



Technical Symposium

On May 27, 2022, a national-level technical symposium called "TECHNOVA 22" was held. Dr. R. Dhaneesh, Head of the Department of Management Studies, opened the technical sessions. Various technical events such as "Best Manager," "Business Quiz," "Best Management Team," and "Business Plan" were conducted.



Lighting of Kuthuvilaku



First Prize Winner of Best Manager



Business Plan Competition



Best Management Team Competition

Guest Lecture Arranged

- Dr. Sivakami. S., AP/MBA, has arranged a Guest Lecture, "Attitude Building: Personal and Corporate," by Mr. Febin Ramesh.K, Assistant Consultant, Tata Consultancy Services, and Elect President, JCI Kaliyakkavilai Legends, on 30th September 2022.



- The Department of Management Studies conducted a Guest Lecture on 3rd March 2023 for the first- year MBA students. The resource person was Mr. K. Deepan, proprietor, of Kumari Shoppo an emerging e- commerce platform. He shared his thoughts and opinion on the topic of "Marketing Strategies" with the students. The Guest Lecture was organized by Ms. Akshera.R.V, Assistant Professor, Management Studies. The session lasted for the entire forenoon and the students benefited from the session.



Guest Lecture Session

Guest Lecture Delivered by the Faculty Members

- Dr. Sivakami.S, Assistant Professor, has delivered a Guest Lecture, "Business Model Canvas," Organised by Department of Computer Science,GNOIT, Noida, through virtual mode on 11th June 2022.
- Dr. Sivakami. S, Assistant Professor, Department of Management Studies conducted a Training Session on the topic "Born to Win" to the Teaching Staff of Amrita College of Engineering and Technology on, 20th January, 2023.
- Dr. Sivakami. S, Assistant Professor, Department of Management Studies conducted a Training Session on the topic "Self Mastery" to the Non-teaching Staff on 24th January 2023.
- Dr. Sivakami. S, Assistant Professor, Department of Management Studies delivered a speech on "Design Thinking, Critical Thinking, and Innovation Design" to the BE students on 21st February 2023.
- Dr. Dhaneesh. R, Assistant Professor, Department of Management Studies delivered a speech on "National Startup Day" to the BE students on 23rd February 2023.

Seminar Organised

The Department of Management Studies hosted a two- day ICSSR-sponsored National Seminar on “Atmanirbhar Bharat through Design Thinking” on March 1st and 2nd 2023. Ms. Akshera R V, Assistant Professor welcomed the gathering. Dr. S. Sivakami, convenor of the event gave an introductory speech about the importance of the seminar. The resource persons for the seminar were - Dr. Bala Ramadurai, Adjunct Professor, Symbiosis Institute of Business Management, Pune, Dr. S. Sivakami, Assistant Professor, Department of Management Studies, Amrita College of Engineering and Technology, Nagercoil, Dr. Komal Chopra, Associate Professor, the Symbiosis Institute of Business Management, Pune and Dr. Sharmila Selvaraju, Scientist, Eucare Pharmaceuticals Pvt. Ltd., Chennai.

More than 100 students including faculty from various institutions have participated. The session focused on the necessity of design thinking now and in the future. The use of design thinking in product planning and development session enabled the students to gain a deeper understanding of design thinking. It was indeed an enriching session where the students as well as faculties interacted with the expert freely and enhanced their knowledge on design thinking



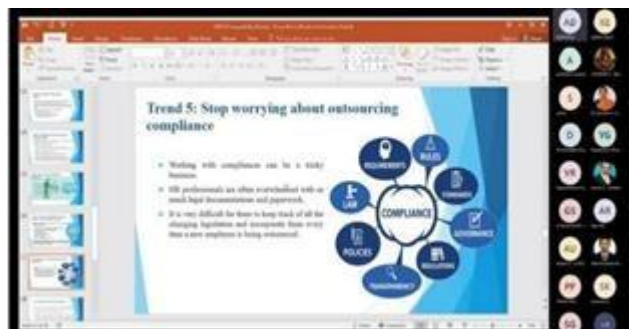
Lighting the Lamp



Gift to Guest

Conference Organized

The Department of Management Studies, Civil and Mechanical jointly organised a one-day national level conference on "Recent Advancements in Management Studies, Civil and Mechanical" on July 7, 2022, via virtual mode. Dr. R. S. Padmavathi, Associate Professor, Sri Krishna School of Management, Coimbatore, was the resource person



Snap Shot of the Conference

Workshop- Attended by the Faculty

S. No.	Faculty Name	Topic	Organizer Name and Address	Date
1.	Dr.R.Dhaneesh	Intellectual Property Rights (IPR) & Patentsand Design Filing	Dr. Pankaj P Borkar	30.09.2022
2.	Ms. S.M. Saranya	Intellectual Property Rights (IPR) & Patents and Design Filing	Dr. Pankaj P Borkar	30.09.2022
3	Mrs. Akshera.R V	Intellectual Property Rights (IPR) & Patentsand Design Filing	Dr. Pankaj P Borkar	30.09.2022
4	Mrs. Iswarya V S	Intellectual Property Rights (IPR) & Patentsand Design Filing	Dr. Pankaj P Borkar	30.09.2022

Publications by the Faculty Members in Conferences

- Dhaneesh, R., (2022, July 9). A study on employee absenteeism with special reference to Annam Education, Thoothukudi. *National conference on Recent Advancements in Civil, Mechanical and Management Studies, Nagercoil, Tamil Nadu, India.*
- Dhaneesh, R., (2022, July 9), A study on impact of reward system of employee performance special reference to Angel Motors, Thoothukudi. *National Conference on Recent Advancements in Civil, Mechanical and Management Studies Nagercoil, Tamil Nadu, India.*
- Sivakami, S., (2022, July 9). Impact of Inflation Rate on the Performance of Stock Exchange Sensitivity Index of the Bombay Stock Exchange (BSE). *National conference on Recent Advancements in Civil, Mechanical and Management Studies, Nagercoil, Tamil Nadu, India.*
- Saranya, S.M., (2022, July 09). Branding and Lead Generation via Digital Marketing for B2B Service Company. *National conference on Recent Advancements in Civil, Mechanical and Management Studies, Nagercoil, Tamil Nadu, India.*
- Iswarya, V.S., & Dhaneesh, R., (2022, July 28-29). A Study on Work Stress of Employees in Software Companies with Special Reference to HCL Bangalore, India. *International Conference on Multidisciplinary Research and Innovation, Chennai, Tamil Nadu, India.*
- Sivakami, S., Abisha,C., & Kanagamani, S S. (2022, September 29-30). An Examination of The Impact of Technical Training on Job Stress of Employees at Public Sector Undertaking, ICCCBMHSD'22: *International Conference on celerity in Commerce, Business management and humanities towards Sustainable Development, Chennai, Tamil Nadu, India.*
- Sivakami, S., Adhitya, S., & Aswarin Shali, A .(2023, March 15). Growth Prospects of MSME Sector

based on the Awareness of Consumers towards E Shopping in Rural Area, *International Conference on Start-UPS and MSMEs: Growth Engines of Indian Economy*, Nagercoil, Tamil Nadu, India.

Publications by the Faculty Members in Journals

- Dhaneesh, R., & Iswarya. V.S. (2022). Occupational Stress and Ill Health for Staff in Private Universities, Tamil Nadu. *Journal of Algebraic Statistics*, 13(3), 2597-2603.
- Dhaneesh, R., & Iswarya. V.S. (2022). Occupational Stress – Causes, Symptoms and Coping Mechanism. *Journal of Management & Entrepreneurship*, 16(1S (X)), 140-147.
- Sivakami, S. (2022). Predicting Behavioral and Psychological Imbalance Among Software Professionals due to Personal, Work Related and Organisational Stressors. *Neuroquantology*, 20(7), 2889-2900. S
- Abu, B., Jayaram, R.S., Dhaneesh, R., & Iswarya. V.S. (2023). Human Rights for Transgender People an Evaluation. *South India Journal of Social Sciences*, XXI (24), 15-18. B
- Dhaneesh, R., Iswarya. V.S. & Dhanasekaran. R. (2023). A Speculative Exemplary on Brand Awareness in Competitive Indian Market. *South India Journal of Social Sciences*, XXI (24), 7-14. D
- Dhaneesh, R., Iswarya. V.S., & Akshera. R.V. (2023). Entrepreneurship, Marketing and Leadership in Non-Profit Performing Arts Organizations. *Humanities and social science studies*, 12 (1), 139-146. D
- Abu, B., & Dhaneesh, R. (2023). Over View of Lean Manufacturing Achieve Sustainability Over Time with the Aid of Industry 4.0-Information from the US Organization. *Humanities and social science studies*, 12 (1), 131-138. B

Book/Book chapters Published by the Faculty Members

- Dhaneesh. R., & VS Iswarya., & (2022). The Impact of Self-help Groups on the Women Empowerment in Tamil Nadu, *Trends in Banking, Accounting and Business*, Vol: 1(1), 2022. ISBN: 978-81-956353-0-6, DOI: <https://doi.org/10.46632/tbab/1/1/1>. D

Patent Published/Granted

S. No.	Name of the Faculty Members	Patent Title	Date
1	Dr.R.Dhaneesh & Mrs. Iswarya V.S	Role of Emotional Intelligence and Work Life Balance in Job Stress	18/11/2022

Funds Received by the Faculty Members

- Dr.Sivakami.S, Assistant Professor, Department of Management Studies has received a grant of

Rs.2,10,000 from ICSSR to conduct a National seminar on “Atmanirbhar Bharat through Design Thinking, on 17th January 2023.

- Dr. Dhaneesh. R, Assistant Professor, Mr. Harish. J and Mrs. Saroj Krishna Priya.M, second year MBA students received a fund of Rs.7,500 under students project scheme funded by Tamil Nadu State Council for Science & Technology on 3rd March 2023.

Industrial Visit

The Department of Management Studies organized an Industrial visit on 30th December 2022 to Kerala Automobiles Industry, Neyyattinkara, Kerala for the first-year students of MBA. The visit was organized by Ms. Saranya S. M., Ms. Akshera R. V and Mr. Dhanesekaran R, was the faculty coordinator of the Industrial Visit. The business experts demonstrated the value of flexibility in the quickly changing business environment. The students spent a solid hour in an industry led by their employees.



MBA first year students during a visit

Department Activities

Management Fest

Dr.R.Dhaneesh, HOD/Department of Management Studies, organised the Management Fest on June3, 2012. Fifteen colleges participated in the program. The events conducted at the management festival are

- Advertx
- Management Mavericks
- Brain Box
- Funny Fliers
- Rise to Fame
- Eureka



Prize Distribution for Winners

Onam Celebration

On September 7, 2022, the second-year students and faculty members of the Management Studies department celebrated the Onam function. As a part of the celebration, pookalam, sadhya, fun games, and cultural events were conducted by students with the direction of the faculty members.



Onam Celebration

Pooja Celebration

On September 1, 2022, the second-year students and faculty members of the Management Studies department celebrated the Saraswathy Pooja. On this special day, sweets were served for all the students and faculty members in the department. On the auspicious day of Saraswati Pooja, the students and faculty came together to seek the blessings of the goddess of knowledge.



Pooja Celebration

Pongal Celebration

On January 12, 2023, the MBA students and faculty members of the Management Studies department celebrated the Pongal Celebration. As a part of the celebration, rangoli, fun games, were conducted by students with the direction of the faculty members. It was an ambiance filled with music, dance and the joyful faces reverberated with big smiles. The students arrived in traditional dresses and celebrated with the supervision of the staff members in our department and left home with memories.



Pongal Celebration

Top Rankers in the Anna University Examinations

The following students are the class toppers in the Anna University Examination conducted during April/May 2022.

II Semester



Shivani S
CGPA 8.92
Rank I



Kanagamani S S
CGPA 8.42
Rank II



Saroj Krishna Priya
CGPA 8.22
Rank III

The following students are the class toppers in the Anna University Examination conducted during Nov. /Dec. 2022

I semester



Preethi P.J
CGPA 8.44
Rank I



Amrutha GS
CGPA 8.33
Rank II



R. Anu shali
CGPA 8.22
Rank II

III Semester



Shivani S
CGPA 9.01
Rank I

Kanagamani S S
CGPA 8.64
Rank II

Saroj Krishna Priya
CGPA 8.42
Rank III

Students Achievement's

S. No.	Name of the Student	Semester /Year	Name of the Event/ Course Completed	Name of the Organizer	Date	Prize
1.	Mr. Nivesh R	II/II	NPTEL online certification examination "Operation Management"	AICTE	February to April 2022 (12-week course)	Elite+ Silver
2.	Ms. Maisija B R Ms. Amrutha G S	I/II	Idea Pitching Competition	Nesamony Memorial Christian College, Marthandam.	11 .04.2023	Second
3.	Ms. Aswarnin shali A Ms. Keerthiga K	I/II	Paper Presentation	Vins Christian College of Engineering, Chunkankadai.	10 .05.2023	Second
4.	Mr.Afinand K.J. Mr. Prakash K. Mr. Raghul Siva S Mr. Sreekanth K. S. Mr. Renjith S	I/II	Dance Competition	Vins Christian College of Engineering, Chunkankadai.	10 .05.2023	Second

Faculty Awards and Achievement's

S. No.	Name of the Faculty	Name of the Event/ Course Completed	Name of the Organizer	Date	Award
1	Dr. Sivakami S	NPTEL online certification examination "Soft Skills for Business Negotiation and Marketing Strategies".	IIT Kharagpur	July to October 2022 (12-week course)	Elite
		NPTEL online certification examination "Design Thinking-A premier."	IIT Madras	August to September 2022 (4-week course)	Completed
2	Dr. Dhaneesh R	NPTEL online certification examination "Organizational Behavior."	IIT Madras	July to October 2022 (12-week course)	Elite
3	Mrs.Iswarya V.S	NPTEL online certification examination "Organizational Behavior."	IIT Madras	July to October 2022 (12-week course)	Elite

Sl. No.	Name of the Faculty	Name of the Award	Name of the Organizer	Date
1	Dr. Dhaneesh R	Best Faculty	Amrita College of Engineering and Technology, Nagercoil.	28.10.2022
2	Dr. Sivakami S	Best Mentor	Amrita College of Engineering and Technology, Nagercoil.	28.10.2022

Prepared by
Dr.S.Sivakami , Assistant Professor, MBA

HoD