

Student Participation / Achievements in Symposium / Inter-college Events

| S. No. | Name of the Student | Date | Title of the Event | Symposium Date | Organised by | Outcome |
|--------|----------------------|------------|-------------------------------------|-------------------|-----------------------------------|---|
| 1 | AJAY P.S. | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 2 nd Prize |
| 2 | ARASU R.M | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 2 nd Prize |
| 3 | JEEVA A | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 2 nd Prize |
| 4 | BABU BOOPATHY. E | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 2 nd Prize |
| 5 | ARUNA. S | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 1 st Prize |
| 6 | JANANI. B | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 1 st Prize |
| 7 | THANUJA. S | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 1 st Prize |
| 8 | RITHANYAA. G | 28/02/2023 | Treasure Hunt | LITZEAL'24 | PSG College of Arts and Science | Won 1 st Prize |
| 9 | AZHAGU SHANMATHI MD | 28/02/2023 | Extempore | LITZEAL'24 | PSG College of Arts and Science | Won 2 nd Prize |
| 10 | BABU BHOOPATHY E | 28/02/2023 | Extempore | LITZEAL'24 | PSG College of Arts and Science | Participant |
| 11 | AZHAGU SHANMATHI.M.B | 28/02/2023 | Quiz | LITZEAL'24 | PSG College of Arts and Science | Participant |
| 12 | RITHANYAA.G | 28/02/2023 | Quiz | LITZEAL'24 | PSG College of Arts and Science | Participant |
| 13 | DINESH KESHAVAN R | February | National Level CASE Study Challenge | Business Standard | Business Standard News Paper | Won 2 nd Prize (All India Level) – Rs.3000/- |
| 14 | MADHUMITHA R | March | National Level CASE Study Challenge | Business Standard | Business Standard News Paper | Participant |
| 15 | KALPANA VIJAYKUMAR | March | National Level CASE Study Challenge | Business Standard | Business Standard News Paper | Participant |
| 16 | DEV SRUTHAN | March | National Level CASE Study Challenge | Business Standard | Business Standard News Paper | Participant |
| 17 | MADHU MITH S R | 8/3/2024 | Management Events | VANLAA'24 | Sri Krishna College Of Technology | Participant |
| 18 | JAI GANESH S P | 8/3/2024 | Management Events | VANLAA'24 | Sri Krishna College Of Technology | Participant |
| 19 | ROSHINI.V.S | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 20 | RITHENYA. G | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |

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| 21 | SIVA SRI KAVI. K | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 22 | ELAN KUMARAN. R | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 23 | HARISH. K | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 24 | SIVARANJANI .S | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 25 | NISHA PRIYA .V | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 26 | LOGESHWARAN.P | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 27 | RAKSHANA R | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 28 | CHITHAMBARESH T | 27/3/2024 | Management Events | EUPHORIA'24 | PSG COLLEGE OF ARTS AND SCIENCE | Participant |
| 29 | SWETHA J | 28/03/2024 | Snoopers | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 1 st Prize – 3000/- |
| 30 | THAARANI S | 28/03/2024 | Snoopers | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 1 st Prize – 3000/- |
| 31 | ARUNA S | 28/03/2024 | Treasure Hunt | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 3 rd Prize – 2000/- |
| 32 | ASVITHA J | 28/03/2024 | Treasure Hunt | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 3 rd Prize – 2000/- |
| 33 | THANUJA S | 28/03/2024 | Treasure Hunt | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 3 rd Prize – 2000/- |
| 34 | VASIKARA R | 28/03/2024 | Treasure Hunt | CASCALL'24 | PSG COLLEGE OF ARTS AND SCIENCE | Won 3 rd Prize – 2000/- |
| 35 | AKSHAYAA P | 24/04/2024 | Man of the Match | VYUHA' 24 | Krishna College of Engineering and Technology - School of Management | Won 1 st Prize – 4000/- |
| 36 | FAHMITHA BEGAM M | 24/04/2024 | Man of the Match | VYUHA' 24 | Krishna College of Engineering and Technology - School of Management | Participant |
| 37 | AJAY PS | 24/04/2024 | Finance Frency | VYUHA' 24 | Krishna College of Engineering and Technology - School of Management | Participant |
| 38 | BABUBOOPATHY | 24/04/2024 | Finance Frency | VYUHA' 24 | Krishna College of Engineering and Technology - School of Management | Participant |
| 39 | SIVAKAMMI | 24/04/2024 | Finance Frency | VYUHA' 24 | Krishna College of Engineering and Technology - School of Management | Participant |

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| 40 | DEV SRUTHAN J | 27/03/2024 | Business Quiz | ARTHASASTHRA'24 | SNS College of Engineering | Won 2 nd Prize |
| 41 | JEEVA A | 27/03/2024 | Business Quiz | ARTHASASTHRA'24 | SNS College of Engineering | Won 2 nd Prize |
| 42 | THARANI | 27/03/2024 | Business Quiz | ARTHASASTHRA'24 | SNS College of Engineering | Won 2 nd Prize |
| 43 | VINOTHINI B | 15/03/2024 | Best Manager | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 5000/- |
| 44 | AJAY PS | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 45 | AKSHAYAA P | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 46 | ASVITHA J | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 47 | BABUBOOPATHY E | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 48 | JEEVA A | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 49 | SIVAGAMI | 15/03/2024 | Best Management Team | VIMSMART 2K24 | Vivekananda Institute of Management Studies | Won 1 st Prize – Rs. 6000/- (Sharing) |
| 50 | SENTHAMIL SELVAN S | 01/02/2024 | Cesim Elite SimSPace | The Annual Management and Cultural Fest | S.P. Jain Institute of Management & Research (SPJIMR) and OJAS, Mumbai | Won 2 nd Prize |
| 51 | SANTHIYA JR | 01/02/2024 | Cesim Elite SimSPace | The Annual Management and Cultural Fest | S.P. Jain Institute of Management & Research (SPJIMR) and OJAS, Mumbai | Won 2 nd Prize |
| 52 | SASTHIKAA | 01/02/2024 | Cesim Elite SimSPace | The Annual Management and Cultural Fest | S.P. Jain Institute of Management & Research (SPJIMR) and OJAS, Mumbai | Won 2 nd Prize |

6.1.1 Organizing Management Events

Angaadi, meaning "marketplace" in Tamil, is the student-run trade fair organized by the Student Association of KCT Business School, Coimbatore. It forms the lively core of Yugam, Kumaraguru Institutions' annual Techno-Cultural-Sports-Literary fest. Held in March 2024, the 13th edition of Angaadi witnessed a vibrant display of entrepreneurial spirit.

A Fusion of Commerce and Community

The event brings together over 300 stalls, creating a bustling marketplace under one roof. The offerings are diverse, ranging from everyday FMCG products and textiles to exquisite crockery and jewelry. Not only do student-run businesses showcase their ventures, but NGOs, startups, and even



MNCs participate, making Angaadi a melting pot of commerce and community.

A Platform for Budding Entrepreneurs

Angaadi provides a valuable platform for KCT's talented students to showcase their entrepreneurial abilities. Students curate a wide array of products and services, demonstrating their business acumen and gaining real-world experience. The 2024 edition saw over 60 stalls set up by students, alongside those of NGOs, startups, and established companies.



A Celebratory Inauguration

The 2024 edition was inaugurated by Mr. Sathish Kumar, Director of ESSEMM Corporation, underlining the event's significance. This immersive experience allows participants to network, build business connections, and gain valuable insights into the marketplace.

Angaadi is a unique event that celebrates student entrepreneurship while fostering a dynamic commercial space. It's a testament to the enterprising spirit of KCT Business School and a highlight of the Yugam fest.

6.1.2 Industrial Visits

| Date | Name of the Company | No. of Students participated |
|-------------|----------------------------|-------------------------------------|
| 30-03-2023 | TNAU-ABIS | 60 |
| 29-04-2024 | IKEA- Bengaluru | 49 |

6.1.3 .d. Societal Activities

The Run for Native Tribes Marathon, organized by KCT Business School, was a significant event in March 2024, involving over 600 participants. The event, part of the Social Immersion Project (SIP), has been a catalyst for transformative change in the Kallar Pudur tribal community for three years. This year's marathon raised funds for 13 developmental projects aligned with the UN SDGs 2030. The event was supported by various sponsors, including Ezon Energy Solutions, Shankaraas Catering, Ozotec and Janatics, and Carex Services. Participants had the opportunity to wear specially designed t-shirts, hand-painted by tribal children, which added a personal touch and uplifted those in need. The event aimed to foster social, economic, and behavioral changes in the tribal community and instill a sense of social responsibility among management students.

About SIP of KCT Business School:

The Social Immersion Project (SIP) at KCT Business School, Coimbatore, is a mandatory program for students, during their second year of the MBA program.

Goals of the SIP:

Social Sensitization: The program aims to raise student awareness of social issues and challenges faced by communities in Kallarpudur area.

Community Impact: Projects aim to create a positive impact on marginalized communities by addressing specific social challenges. Examples could include:

Financial literacy workshops

Skill development programs for underprivileged youth Environmental awareness campaigns.

On April 18, 2024, KCTBS and the Mahatma Gandhi Memorial Trust in Pothanur collaborated to host a social impact cleaning drive. The initiative was spearheaded by Mr. Anchana Kumar, Head of Projects (Social Services) at CSR Activities, GD Naidu Charities ,Coimbatore. Ninety-two first-year MBA students actively participated in cleaning the Madukari forest, joining forces with Madukkarai's forest range officers. Dr. M. Rani, Dr. Vignesh Karthik and Dr. Sivaguru KCT co-ordinated this event.

5.6.2 Student Publications (04/05)

(List the publications along with the names of authors and publishers, etc.)

| S.No. | Year | | No. of Publications | | | | |
|--------|---|---|--|---|--------|-------|---------------------|
| 1. | 2021-22 | | 02 | | | | |
| 2. | 2022-23 | | 04 | | | | |
| 3. | 2023-24 | | 13 | | | | |
| S. No. | Name of the Article | Name of the Author/s | Name of the Journal | ISSN | Volume | Issue | Year of Publication |
| 1. | Entrepreneurial Pursuits Of Weavers In Low Resource Handloom Industry | Poongodi B, Ramakrishnan G, Monisaa Tharani S K | Turkish Online Journal of Qualitative Inquiry (TOJQI) | 1166-1181 | 12 | 6 | 2021 |
| 2. | Digital Transformation in Retailing: Proximity Marketing- Influences on Customer Engagement | B. Poongodi, J. Clement Sudhahar, Kumar R | Natural volatiles & Essential Oils | 14845-14867 | 8 | 4 | 2021 |
| 3. | Consumer Purchasing Decision towards Skin Care Products | Abarna K, Aishwarya Devi C V, Aswathy P Sathyan & Dr. Poongodi B | International Journal of Engineering and Management Research | 2250-0758 | 12 | 4 | 2022 |
| 4. | Awareness of Cryptocurrency Among Public: Evidences from Tamilnadu State | Dr. Poongodi B, Anandraj K | International Journal for Multidisciplinary Research | 2582-2160 | 5 | 6 | 2023 |
| 5. | Sentimental Analysis of CBDC Tweets Using Machine Learning and Deep Learning Techniques | S. Sangeetha; A. Latha; Mukesh D | 2023 2nd International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation (ICAECA) | doi: 10.1109/ICAECA56562.2023.10199561. | - | - | 2023 |

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| 6. | Perception of Investors on Robo Advisory Services | S. Sangeetha; Vignesh. S | 2023 2nd International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation (ICAECA) | DOI: 10.1109/ICAECA56562.2023.10199926 | - | - | 2023 |
| 7. | The Synergy of Sustainable | Gayathri S P , Dr. Maria | GLOSMAN'24 Conference | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| | HRM Practice and Employer Branding: Leveraging CSR | Tresita Paul, Narayanan V V | organised by NIT Hamirpur, Himachal Pradesh. | | | | |
| 8. | Building bridges: A conceptual model for understanding the relationship between IWB, problem solving, governance, awareness, and employee perception | Mary Shreen S , Dr. Maria Tresita Paul V and Narayanan VV | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 9. | Leadership spiritual behaviour and employee engagement: Mediation effects of workplace Climate and Psychological well-being | Ragunath S , Dr Maria Tresita Paul V and Narayanan V V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 10. | A Conceptual Exploration of Workplace Friendship, Diversity Climate and Internal Branding | Jyotsna V H and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |

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| 11 | A study of occupational stress of gen z it employees and its impact on organizational citizenship behaviour & counterproductive work behaviour | Akarshana R and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 12 | A study on hybrid work arrangements and its impact on Employee outcomes in it sector | Divya J and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 13 | A Study on the Impact of Remote work arrangement | Mysticaa Riona. S and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| | on Job Satisfaction of Women Employees in IT Organizations | | by NIT Hamirpur, Himachal Pradesh. | | | | |
| 14 | Employee Engagement, Employee Performance and Supervisor Support: A Sustainable approach | Raaghavi D and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 15 | Psychological Empowerment and Employee Well-being: Conceptual evaluation | Gangeshwaran K.T and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 16 | The Impact of flexible working on innovative work behaviour and citizenship of employees in it Industry | Sheefa Sheerin Z and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |

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| 17 | The Impact of Inclusive Leadership on Team Psychological Safety and Job Performance of IT Professionals | Vivekanandha K and Dr Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 18 | Analysing the impact of burnout on employee wellbeing and work life balance in the health care sector | Anu Gayathri N K and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |
| 19 | Workplace Well-being initiatives and Employee retention in the IT Sector: Conceptual examination | Nithyaa Shree G and Dr. Maria Tresita Paul V | GLOSMAN'24 Conference organised by NIT Hamirpur, Himachal Pradesh. | ISBN: 978-93-6132-887-9 | - | - | 2024 |