a higher level of training inputs addressing the requirements of the strategic roles assumed by these employees.