



PSG Institute of Management  
PSG College of Technology

PSGIM

# 2022 2023 ANNUAL REPORT



# Contents

<b>About PSGIM</b>	02
<b>1. Awards and Achievements</b>	03
<b>2. Alumni Activities</b>	04
<b>3. Entrepreneurship Cell at PSGIM</b>	05
<b>4. International Conference Cell at PSGIM</b>	05
<b>5. Events at PSGIM</b>	07
<b>6. Executive Development Programs at PSGIM</b>	12
<b>7. Faculty News</b>	13
1. Faculty and Staff Development Activities	
a. Certifications	
b. Programs organized by PSGIM	
c. Programs and Webinars attended	
2. Conference Participation and Paper Presentations	
a. Conferences Chaired and Jury	
b. Paper Presentations	
3. Professional Memberships	
4. Programs Organized	
a. Guest Lectures	
b. Training Programs and Workshops	
5. Publications	
a. Book Chapters	
b. Conference Proceedings	
c. Journals	
6. Sessions Delivered	
<b>8. MoUs Signed</b>	23
<b>6. Placements</b>	23
<b>7. Research and Consultancy</b>	24
1. Consultancies	
2. Sponsored Research	
2. Doctoral Research	
<b>8. Students</b>	25
1. Achievements	
2. Events Attended	
3. Business Across Borders	
4. Student Clubs	
5. Induction Program	
6. Internships	
6. Student Development	
a. Professional Empowerment Program for Students	
<b>Annexure I – Professional Memberships</b>	29

# About PSGIM

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

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

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

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





# Awards and Achievements

## Institution

- PSGIM was nominated as one of the top 10 B Schools in India for entrepreneur programs for the year 2022. The recognition is from India's leading business magazine, CEO Insights which is "a highly refined exclusive magazine that brings closer business leaders, C-Suite Executives, and other decision-makers around the globe to share and democratize their insights".
- The Institute bagged the Best B School National Management Weekaward for the project Anweshna conducted by the Students under the mentorship of Dr.V.Srividya, Dr.Umesh Chandrashekar and Dr.K.Arulrajan.



## Patents

- Dr. K. Arulrajan has patented and published his paper titled "Assessing the role of lean manufacturing techniques and its impact on management and consumer behaviour".

## Best Papers and Case Awards

- Dr. R. Deepa secured the Best Paper Award at the International Conference on Innovative Teaching Practices organized by BITS Pilani in February 2023 for the her paper "Examining the coping styles of teachers and students to gain insights into their well-being".
- Dr.R.Sujatha, Dr.D.Kavitha and Dr.B.UmaMaheswari received Best Case Study Award for their case titled Access Technology - Managing Knowledge in Project Based Environment - A Challenge in the Annual Case Study Competition 2021-22 conducted by Case Research Centre, K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai held on July 29, 2022
- Dr. B. Uma Maheswari, Dr. R. Sujatha and Dr. D. Kavitha secured the Gold Medal for the best case award at the AIMS Convention during Aug 2022
- Dr. Kirupa Priyadarshini secured the J. L. Bhatra Silver award for her paper at the AIMS Convention during August 2022
- Dr. Umesh Chandrasekhar and DrT G Vijaya's presentation on The Case for Building Resilience in Gen Z Management Students: A Post-Covid Imperative?" was showcased in the ACBSP Annual Conference held in June 2022 and was selected for the Best of Region Award for region 10.



- PSG Institute of Management was awarded the Best Innovation - University Education for their submission on UNSDG Embedded Activity Based Learning Innovation at The Rural & Urban Development Summit & Awards 2022 held at the India Habitat Centre New Delhi on July 8, 2022

## Faculty

- Dr.V.Srividya was felicitated with the Elite Alumni Award 2022 by the Sri Ramakrishna College of Arts & Science.
- Dr. D. Susana secured the CMA-STC Best Management Researcher of the year Award from Coimbatore Management Association in February 2023
- Dr. R. Deepa secured the Vocational Excellence Award presented by the Rotary Club of Coimbatore Cotton City on January 21, 2023
- Dr. R. Deepa secured the AIMS-ICFAI Best Teacher Award at the AIMS Annual Convention conducted in August 2022
- Dr. V. Harish and Dr. R. Murganandam secured the best paper award for the paper "Application of Data Analytics in Operations Management" at the research conclave of PSG college of technology in July 2022





# Alumni Activities

## Alumni Achievements

Mr. Razak, MD VKC Group and an Alumni of PSGIM was awarded the "Most Promising Leader of Asia" by the Economic Times.



## Events organized by PSGMAA

### International Women's Day - March 8, 2023

PSG Management Alumni Association celebrated The International Women's day on March 8, 2023. The distinguished guests of the event were Ms.Geetha, Managing Director of Subha Plastics; Ms.Megha and Mr Pritesh Asher, the co founders of Juicy chemistry. Dr.R.Krishnaveni, profound academician and researcher received the Outstanding Women Achiever award from Dr.Srividya, Director I/c PSGIM. A panel discussion was moderated by Ms.Asha and Mr.Arun Kanth. Ms.Megha and Pritesh shared their experience in building Juicy chemistry and inspired students towards entrepreneurship.

### Rapport 2022



PSG Management Alumni Association's flagship events Rapport 2022 and the market-fair "Deja Vu 2022" was formally inaugurated by Shri L. Gopalakrishnan, Managing Trustee, PSG Institutions. He was welcomed with a rousing fanfare. The alumni team led by Preetha S Priyadarsini Naidu, Chairperson, PSGIM Director i/c Dr V. Srividya,

faculty, staff and students at PSGIM joined Managing Trustee as he visited all the stalls and interacted with the participants and stakeholders. This two-day event indeed was blessed with a great start with the presence of our distinguished guest and alumni. We welcome you to join us for fun, food and florid at our PSGIM campus. A rapport speaker event featuring Sri. K. Annamalai, Chief Servant, We the Leaders Foundation was organized on December 16, 2022 followed by a musical extravaganza, Motta Maadi Music.

## PSGMAA Meetings

The executive committee meetings of PSGMAA were held on the following dates

- March 8, 2023 along with the Women's Day Celebrations
- The EGM was held on February 18, 2023
- The EC meeting on January 10, 2023
- PSG Management Alumni Association had it's Executive Committee meeting on 11th Oct, 4th November and 13th Dec 2022. Dr V Srividya, Director and EC members launched the brochure for DEJA Vu. DEJA Vu is a two day carnival to be held at PSG IM Campus on 16th and 17th December 2022. The EC members also met in November 8, 16, 29, 2022 to discuss arrangements for Rapport 2022
- PSGMAA executive committee met thrice in this quarter on July 12, August 9 and September 13, 2022 respectively. Several Committees were formed to enrich PSGMAA activities. The committees are PR, Branding and social media, Rapport, Editorial, Membership, Community outreach, Finance, Student engagement, Logo designing and Alumni Engagement committee. Each committee has a convener and are supported by four to five members. The yearly event Rapport 2022 was set for December 17, 2022. The alumni also engaged with the freshers during the Induction activities of the Institute. They were part of the appraisal committee of student Internships and Projects for the year 2022.
- The new office bearers for 2022-24 were appointed in the AGM held on 12 July 2022. Preetha. S.Priyadharshini Naidu, Heading Thambu Higher Secondary School and Richmond Talent Solutions Pvt. Ltd has been appointed as the Chairperson, Prashanth. S Co-Founder of Quadra Systems as the Vice Chairperson, Antony Paul Kunnath, Director of Kunnath Papers as Vice Chairperson, Sandeep. P, Manager - Admin & IT of PSGIM as Secretary, Shivakumar.C CEO of Dhanvi Ventures India Pvt.Ltd as Joint Secretary, K.Athiyaman as the treasurer.

## PSGMAA AGM - June 25, 2022

The 17th Annual General Body Meeting (AGM) of the PSG Management Alumni Association (PSGMAA) was conducted on June 25, 2022. Dr. Srividya, Director i/c welcomed the gathering. Mr. Prabhu, President, PSGMAA presented a report on the events organized in the last year. Ms. Preetha, treasurer presented the financials. The new office bearers of PSGMAA for 2022-24 were elected in the AGM. They are Ms. Preetha S Priyadarsini Naidu (Chairman), Mr. S Prashanth, and Mr. Antony Paul Kunnath (Vice-Chairmen), Dr. V Thilagam (Secretary), Mr. Sivakumar (Joint Secretary), and Mr. Athiyaman Kanagasabath (Treasurer). Ms. Preetha in her acceptance speech outlined some of the activities on the cards for PSGMAA. Dr. Srividya congratulated the new office bearers and wished them good luck.

# Entrepreneurship Cell at PSGIM

PSG Institute of Management's Entrepreneurship Cell conducted a workshop on Business Plan Proposal. The last phase of the workshop was the Iteration of the Business Plan Proposal. The proposals were reviewed by Mr. Kanishka Arumugam, Co-CEO of Ekki Pumps, and Mr. Kamalanathan, Marketing Head, Ekki Pumps.

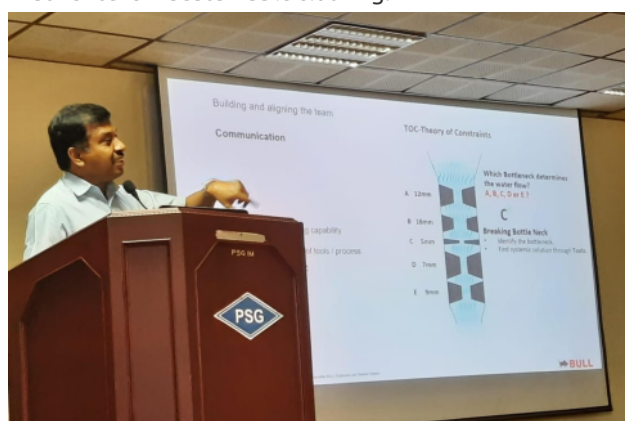
E cell organized an Entrepreneurship talk with Entrepreneur Mrs. Anusha Aditya, Founder of Northern Lights Academy on 17th November 2022.

E cell organized an Entrepreneurship talk with Entrepreneur Mr. Sathish, Founder of Yellow Circle Studios on 13th October 2022.

A Panel discussion with the Young Entrepreneurs in Food industry was organized on 29 September 2022. Mr. Arun, Co founder of Café Infusions and Mr. Arvind, CEO of Zero

Cals discussed the challenges they faced post COVID related to staff retention, cash flow. Students were motivated by the discussion where the entrepreneurs emphasized the changing mindset of the people in Coimbatore to experiment fusion cuisines and also the rise of cloud kitchen concept in the city.

Panel discussion with the Young Entrepreneurs in Textile Industry was organized on 29 September 2022. Ms. Swati, Founder A toddler thing and Mr. Kavi, Co founder C Gen Clothing Co were the guest speakers. They emphasized the importance of sustainable clothing, local raw material sourcing and the need of awareness among people regarding good quality durable clothing. Ms. Swati discussed the diaper industry in south India and the emergence of immense interest of Venture Capitalists in the former industry. Mr. Kavi, PSG Tech Alumni started his first venture in sustainable clothing.



# International Conference at PSGIM

## International Conference on Contemporary Research in Management - Jan 11-12, 2023

PSG Institute of Management organized a two-day 'International Conference on Contemporary Research in Management' (ICCRM 2023) during January 11-12, 2023. The conference was inaugurated on January 11, 2023. Dr.

V. Srividya the Conference Director and Director i/c PSGIM welcomed the gathering. Dr. R. Deepa, Convener of ICCRM presented an overview of the conference. The book of abstracts was released by Dr. K. Prakasan, Principal, PSG College of Technology. Dr. R. Nandagopal, President, Association of Indian Management Schools and Dr. Gary Insch, Professor, University of Toledo delivered the





# International Conference at PSGIM



keynote addresses. Dr. R. Rudramoorthy, Director, PSG CARE felicitated the Conference Team.

A highlight of JCRM was the K-league in which academicians from three different countries discussed their papers mutually. It was indeed an enlightening session for the audience who listened to the research perspectives on Mental Health from Malaysia (Dr. Sharmini Gopinathan, Multimedia University), Adoption of Industry 5.0 in Thailand's sea food processing industry (Dr. Mohammed Ali Sharafuddin, Chiang Mai University, Thailand), and engineering education for sustainable development (Dr. Pavan Kumar, NIT Karnataka) from India.

On January 11, 2023, a session on "Leveraging EBSCO for Wholesome Research" was presented by Mr. Bharath Kannan, Business Manager, EBSCO. Two workshops, one on "Lean Six Sigma for Engineers and Managers" by Dr.

Mohammed Khasawneh, Professor, Binghamton University and the other on "Bibliometric Analysis" by Dr. Dhawal Maheta were organized as part of the conference. The Conference had 72 paper presentations in 17 tracks in seven different disciplines Marketing, Finance, HR, Decision Sciences, Case studies and student papers. In each discipline a best paper award was presented.

The Conference concluded on January 12, 2023. Dr. V. Srividya, Conference Director and Director i/c delivered the closing remarks and appreciated the organizing team. Professor P.Kanagasabapathy, Member, ICSSR, New Delhi delivered the keynote address and invited the young researchers attention to the native management concepts rooted in our ancient Indian Culture. Participants were presented with awards and certificates. Dr. Kirupa Priyadarsini, Conference Secretary proposed the vote of thanks.





# Events @ PSGIM

## C-Insights Series

- Mr. Kesavan Srinivasan, Deputy Comptroller & Auditor General, addressed the MBA students regarding ESG (Environment, Social and Governance) – Impact on Business on February 9, 2023. He emphasized on saving for the future, managing risks



and preserving shareholder's value. He introduced the term ESG and emphasized that it is a global issue which is a great concern for many multilateral bodies

- Mr. Bhargav Sundaram, Chief Executive, Callidai Motor Works and recipient of "PSG Distinguished Alumni Award 2023" shared his entrepreneurial experience with the students of PSGIM on January 25, 2023. He imparted five vital lessons from his experience. He highlighted the need to sense the pulse of the market and to be aware of the needs of the customers



- Mr. Sujit Nayak, Vice President & Business Unit Head, Friction and Aftermarket Business Unit, Brakes India Pvt Ltd, Chennai shared his career path and reiterated on path correction, unlearning and relearning, being optimistic and motivated the young minds to step out of their comfort zones, on Dec 27, 2022
- Ms. Rashmi Rajan Kapoor Managing Director, Tristar Accommodation Pvt Ltd shared her experience as a strategic HR professional in the corporate world and also an entrepreneur managing a thirty year old construction business on Dec 2, 2022
- Mr. Balakrishnan Ranganathan Chairman and Managing Director, Excelencia Consulting, gave an impetus for start-up ideas so that in a span of next

twenty years Coimbatore will have a gamut of entrepreneurs reiterating its entrepreneurial culture. He encouraged the students to gain confidence and think beyond their boundaries on Nov 14, 2022

- Mr. S. K. Anand, Founder and Chief Architect, eBiz Global Corp enlightened the young minds of PSGIM



by his insightful talk on "Secrets and Traits of Successful People". He spoke about the six structural traits that help to excel in one's profession. He shared his thoughts on business attitude, software skills, communication and networking, hard work, patience, passion and integrity and how these traits make a successful business person, on November 10, 2022

- Mr. Rajaguru Mysamy, Founder and Director, Innoboon Technologies Private Limited enriched the young entrepreneurial minds of PSGIM and highlighted inspiring thoughts on Oct 7, 2022



- Mr. Rami Goldratt, Chief Executive Officer, Goldratt Consulting, Israel addressed the students and faculty of PSGIM as part of C-Insights Talk Series on 12th May, 2022. Rami Goldratt shared what it takes to break inertia and achieve performance levels that otherwise seem impossible within the constraints.

## Student Management Games March 22 -24, 2023

PSGIM organized the 26th Student Management Games (SMG 2023) in collaboration with the All India Management Association from March 22 - 24, 2023. Dr. Srividya, Director i/c PSGIM welcomed the participants. Mr. S. C. Tyagi, Deputy Director, AIMA, briefed about the history of Student Management Games. The Chief Guest

# Events @ PSGIM



Mr. Prashanth addressed the gathering about the technological innovations post the pandemic which empowered businesses across the world. In the three-day regional event, 160 students from various institutions across Madurai, Coimbatore and Trichy participated. Out of the 40 teams, 12 teams were chosen for the regional finals. Four Teams from PSGIM made it to the National Finals. Mr Jayakumar Ramdass, MD of Mahindra Pumps presented certificates and Trophies to the winners. Dr. R. Chitra, Faculty, PSGIM proposed the vote of thanks.



## B-School Bistro - March 17, 2023

One of the mission pillars of PSGIM is "Empower" which is to empower individuals to achieve their managerial and entrepreneurial potential. As part of the Entrepreneurship Cell, the student run cafe "B - School Bistro " was inaugurated on March 17, 2023. Dr. K.Suresh Kumar, Executive director of PSG-STEP in the presence of Dr. V.Srividya Director i/c, Faculty and Staff.

## Session on Analysis of Union Budget - February 14, 2023

Mr. K. Ravi, Chief Financial Officer, Roots Group of Companies had an interactive session with the students, in which he analyzed the Union Budget.

## Uvagai - January 6, 2023

PSG Institute of Management celebrated Kovai Vizha and the advent Uvagai 2023 on the 6th of January, 2023. The focus of Uvagai was to showcase Tamilnadu's rich culture and traditions to school students through a series of specially planned events and competitions. Dr V Srividya, Director i/c inaugurated the event. She stated that occasions like this provided the students great learning



and bonding opportunities as they come together to coordinate, collaborate and celebrate the harvest festival. It also brings them out of classrooms and facilitates learning.

## Talent Night - November 18, 2022

With a vision of recognizing exemplary talents, Talent Night the flagship event of PSG Institute of Management was conducted on 18 November 2022. It is a cultural event organized by the second years for the first years that aims to provide a stage for the talents of students. Step it up, Voice of PSGIM, Laugh out loud, IMs Got talent, Dreams vs Reality, Creating event backdrop, Instruments and voice over were the events conducted as part of Talent Night. Dr. Chitra and Dr. Nalini coordinated the event.

## Interactive Session: Nov 5, 2022

PSG Institute of Management organized an interactive gathering for the students of University of Toledo and University of Northern Kentucky. Mr. Scott Hartmann, US Consulate General, Chennai and Ms. Shanthi Chandramohan, USIEF, Chennai shared their expertise on the procedures to be followed for pursuing the education in the US.

## Diwali Celebration at Manavar Illam:

The PSG Family celebrated the festival of lights with the adorable children of Manavar Illam. The faculty and students gathered to share and cherish the lively festive





# Events @ PSGIM



aura that the luminous lamps of Diwali bring in. A cultural extravaganza by the PSGIM students amused and inspired the children of Manavar Illam, who joined in the fun and festivities. The dusky sky was lit up with colorful and glittery firecrackers to delight the enthusiastic and lovely bunch of children, who also received their Diwali gifts. Shri. L. Gopalakrishnan, Managing Trustee, PSG Institutions, graced the occasion and was joined by all the Heads of Institutions. The celebrations culminated with a sumptuous dinner which was wholeheartedly enjoyed by the participants. Dr. V. Srividya, Director, PSGIM thanked the PSGIM team who had organized the festivities and appreciated their efforts. It was indeed a meaningful, and delightful celebration of the Festival of Lights by the PSG family.

## Week of Wonders: Oct 3 to Oct 9, 2022

The 24th edition of Week of Wonders took place from 03/10/2022 to 09/10/2022. There were 4 stream based events - M-Mixers, Wops, Finatica, & Entrada Humana along with the crown titled event - 'Best Manager 2022'. The events tested different skill sets of the student community, ranging from soft skills to cognitive competencies. Students were judged by a panel of juries from alumni and corporate world. The student council 2022 of PSGIM coordinated the event and made it a grand success. Adwaith Pramod was crowned the Best Manager 2022 after a tough ordeal with a panel of illustrious Alumni.

## Investiture of Student Council - September 30, 2022

PSG Institute of Management welcomed the newly constituted 2022-23 Student Council team on September 29, 2022. The team is headed by the Chairman Ramakrishna JR and will be assisted by the Vice Chair Persons Rahul, Janani, and Shiva Atchara. The investiture ceremony was organized in the presence of students. Several programs and initiatives were announced by the team leader. Dr V Srividya, director, in her concluding remarks congratulated the team and urged them to create the "buzz" and the vibrant energy which has been a part of PSGIM's student culture

## Samyog - September 26, 2022

The Faculty of HR at PSG Institute of Management celebrated the HR Professional Day on September 26, 2022. Dr. Deepa, Head, Faculty of HR welcomed the virtual gathering. Dr. Srividya, Director i/c in her presidential address outlined the significance of the HR Professional Day. Mr. Ramachandran, Principal Consultant, Infosys Knowledge Institute was the Chief Guest. Samyog had 241 participants from 41 Institutions across India. The students of PSGIM designed four events for Samyog namely Best HR team, Best HR Manager, HR connections and HR Meme Contest. Priyanka Reddy from School of Business, Woxsen University secured the Best HR Manager title and Susila from Thiagarajar School of Management was the Runner. The team from SSN School of Management were adjudged the Best HR Team, followed by Sri Krishna College of Engineering as Runners. Samiya Gupta from MIME Jain University was the winner of HR Meme contest and Neha and Rishi Keshav were the winners of the HR Connections event. Dr. R. Thiagarajan was the coordinator of Samyog 2K22.

## Inaugural of the MBA Program (AU) - September 14, 2022

PSGIM welcomed the Anna University MBA graduating batch of 2024 on September 14, 2022. This will be the diamond jubilee batch as 2024 also marks the diamond jubilee of PSG Institutions' foray into management education- a first for the region. Shri L. Gopalakrishnan Managing Trustee PSG & SONS CHARITIES, delivered the inaugural address where he spoke about the constancy of change and why we need to embrace and thrive in it, as it provided tremendous opportunities for growth, innovation and entrepreneurship. The chief guest RTN Janakiram Raju, Ex-Chairman and MD, BASF Bangladesh Ltd shared valuable insight for management students to succeed in the post COVID VUCA environment

## Inaugural of International Programs - Sep 12, 2022

The International programs were inaugurated on September 12, 2022. Dr. V. Srividya, Director i/c welcomed the gathering. Sri. L. Gopalakrishnan, Managing Trustee, PSG Institutions presided over and spoke about the "Internationalization of Management Education". Mr. Krishnakumar Gurusamy, CEO, Guruvayurappan Textiles Ltd was the Chief Guest. Dr. J. Kanchana, Deputy Director of PSGIAS delivered the vote of thanks.

## Onam Celebrations - September 7, 2022

PSGIM students celebrated Onam on September 7, 2022. The true spirit of Onam was brought alive in the campus with Pookolams and cultural events. Pookolam and Tug-of-war competitions were held for the students. The event culminated with cultural events, prize distribution and high tea

## Inaugural of International MBA Program - Aug 22, 2022

The Cohort 4 of the PSG LBU MBA Program was inaugurated on August 22, 2022 at PSG Institute of



# Events @ PSGIM



Management. The program was presided by Shri L.Gopalakrishnan, Managing Trustee, PSG & Sons' Charities, Dr.V.Srividya, Director i/c, PSG Institute of Management welcomed the gathering. Ms.Shaila Shivdas, International Development Manager, South Asia, International Recruitment & Partnerships, LBU and Dr.George Alapatt, Professor, PSG IM addressed the students. Mr. Suprej Venkat, Director, Kovai. Co delivered the inaugural address on "Transform your future: Make the best of your stay at UK". Dr. J Kanchana, Deputy Director, PSG Institute of Advanced Studies addressed the students on Academics at UK. Dr. D. Kavitha delivered the vote of thanks.

## National Management Week - Aug 1 - 8, 2022

The students of PSGIM indulged in several outreach activities during August 1 to August 8, as part of the AIMS National Management Week. In the name of project "Anveshana" the students were involved in 75 outreach



activities " to commemorate the 75th year of India's Independence. They reached out to several beneficiaries across different walks of life. Dr. Srividya, Dr. Umesh and Dr. Arulrajan guided the students. This initiative secured the National Management Week Award at the Annual AIMS Convention in August 2022.

## Faculty Forum - July 7 & 8, 2022

The faculty forum was held at Pollachi during July 7-8, 2022. Under the theme "Together Towards Tomorrow", faculty teams deliberated on the strategic initiatives for the Institution, as it progresses towards its Diamond Jubilee. Dr. V. Srividya, Director i/c felicitated faculty members for their achievements. Dr. R. Sujatha, Dr. B. Uma Maheswari, Dr. R. Deepa and Dr. V. Harish received certificates for their outstanding contributions for the academic year.





# Events @ PSGIM

## Independence Day - August 15, 2022

The 75th Independence day was celebrated by the ceremonial flag hoisting by Major Dr. M. D. Kannan, PSG Tech Infantry- NCC in the presence of B R Chandrasekhar, a nonagenarian and participant during the freedom movement, Director I/C, Faculty, Staff and students of PSGIM. The students distributed 75 flags to contribute for the Har Ghar Tiranga initiative of GOI.

## Commencement Program - July 22, 2022

The commencement program of PSG Institute of Management was held on July 22, 2022 and was presided by Sri. L. Gopalakrishnan, Managing Trustee, PSG Institutions. Dr. V. Srividya, Director i/c welcomed the gathering. Mr. K Kalyanaraman, Managing Director, Technology Consulting, Protiviti, Chennai, was the guest of honour and presented the awards to the students. Dr. Anne L Balazas, Dean, John B. and Lillian E. Neff College of Business and Innovation, University of Toledo, and Dr. Hassan R HassabElnaby, Dean, Haile/US Bank College of Business, Northern Kentucky University felicitated the graduating students. The ceremony presented awards to 300 students who successfully graduated with their Master's degree in Business Administration.

## International Yoga Day - June 21, 2022

PSGIM celebrated the International Yoga Day on June 21, 2022. Dr. R. Muruganandam, who has a PhD in yoga facilitated the session, in which faculty, staff, and students of PSGIM performed Yoga to celebrate the day and to enlighten themselves on the importance of yoga in maintaining wellness in mind and body. Dr. Arulrajan,



Professor coordinated the event.

## Usage of Smart books - June 16, 2022

A discussion on using smart books was held on June 16, 2022. The faculties of PSGIM had interactions with the team and understood the nuances of incorporating changes to conventional pedagogies and the effective use of smart books.

## Welcoming Dr. V. Srividya - June 1, 2022

PSGIM team welcomed Dr. V Srividya as the new Director Incharge on June 1, 2022 and extended their support for her to reach greater heights. In her acceptance speech, Dr. Srividya requested the support of faculty and staff for the road ahead.



## Farewell to Dr. T.G. Vijaya and Dr. A. Mansurali - May 31, 2022

PSG IM hosted a farewell to Dr. T. G. Vijaya, former Director Incharge of PSGIM, who had served the Institute for more than two decades. The farewell was organized on May 31, 2022. Dr. Mansurali who was associated with PSGIM as a student, alumni, researcher, and faculty for more than a decades was also given a fitting farewell. Dr. Srividya,



Director i/c, faculty, and staff wished Dr. Vijaya and Dr. Mansurali success in their future endeavors.

## Annual Day - May 6, 2022

The Annual Day 2022 of PSGIM 'SparkUp 22' was celebrated on May 6, 2022. Dr. K. Prakasan, Principal, PSG College of Technology presided over. Dr. T. G. Vijaya, Director i/c welcomed the gathering. The students who had played supportive roles were recognized with awards.



# Events @ PSGIM

An AV on the annual report of the Institute was presented to the audience. Students, both juniors and seniors enthralled the audience with a colorful sparkle of cultural events. It was a fitting farewell to the graduating batch of 2022.

## **BizC - Business Clinic - April 22, 2022**

The BizC - Business Clinic was inaugurated on April 22, 2022. The Club was launched by Ms. Mirunalini Chellappan, Director, Swelect Energy Systems LTD., Dr. V.Srividya, Professor, Dr. B. Uma Maheshwari, and Dr Nalini P, Faculty coordinator of Biz C were present during the launch.

## **Studentpreneurfest - April 1, 2022**



The Entrepreneurship Cell at PSGIM organized a one day studentpreneurfest on April 1, 2022. The fest was inaugurated by Dr. T. G. Vijaya, Director i/c. The fest was conducted for the young entrepreneurs who could display their ideas and gain experience in the market and also for the existing students who were currently running a business. The student ideas were fine-tuned and about 20 stalls were selected to be part of the final show. The products included food, garments, arts and crafts, cosmetics and accessories. The students also sold cosmetics like soap and skin care products. All the stalls had good sales and the fest was a major motivation for the upcoming entrepreneurs and also inspired the students into entrepreneurial activities. The event was coordinated by Ms. Saranya Balu and Dr. R. Thiagarajan



# Executive Development Programs at PSGIM

## **Executive Program on Data Analytics with PSG CARE**

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



# Faculty News

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

## 1. Faculty and Staff Development Activities

### a. Certifications

- Ms. Saranya completed the CQI and IRCA Certified ISO 14001:2015 Lead Auditor program by BSI in November 2022
- Ms. Saranya Balu received the ISO 14001:2015 certification in Environmental Management System (EMS) by the British Standardization Organization (BSI)
- Dr. R. Thiyagarajan completed the Innovation Ambassador Training and Certification program offered by the Innovation Cell, Ministry of Education, GOI and AICTE during Aug 26 to Sep 2, 2022

### b. Programs organized by PSGIM

#### Elsevier Webinar

- The Research Committee organized a webinar on "Accelerate your research using Elsevier's Scopus" on November 10, 2022. Dr. P. Nalini coordinated this program which was attended by all faculty of PSGIM

#### Communication and Life skills program for Non-teaching Staff

- PSGIM in collaboration with PSG-CARE organized Communications and Life skills program for the non-teaching staff at PSG Institute of Management on September 22, 29 and October 6, 2022. The sessions was delivered by Dr. Poornavalli Mathiapparanam, Education Consultant and Trainer, Former Head, Department of English & Vice Principal PSGR Krishnammal College for Women, Coimbatore. The sessions focused on the assessment of current level of proficiency of the English language and how the staff at PSGIM can improve their communication and writing skills in a business scenario. In addition to this the program also focused on certain important life skills.

#### Communication and Life Skills Program for Staff - September 29, 2022

- PSGIM in collaboration with PSG-CARE organized Communications and Life skills program for the non-teaching staff at PSG Institute of Management on 22nd and 29th September 2022. The sessions were delivered by Dr. Poornavalli Mathiapparanam, Education Consultant and Trainer, Former Head, Department of English & Vice Principal PSGR Krishnammal College for Women, Coimbatore. The sessions focused on the assessment of current level of proficiency of the English language and how the staff at PSGIM can improve their communication and writing skills in a business scenario. In addition to this the program also focused on certain important life skills.

### b. Programs and Webinars Attended

- Dr. R. Deepa attended a program "Leaders in the making - The crucibles of change-makers in HR" on March 2, 2023, organized by PSGIM in collaboration with the Association of Indian Management Schools
- Dr. Kirupa Priyadarsini attended a program "Leaders in the making - The crucibles of change-makers in HR" on March 2, 2023, organized by PSGIM in collaboration with the Association of Indian Management Schools
- Dr. N. Ramkumar attended a program "Leaders in the making - The crucibles of change-makers in HR" on March 2, 2023, organized by PSGIM in collaboration with the Association of Indian Management Schools
- Dr. R. Thiyagarajan attended a program "Leaders in the making - The crucibles of change-makers in HR" on March 2, 2023, organized by PSGIM in collaboration with the Association of Indian Management Schools
- Ms. Deepa C Kumar attended a program "Leaders in the making - The crucibles of change-makers in HR" on March 2, 2023, organized by PSGIM in collaboration with the Association of Indian Management Schools
- Dr. Kirupa Priyadarsini attended a 7 day Virtual National Level Workshop on Data Analysis using JAMOV during Feb 23 - March 1, 2023, organized by Nagarjuna College of Mgt Studies and Pinnacle Institute of Management and Science, Bengaluru.
- Ms. Kalaiarasi attended a workshop on Research Methodology during Feb 24-25, 2023 organized by PSGIM
- Dr. Kirupa Priyadarsini attended a program "Challenges for students in the new normal" during Feb 13 -17, 2023, organized by Government Arts College
- Ms. Deepa C Kumar attended a program "Challenges for students in the new normal" during Feb 13 -17, 2023, organized by Government Arts College
- Dr. B. Uma Maheswari attended the "Master class for Women Directors" during January 19 and 20, 2023, organized by Women's Business Council, The Indian Chamber of Commerce and Industry and Institute of Directors
- Dr. B. Uma Maheswari attended a workshop on Lean Six Sigma for Engineers and Managers, on January 11, 2023, organized by PSGIM as part of ICCRM 2023
- Dr. B. Uma Maheswari attended a workshop on Bibliometrics on January 12, 2023, organized by PSGIM as part of ICCRM 2023
- Dr. D. Susana attended a workshop on Lean Six Sigma for Engineers and Managers, on January 11, 2023, organized by PSGIM as part of ICCRM 2023

# Faculty News

- Dr. D. Susana attended a workshop on Bibliometrics on January 12, 2023, organized by PSGIM as part of ICCRM 2023
  - Dr. R. Chitra Attended an interactive webinar on "Consumer Behavior (Internal influences, Self-concept, and Lifestyles: A Holistic View)" on 22nd December 2022 from 3.00 PM to 4.30 PM
  - Ms. Dhanya attended a program "Organizational transformation through leadership" organized by Association of Indian Management Schools on December 21, 2022
  - Ms. Dhanya attended a program on "Recent trends in Finance Research" organized by Association of Indian Management Schools on December 14, 2022
  - Ms. Dhanya attended a short-term Capacity Building Programme on- Leveraging Open educational resources for effective Teaching and Learning organized by Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from December 9 to 17, 2022
  - Ms. Saranya attended the Indian Management Conclave on the 8th and 9th of December at IIM, Kozhikode.
  - R Sujatha and N Vivek, participated in a two day workshop on WRITING R&D GRANT PROPOSAL, conducted on December 9, 10, 2022 at PSG College of Technology as an observer team.
  - Dr. R. Thiyagarajan attended a webinar "Actions for Happiness" organized by Association of Indian Management Schools on November 23, 2022
  - Dr. Sakthirama attended a webinar Salesforce-Unlock customer-centric growth for your business with Sales and Marketing cloud on November 2, 2022.
  - Dr. R. Chitra Attended a webinar on "How are retailers building connected experiences through omnichannel" on 27th October 2022 from 03:00 PM. To 4.00 PM
  - Dr. Thiyagarajan attended a webinar on "How to publish in Academic Journals" offered by Taylor and Francis Publishing on Sep 30, 2022
  - Dr. R. Chitra Attended a webinar on "Powerful Careers in Digital World", by the London School of Digital Business, UK on 21st September 2022
  - Dr. R. Thiyagarajan attended a webinar on "Student engagement strategies that work" by Harvard Business Publishing on July 21, 2022
  - Dr. R. Thiyagarajan attended a webinar on "Art of publishing an academic book" organized by Emerald Publishers on July 13, 2022.
  - Dr. Umesh Chandrasekhar was invited as Event Judge for Best Manager Event at PRABANDHAZ' 22 - NATIONAL LEVEL MANAGEMENT MEET on 29th and 30th of June 2022 organized by Tamil Nadu Agriculture University, Coimbatore
  - Dr. R. Thiyagarajan attended a session on 'Out of the box thinking for problem solving' organized by Institution Innovation Council at PSG College of Technology on June 28, 2022
  - Dr .P. Nalini has participated in the Faculty Development Program on Case Development & Teaching held on June 22, 2022, at PSG Institute of Management.
  - Dr. P. Nalini has participated in Information Session on Advanced Certificate Programme in Business Consulting on 20th June 2022 organized by AIMA
  - Dr. P. Nalini has completed a 7-day Short Term Course (AICTE - QIP) on "Education for Sustainable Development-Implications for New Normal Higher Education Quality " organized by the Continuing Education Programme Indian Institute of Technology, Kharagpur - from 6th June to 12th June 2022.
  - Dr. Thiyagarajan attended a webinar on 'Entrepreneurship' organized by Society of Entrepreneurship Educators (SEE) & TISS on June 11, 2022
  - Dr. V. Srividya and Dr. D. Kavitha attended the CFO Conclave organized by Coimbatore Management Association on 29, April 2022.
  - Dr. R. Thiyagarajan attended a session on 'Translating ideas to inventions - What researchers need to do' organized by Institution Innovation Council at PSG College of Technology on April 27, 2022
- ## 2. Conference Participation and Paper Presentations
- ### 2a. Conferences Chaired and Jury
- Dr. J. Sekkizhar acted as Session Chairman in International Conference on Innovation, Technology and Management (ITM): An Integrated Approach for Sustainable Future scheduled, conducted by Adithya School of Business Management, Coimbatore on 11th May 2022
- ### 2b. Paper presentations
1. Ms. Dhanya Vijeesh presented a paper titled " Study on Customer Perception of Banking Chatbots at Coimbatore" at UGC Sponsored National Conference organized by Avinashilingam Institute For Home Science and Higher Education For Women on 14th and 15th March 2023
  2. Dr. R. Chitra and Mohammed Riyash presented a paper "Assessing the customer satisfaction ratings for iPhone 14 using sentimental analysis and Kano model" at CONNAISSANCE 2023 on "Business, Digitalization and Sustainability," organized by Christ University Bangalore on February 25, 2023
  3. Kishore Kanna G H 21AA16 and Dr. Kirupa Priyadarshini presented a research paper on

# Faculty News

- "Exploring Self-Directed Learning in IT Sector – A Demand Control theory-based approach" at Yukti'2023 A national level Management Fest organised by Thiagarajar School of Management, Madurai on 24th February 2023 and secured the best paper award
4. Dr. R. Chitra and Mohammed Riyash presented a paper "Examining the product reviews and understanding the customer satisfaction of iPhone 14 using sentimental analysis" at Virtual International Conference on "Challenges and Opportunities for Entrepreneurship and Business Growth", 2023 organized by N.L Dalmia Institute of Management Studies and Research (NLDIMSR), Mumbai, India on Feb 17-18, 2023
  5. Dr. R. Deepa presented a paper "Examining the coping styles of Teachers and students to gain insights into their well-being" at the International Conference on Innovative Teaching Practices organized by BITS Pilani during February 9-11, 2023
  6. Dr. R. Deepa presented a paper "Impact of Emotional Intelligence on the well-being of Teachers and Students" at the International Conference on Innovative Teaching Practices organized by BITS Pilani during February 9-11, 2023
  7. Dr. D. Susana presented a paper "A study on prediction of exchange rate movement during Covid 19 pandemic using Twitter Sentiment Analysis" at the International Conference on Contemporary Research in Management organized by PSG Institute of Management during January 11-12, 2023
  8. Dr. V. Srividya presented a paper "A study on the Sustainable HR approach and the employees' perception of Green HRM and organizational performance" in the International conference on Contemporary Research in Management at PSG Institute of Management, PSG college of technology on Jan 11-12, 2023
  9. Dr. V. Srividya presented a paper "A study on prediction of exchange rate movement during Covid 19 pandemic using Twitter Sentiment Analysis" in the International conference on Contemporary Research in Management at PSG Institute of Management, PSG college of technology on Jan 11-12, 2023
  10. Dr. R. Chitra, Dr. Paul Hong, and Dr. N. Vivek presented a paper "Examining alternative distribution channels for Organic Farming: Case Study of Indian Agricultural Entities" in the International conference on Contemporary Research in Management at PSG Institute of Management, PSG college of technology on Jan 11-12, 2023
  11. Ms. Dhanya Vijeesh presented a paper titled "A Prospective Study on Multiple Determinants of Chatbots Adoption in Banking" at International Conference on Contemporary Research in Management (ICCRM 2023) organized by PSGIM during Jan 11-12, 2023
  12. Raga Harshitha, Meenakshi and Dr. Thilagam presented a paper "Study on Relationship Between Financial Markets and Economic Growth" in the International conference on Contemporary Research in Management at PSG Institute of Management, PSG college of technology on Jan 11-12, 2023
  13. Ms. Dhanya Vijeesh presented a paper "" in the International conference on Contemporary Research in Management at PSG Institute of Management, PSG college of technology on Jan 11-12, 2023
  14. Dr. Sakthirama presented a paper 'Conglomeration of fin-tech and block chain for greater financial inclusion - Systematic review analysis' in ICIMMI-2022 conference of Poornima Institute of Engineering & Technology, Jaipur (PIET) on 24.12.2022
  15. Dr. Chitrapresented a paper Impact of Relationship Selling Behaviour on Customer Referrals co-authored by Dr.Sathish.M, Dr.Bala Sudarshan.N.L, Dr.Semila Fernandes at 16th NASMEI International Conference from 19th December to 20th December 2022 organized by Great Lakes Institute of Management, Chennai.
  16. Dr. R. Muruganandam was the session chair for Nineth International Conference on Business Analytics conducted by IIM Bangalore on December 16, 2022
  17. Dr. P. Nalini participated and presented a paper on "Right Shifting the KSA-Matrix for Outcome-Based Education: An example from PSGIM" at the 12th Indian Management Conclave 2022, held at IIM Kozhikode, on December 9th-10th, 2022.
  18. Dr. Harish presented a paper Data analytics in operation management- Presented at the "Machine Intelligence and Data Science Applications (MIDAS-2022)" held on 7th December 2022 (Online mode) at the University of Versailles – Paris Saclay, France and UPES, Dehradun, India.
  19. Dr. Harish presented a paper Profiling the ipl players – sports analytics through clustering algorithms- Presented at the "Machine Intelligence and Data Science Applications (MIDAS-2022)" held on 7th December 2022 (Online mode) at the University of Versailles – Paris Saclay, France and UPES, Dehradun, India.
  20. Kirupa Priyadarsini M presented a case titled "Old Wine In A New Bottle - Induction For A Pharma Client By Let's Play To Learn" at the AICTE Sponsored International Case Conference-2022, themed "Redefining Pedagogy" on October 14 & 15, 2022, organised by Acharya Bangalore Business School, Bengaluru
  21. Dr. Harish presented a paper Game rule rules prediction - Winning strategies using decision tree algorithms, on 07th - 08 th October, 2022 Organized by Uttaranchal Institute of Management, Uttaranchal University in the online mode



22. Dr. Harish presented a paper Insights of analytics in the context of Education on 07th - 08 th October, 2022 Organized by Uttaranchal Institute of Management, Uttaranchal University in the online mode
23. Dr. Kirupa Presented a paper "Fostering Workplace Inclusivity for transgenders – An empirical and applied research approach" for the AIMS JL Batra Best Research Paper award at the AIMS Convention held at GNIMS, Mumbai, Aug 25 to 27, 2022 and won the silver medal for her work.
24. Dr. R. Deepa presented the National Management Week organized at PSG Institute of Management at the 33rd Annual AIMS convention held at GNIMS, Mumbai, Aug 25 to 27, 2022.
25. Dr B. UmaMaheswari, Dr D. Kavitha and Dr R.Sujatha presented the case titled "Milky Mist: A compelling story of how a modest milk business became a household brand" at the Best-Case Study Contest, as part of the 33rd Annual Management Education convention of the Association of Indian Management Schools (AIMS) held at GNIMS, Mumbai, Aug 25 to 27, 2022.
26. Dr. P. Nalini participated and presented a paper titled Implications of Covid-19' on Business Functions of MSME Organisation- An empirical Investigation in a two-day international conference on contemporary issues in commerce and management held on the 4th and 5th of August 2022.
27. Sujatha R, Uma Maheswari B, Kavitha D, Kiran Kandaswamy, presented a paper titled "Developing a Talent Identification Model for Predicting Player Position in Football using Machine Learning Algorithms", International Conference on Advances in Data Science and Computing Technologies (ADSC), June 23-24, 2022 at Kazi Nazrul University, West Bengal, India
28. Dr. Harish and Dr. R. Muruganandam presented a paper titled "Application of Data Analytics in Operations Management" at the Research Conclave organized by PSG College of Technology on June 3, 2022
29. Dr. Harish and Dr. Thiyagarajan R. presented a research paper titled "Millennials and GIG economy: A popular choice" at the Research Conclave organized by PSG college of Technology on June 3, 2022
30. Uma Maheswari B, Sujatha R, Bharathkumar R, Kavitha D. presented a paper "Amalgamation of Technology Adoption Model (TAM) and Conjoint Analysis to understand Consumers' Perception of Wearable Health-Tech Devices", May 13-14, 4th International Conference on Operations Management (ICOM-2022), organized by Department of Operations and IT, IBS Hyderabad.
31. Sujatha R, Tejasvini R, Kavitha D, Uma Maheswari B presented a paper Influence of Social Media Marketing Efforts on Brand Equity and Purchase Intention of Indian Skin Care Brands', May 13-14, 4th International Conference on Operations Management (ICOM-2022), organized by Department of Operations and IT, IBS Hyderabad.
32. The paper by Dr Umesh Chandrasekhar and Dr T G Vijaya titled "The Case for Building Resilience in Gen Z Management Students: A Post-Covid Imperative?" was presented at the International Management Conference organised by ASBM University, Odisha on 3ar April 2022. The extract of the paper was published in the compendium also.
33. Kaviyameena D, Kavitha D, Uma Maheswari B and Sujatha R. presented a paper "Application of Machine Learning Models to Improve the Accuracy of Earnings Management Prediction", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), Organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.
34. Sujatha R, Uma Maheswari B, Kavitha D and Subash A R presented a paper "Predictive Model with Twitter data for predicting the Price Volatility of Cryptocurrencies using Machine Learning Algorithms", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), Organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.
35. Nowshith Parveen N, Kavitha D, Uma Maheswari B and Sujatha R presented a paper "Assessment of firm's performance by employing text mining techniques", April 23-24, 2022, 3rd International Conference on Artificial Intelligence: Advances and Applications (ICAIAA 2022), Organized by Poornima College of Engineering, Jaipur and Soft Computing Research Society.

### 3. Professional Memberships

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

### 4. Programs Organized

#### 4a. Guest Lectures

- Dr William D Boyce, Professor of Marketing, Northern Kentucky University, USA delivered a session on value based marketing and customer value proposition on March 20, 2023. He shared his extensive experience in the area of value based marketing and provided insights about the process of delivering value to potential customers.
- Professor Roland Bottcher, Bochum University of Applied Sciences, Germany addressed the MBA students on February 13, 2022. He elaborated on "Servant Leadership" and discussed how Servant

Leadership can help achieve the objectives of "Effectiveness" and "Efficiency". Based on Robert Greenleaf's Servant Leadership concept, Professor Bottcher presented examples and illustrations of leaders from across the world and invited the students to discuss their styles

- Dr. Kirupa Priyadarsini organized a guest lecture on "Perception for well-being" for the first year MBA students, as part of their organizational behavior course. Dr. R. Krishnamurthi, a corporate trainer and mental toughness coach, with more than 3 decades of experience in training served as the facilitator for the session held on Dec 17, 2022.
- Mr. Kirubanatesh Radhakrishnan delivered a session on "Project Management in the VUCA World" for the II year MBA students on November 25, 2022. This was organized by Dr. V. Harish
- Mr. Vishnukumar M, Consultant, Customerxps software pvt limited delivered a session on "Project Management Tool - Agile Methodology" for II year MBA students on November 23, 2022. This was organized by Dr. V. Harish
- Dr. Sakthirama organized a guest lecture "Sales funnel & Vtiger CRM tool demo" delivered by Mr. Sreenivas Kanumuru, CEO at Vtiger CRM, Bengaluru, Karnataka on 16.11.2022 for II MBA students.
- Dr. Sakthirama organized a guest lecture "CRM - Customer loyalty, Customer Analysis" by Mr. Muthukumar Murthy, Business Head - Enterprise Applications at Spectrum Technologies Pvt Ltd, Chennai on 16.11.2022 for II MBA students.
- Dr. Sakthirama organized a guest lecture "CRM Tools and its Application in Business" delivered by Mr. Prasanna Kandeepan, Founder & Chief Executive Officer, AppsComp Widgets Pvt Ltd., Coimbatore on 21.11.2022
- Ms. Daisy Mary, HR Executive, Product Development Center, Larsen & Toubro Limited delivered a guest lecture on "Compensation strategy in Engineering Industries" for the II year MBA students on October 28, 2022. The lecture was organized by Dr. R. Deepa as part of the Compensation and Benefits Management elective.
- Dr. R. Chitra organised a Marketing Lecture Series on 23rd September on the topic 'Consumer Goods and Retail trends'. Mr. Abilash Natarajan and Mr. Hariharasarma, Management consultants, Infosys consulting London, UK Consumer Goods, Retail, and Logistics practice were the resource persons. The marketing elective students of PSGIM participated in the event.
- The Finance Stream of PSG IM organized a lecture on "Corporate Finance practices in the US real estate industry" for the first-year students of MBA on May 19, 2022. Professor Shawn James Tysiak, Faculty from

University of Toledo, USA was the resource person for the session

- Dr. D. Kavitha organized an Investor Education Program on "Capital market Awareness, Introduction to Mutual Fund & Financial Planning" was organized on behalf of BSE for the first-year students of MBA on May 18, 2022
- Dr. V. Sakthirama organized a guest lecture for the II MBA students as part of the Services Marketing course. Mr. Lakshminathan Krishnan, Rush Republic, addressed the students.

#### 4b. Training programs and Workshops organized

##### **FDP - Leaders in the Making by Prof. T. V. Rao - March 2, 2023**

PSG Institute of Management, in collaboration with the Association of Indian Management Schools organized a one-day Faculty Development Program "Leaders in the Making - The Crucibles of Change-makers in HR" on March 2, 2023. Dr. T. V. Rao, the Doyen of HRD and Dr. Arvind N. Agrawal delivered the program. Dr. Srividya, Director i/c PSGIM welcomed the experts and the participants and thanked the Association of Indian Management Schools for their support. The framework of leadership was brought out by Dr. Rao and Dr. Agrawal, through the crucible experiences of 30 eminent leaders in India. Professor Nandagopal, President, Association of Indian Management Schools, Professor Narayana Reddy, Regional Vice President, Association of Indian Management Schools graced the occasion. Twenty eight faculty members benefitted from the program.

##### **Two Day Workshop on Research Using Statistical Package - February 24-25, 2023**

- Dr. N. Vivek, Dr. K. Arulrajan, Dr. J. Sekkizhar and Dr. N. Ramkumar organized a two day workshop on research using statistical package during February 24-25, 2023. Twenty four participants from the industry and academia attended the program
- Analogue Gamification Strategies for Gen Y Learners - February 17, 2023
- Dr. Kirupa Priyadarshini delivered a one day program on Analogue Gamification strategies for Gen Y learners on February 17, 2023. The program was attended by 31 participants.

##### **Data Analytics Using Python - February 17-18, 2023**

Dr. R. Sujatha and Dr. B. Uma Maheswari delivered a program on Data Analytics Using Python during February 17-18, 2023 which was attended by 28 participants.

##### **Carborundum Universal - Inhouse MDP - November 18, December 11, 21, 2022**

A three-phase hybrid mode training program on Emotional Intelligence was conducted for Carborundum Universal Limited, Chennai. The three phases included pre-assessment and training, follow-up(online), closure and post-assessment conducted during November to December 2022. GMs, DGMs, Managers, Executives,



# Faculty News



Supervisors and junior officers from different units of CUMI participated in the programme. Dr. R. Deepa, Associate Professor and Head, Faculty of HR delivered the program.

## **Toyoda Gosei Inhouse MDP - November 24-25, 2022**

Dr. N. Vivek and Dr. J. Sekkizhar delivered a two-day Management Development Programme on TWI Job relations and TOC on 24th and 25th of November, 2022 for Toyoda Gosei Pvt Ltd, Bangalore. The group consisted of middle level managers at Toyoda Gosei with an average experience of 15+ years cutting across all functional areas.

## **Indian Oil Corporation Dealers - November 26, 2022**



Dr N Ramkumar, Dr Kirupa Priyadarshini, and Dr R Thiyagarajan handled training for Dealers of Indian Oil Corporation, organized by MDP cell of PSGIM. There were 72 participants who were enriched with the concept of

transactional analysis (TA) for improving interpersonal effectiveness at work. Participants were given the experience of effective communication, listening, problem-solving and team building through the structured outbound training activities. Feedback was positive and they shared that the program was very helpful and had a lot of learnings for them.

## **Boot Camp for SBI Managers and Executives - August 27, 2022**

An outbound team building training program was organized on August 27, 2022 at PSG Center for ALPS (Active Learning Programme Services), Anaikatti, for managers of State of India (Coimbatore South Zone). The program was well received with more than 50 participants from different branches of SBI. This training aimed at developing team building spirit and leadership skills of chief managers, branch managers, deputy/ assistant managers and senior associates of more than 35 branches of State of India, South zone, Coimbatore.

## **FDP on Decision Making in Management Accounting - Aug 2, 2022**

PSG Institute of Management in collaboration with PSG CARE organized a Faculty Development Program on





"Decision Making in Management Accounting" on Aug 2, 2022. The program was delivered by CA. K. M. Padmanabhan, Chartered Accountant and Management Consultant. Faculty members from PSG Institute of Management and PSG College of Arts and Science attended the half-day FDP. Dr. Srividya, Director i/c welcomed the participants and introduced the resource person. Dr. R. Deepa, Chief Coordinator, PSG CARE thanked the resource person and the participants.

## FDP on Case Development and Teaching - June 22, 2022

Dr. Upinder Dhar, Vice Chancellor, Shri Vaishnav Vidyapeeth Vishwavidyalaya - Indore facilitated the faculty development program on Case Development and Teaching on June 22, 2022 at PSG Institute of Management. Dr. Joshua Selvakumar, Associate Professor PSGIM also delivered a session in the FDP, which was attended by faculty from inside and outside PSG Institutions. The session discussions emphasized the importance of developing and teaching Indianised cases in Business schools for next generation managers and entrepreneurs.



## 5. Publications

PSGIM faculty had published their research papers in various International and National Journals.

### 5a. Book Chapters

1. B.Uma Maheswari & R.Sujatha (2023). Understanding Consumer Behavior using Market Basket Analysis , Marketing Analytics: A Machine Learning Approach (1st ed.). Apple Academic Press. <https://doi.org/10.1201/9781003300632-7>
2. R.Sujatha & B.Uma Maheswari (2023). Sales Prediction and Conversion, Marketing Analytics: A Machine Learning Approach (1st ed.). Apple Academic Press. <https://doi.org/10.1201/9781003300632-12>
3. Harish ( 2023), "Marketing Analytics and Its Applications" (Eds.). Marketing Analytics: A Machine Learning Approach. CRC Press.
4. Harish Mansurali A, and Krishnaveni D(2023). Digital Transformation for Business: Enablers, Framework and Challenges; in edited book Transformation for

Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0. Emerald Publishing Limited.

5. Mansurali, Harish and R Swamynathan , (2023). Industry 5.0 – The Co-creator in Marketing in edited book Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0
6. Thiagarajan, R., & Harish, V. (2023). The Paradigm Shift in Higher Education and Impact of Distance Learning in Era of Industry 4.0 and Society 5.0. In Advances in Distance Learning in Times of Pandemic (pp. 135-154). Chapman and Hall/CRC. PP 136 - 152.
7. Mansurali A, Harish V, Sherin Hussain & Raveendar Sharma (2022), Game Rules Prediction – Winning Strategies Using Decision Tree Algorithms, Communications in Computer and Information Science book series (CCIS, volume 1742), 10.1007/978-3-031-23647-1\_2.
8. Uma Maheswari, B., Chandran, H.S., Sujatha, R., Kavitha, D. (2023). Application of Machine Learning Algorithms for Creating a Wilful Defaulter Prediction Model. In: Bhateja, V., Sunitha, K.V.N., Chen, YW., Zhang, YD. (eds) Intelligent System Design. Lecture Notes in Networks and Systems, vol 494. Springer, Singapore. [https://doi.org/10.1007/978-981-19-4863-3\\_36](https://doi.org/10.1007/978-981-19-4863-3_36) (Scopus Indexed).
9. Sujatha, R., Maheswari, B.U., Raj, L.I.K. (2023). A Study on Impact of Industry 4.0 on Supply Chain Efficiency Among Manufacturing Firms. In: Chakrabarti, A., Suwas, S., Arora, M. (eds) Industry 4.0 and Advanced Manufacturing. Lecture Notes in Mechanical Engineering. Springer, Singapore. [https://doi.org/10.1007/978-981-19-0561-2\\_34](https://doi.org/10.1007/978-981-19-0561-2_34) (Scopus Indexed).
10. Aiswarya, B., Ramasundaram, G., & Fernando, A. (2023). Background verification using blockchain: case of Ajay, a star performer. In Blockchain in a Volatile-Uncertain-Complex-Ambiguous World (pp. 141-148) Elsevier
11. Sakthirama, V.(2022). Conglomeration of fin-tech and block chain for greater financial inclusion - Systematic review analysis. ACM. New York, NY, USA, 9 pages
12. Sekkizhar, J., Vivek, N. (2023). Buffer Sizing, Resizing and Monitoring in TOC DBM Approach with Respect to Seasonal Products—A Simulation Study. In: Natarajan, E., Vinodh, S., Rajkumar, V. (eds) Materials, Design and Manufacturing for Sustainable Environment. Lecture Notes in Mechanical Engineering. Springer, Singapore. SCOPUS INDEXED
13. Sekkizhar, J., Vivek, N. (2023). Establishing Flow and Improving Flow Velocity in Manufacturing Systems—Pointers from Theory of Constraints. In: Natarajan, E., Vinodh, S., Rajkumar, V. (eds) Materials, Design and Manufacturing for Sustainable Environment. Lecture Notes in Mechanical Engineering. Springer, Singapore. SCOPUS INDEXED



14. Deepa, R., & Mansurali, A. (2022). Assurance of Learning in the Affective Domain - Case from a Business School in India. In Piispanen, V., Dey, A. K., Mishra, S. (Eds.), Case Studies on Perspectives on Management and Digital Business. Bloomsbury, ISBN: 978-93-54352-77-5

## 5b. Conference Proceedings

1. Kaviyameena, D., Kavitha, D., Maheswari, B.U., & Sujatha, R. (2023). Application of Machine Learning Models to Improve the Accuracy of Earnings Management Prediction, In: Mathur, G., Bundeale, M., Tripathi, A., Paprzycki, M (Eds.), Proceedings of 3rd International Conference on Artificial Intelligence: Advances and applications. Algorithms for Intelligent Systems, Springer, Singapore.
2. Nalini Palaniswamy, Muruganandam Duraiswam, (2023). Enhancing Brand Image: Brand Trust, Brand Loyalty, and Social Media Influences on building a brand image, Digital Economy Post COVID-19 Era, Springer Proceedings of 8th Conference of Indian Academy of Management INDAM Mumbai, India
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3. Latha, A., & Kirupa Priyadarsini, M. (2023). The rise and fall of MOOCs - What's in store. JIMS 8M Journal of Management and Strategy, 28(1), 58-62
13. Nalini Palaniswamy, S.T Thilagavathi" Implications of Covid-19' on Business Functions of MSME Organisation- An empirical Investigation International Journal of Human Rights, Vol 9(II), 2022, Pg No – 93-99, ICI indexed, UGC CARE LISTED
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21. Vaidehi Priyal V, Perumal K, Ramkumar N and Mohideen K, (2022), Methods to Unlock Telepathic Ability by Activating Pineal Gland and Still Cerebral Cortex, International Journal of Early Childhood Special Education (INT-JECSE), Vol 14, Issue 02, 6661-6670.
22. Ramkumar N and Usha M (2022), Measuring Cultural Intelligence and Employee Engagement of Internal Migrants in Indian Tea Plantations, PERIODICO di MINERALOGIA Volume 91, No. 3, 144-166. (Scopus Indexed Journal)

## 6. Sessions Delivered

1. Dr. R. Deepa delivered a session "Emotional intelligence - A Curtain Raiser" for the employees of Power Link Systems on March 11, 2023
2. Dr. V. Srividya delivered the Dr. Manickam Endowment Lecture on the topic "Role of Technology in Finance" at Bharathiar University on March 7, 2023
3. Dr. J. Sekkizhar delivered a session on Inferential Statistics as part of the FDP on Data Analytics organized by PSGiTech on January 3, 2023.
4. Dr. Nalini delivered an online webinar in the Capacity Building Program entitled "Marketing of products- A holistic approach" for RKVY SAIP Cohort - III trainees on 27.12.2021 at Agribusiness Incubation Society (ABIS), Directorate of Agribusiness Development, Tamil Nadu Agricultural University, Coimbatore
5. Dr.R.Sujatha and Dr.B.Uma Maheswari delivered an online session on Sentiment Analysis using Python for the employees of Maruti Suzuki India Limited on 22nd December 2022 organized by All India Management Association.
6. Dr. Thiyagarajan R. handled one day ALPS training for the students of Sri Krishna Arts & College on 22-12-2022.
7. Dr. R. Deepa delivered a two hour session on Emotional Intelligence for Learner-centric Classes as part of the online FDP organized by PSG College of Technology on November 23, 2022
8. Dr. N Ramkumar conducted the outbound training at ALPS on 'Personality Enrichment and Leadership Development' for the I PGDBM students of PSGCAS. The session was delivered on November 12 and 44 students participated.
9. Dr. R. Deepa delivered an one-day Faculty Development Program on Communication and Presentation Skills for 60 faculty members of various PSG Institutions under the Aegis of PSG CARE on November 5, 2022
10. Dr N Ramkumar delivered a one-day session in " FDP on Statistical Analysis Using Freeware for Beginners, TERF's Academy College of Arts and Science, Tirupur" on November 5, 2022
11. Dr. R. Deepa delivered a two hour session on Emotional Intelligence and Time Management for the I year Nursing students of PSG College of Nursing on November 2, 2022
12. Dr. R. Deepa delivered a session on Emotional Intelligence for the I Year BE Biomedical Engineering students of PSG College of Technology on Oct 20, 2022
13. Dr. R. Deepa delivered a session on Emotional Intelligence for the I Year BE EEE Engineering students of PSG College of Technology on Oct 27, 2022
14. Dr. Thiyagarajan R. was the resource person for the valediction of I MBA orientation program on 29-9-2022 at SNMV and delivered a session on "Interpersonal Skills".
15. Dr. R. Deepa delivered a half day session on Flipped Classroom and Peer Teaching as part of the Faculty Induction Program organized by PSG CARE on September 24, 2022
16. Dr. R. Deepa delivered a session on Emotional Intelligence as part of the ATAL FDP On Integrated Active Teaching-Learning Pedagogical Approaches for Enhancing Focused Outcome based Engineering Education conducted by PSGiTech on September 12, 2022



# Faculty News

17. Dr R.Sujatha & Dr B.UmaMaheswari delivered an In-house Student development program on the topic "Machine learning and Predictive Data Analytics" at PSG Institute of Technology and Applied Research on September 5 and 6th, 2022
18. Dr. B. Uma Maheswari delivered a session "The New Oil: Data" as part of the Monday Musings Program of Coimbatore Management Association on August 8, 2022
19. Dr. Thiyagarajan R. was the resource person for the Refresher Course in Commerce & Business Studies of Human Resource Development Centre, Bharathidasan University on the topic "Art of Entrepreneurship & Intrapreneurship" on 01-8-2022.
20. Dr. Thiyagarajan R. was the resource person for IIC Impact lecture organised by PSG Institute of Technology on the topic "Execute the E-Dream" in Online mode for faculty and students on 29-7-2022.
21. Dr. V. Srividya delivered a session for the FDP on 'Curriculum Design and Development' organised by the IQAC Cell of Sri Ramakrishana College of Arts and Science on 25-7-2022
22. Dr. Thiyagarajan R. handled one day ALPS training for PSG - IAS Scholars on 23-7-2022 from 9 AM to 5 PM.
23. Dr. R. Jagajeevan delivered a FDP on "Team Building" for PSG STEP on 24-06-2022 supported by NSTEDB, DST, Govt. of India.
24. Dr. Thiyagarajan R. handled a session on "Interpersonal Communication" on 22-6-2022 at the 2-week long PSG STEP FDP on "Entrepreneurship"
25. Dr. Nalini Served as a resource person for a Three-day faculty development program on Case study Teaching and writing on 22nd June 2022 jointly organized by faculty and Management and Commerce Dr.NGP Arts and Science college Commerce, Coimbatore.
26. Dr. R. Muruganandham delivered Sessions on "Mathematical Modelling in Research", "Publication Ethics", and "Publication Practice-How to publish in Q1 Journals" at Noorul Islam University, Nagercoil on June 9 and June 10, 2022
27. Dr. Kirupa Priyadarsini served as a resource person for HRDC refresher program in commerce and management for Bharathiar University on June 4, 2022, on the topic "Designing Games for Classrooms"
28. Dr. Kirupa Priyadarsini served as a resource person for a half a day workshop on June 02, 2022 for the MBA students at NGP institute of technology on the topic "Article Writing"
29. Dr. Kirupa Priyadarsini served as an External Examiner for evaluating the research proposals of doctoral candidates belonging to the Business School Research Committee, Woxsen University meeting held on 17th June 2022 (Virtual Mode).
30. Dr. R. Deepa delivered a half day session on Emotional Intelligence for the faculty members of PSG Institutions as part of the Faculty Induction Program organized by PSG CARE on May 7, 2022
31. Dr N Ramkumar delivered a session on 'Data Processing and Analysis' in an ICSSR - Seven Day National Level Experiential Workshop on Research Methodology organized by St. Joseph's College of Commerce (Autonomous), Bengaluru on 19 April 2022.
32. Dr. R. Deepa delivered a half day workshop on Emotional Intelligence for Personal and Career Growth for the II Year MBBS students of PSGIMS&R during April 18 - 21, 2022. This workshop was organized by the PSG Wellness Center.

# MOUs Signed

1. MOU with ETS India Private Limited to facilitate students to take up English Eligibility Tests
2. MOU with AIMST University, Malaysia for 5 years with effect from Jan 1, 2023 to facilitate the Global Immersion program
3. MOU with NSE Academy Ltd to avail the services of NSE Smart for the Trading Lab at PSGIM
4. PSGIM signed an MOU with Illinois Institute of Technology to offer two MS programs in Marketing Analytics and Finance.
5. PSG Institute of Management signed an MOU with Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia to collaborate on academic development as per curriculum and programs and studies offered at both Institutions.

## Placements

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





# Research & Consultancy

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

## 1. Consultancies

### Consultancy from Industry

Elgi Rubber company Limited: Business restructuring for profitability turnaround of the business. Aug 2022. Consulting fee based on per manday for 2 faculty members on per month basis (max 2 days pm)

**Elgi Equipment :** Five year consulting offer where faculty can work on their business problems on a case to case basis and engage in multiple consulting projects with them. The MOU and NDA agreements are yet to be formalised.

## 2. Sponsored Research Projects

### Research Proposals Submitted

1. Dr. P. Nalini has submitted a Major Research Project Proposal on 11th October 2022 on the title "Crop Switching in Turmeric Cultivation: An Empirical Investigation on Causes and Consequences among Small and Medium Farmers – Strategies for Enhancement" for ICSSR, New Delhi.
2. Dr. R. Deepa and Dr. Arulrajan submitted a major research project proposal on October 11, 2022 titled "Diagnosing and Enhancing the Emotional Intelligence of Nursing Professionals for Service Excellence" for ICSSR.

## 3. Doctoral Research

The Institute has produced more than 80 Awardees thus far. During the period of the report one scholar completed PhD. The details follow

S.No.	Name of the PhD Scholar	Name of the supervisor	Title of the thesis	Date of Viva Voce
1	G. Suganya	Dr. Joshua Selvakumar	A comprehensive model on the enablers and outcomes of supply chain collaboration for sustainable growth and performance in the Garment Value Chain	15.7.2022

There are 14 scholars (both Full time and Part time) who are currently pursuing their Ph.D under the various faculty guides at PSGIM. The details are presented in the table below.

Name of the Scholar	Name of the Supervisor	FT/PT	Date of registration	Status
Karthikeyan L	Dr. Srividya V	PT	July 2017	In progress
Kiruba Natesan	Dr. Srividya V	FT	July 2018	In progress
Manikandan Subramaniam	Dr. Srividya V	PT	January 2021	In progress
Usha M	Dr. N Ramkumar	FT	July 2019	In progress
Yeshwanth R	Dr. Joshua Selva Kumar	PT	July 2019	In progress
Yogeswari S	Dr. Sujatha R	FT	July 2019	In progress
Divya Prabha	Dr. Kirupa	FT	July 2021	In progress
Hemavathy R	Dr. Kirupa	FT	July 2017	In progress
Indumathi N	Dr. Kavitha	PT	July 2022	In progress
Krishna Rubigha	Dr. Nalini	FT	Jan 2020	In progress
Thilagavathi S T	Dr. Nalini	FT	July 2021	In progress
Veena Raghavi M	Dr. Nalini	FT	July 2021	In progress
Pavithra	Dr. Nalini	FT	July 2022	In progress
Vignesh Rangaraj	Dr. Sujatha	FT	Jan 2023	In progress
Hariharan R	Dr. Kavitha	PT	Jan 2023	In progress

# Students

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

## 1. Achievements

- Sastra University organized a Progyan'23 Management event on 23rd March 2023. Vel Siddharthan V 22AB43, Sanjana Santhanalakshme V 22AB32 were the winners of Business Plan event. Chandramohan M 22AD10 and Sreenithi A 22AD39 were Runners of the HR event. Prethv nandan G 22AC29, Suresh Balaji M 22AC41 and Karthik Varun A 22AD20 were the Winners of IPL Auction. Rishigaanth R 22AC32 and Hema Amirtha VArshin G 22AC11 were the Runners of Finance event
- Aradhana M 22AA05 and Janani P K 22AA18 secured 3rd place in Markprenuer, marketing event. Aradhana M 22AA05 and Janani P K 22AA18 secured 3rd place in Zyme – HR event Sneha R 22AD36 and Harish N 22AD15 were the winners of the Zyme - HR event. Priyadarshini M 22AD28 and Janani K G 22AC12 secured 3rd place in Econance – Finance event. Amarnath SB 22AD04, Sreeganapathy A 22AD38 and Eswar G 22AD13 were the winners of Digibytes – Data Analytics event at Crescita 23 on March 18, 2023 organized by Bharathidasan Institute of Management
- PSG Institute of Management students bagged the title " The Best Management Team" @ Urjith 2023 conducted at PSGR Krishnammal College. They were the Winners for the events , Think HR, Digi Peddle, Creative Crew and runners up for the event Social Innovators.
- Mohamed Idrish 22AC32 and RamSundar 22AC30 were the winners of Business Quiz organized by Kongu Engineering College on March 3, 2023
- Kusmithaa 22AW12, Pooja 22AW19, and Manimozhi 22AW14 were the Winners of Think-a-thon event organized as part of Yugam 23, a National Level Entrepreneurship event organized by Kumaraguru College of Technology on March 2, 2023
- The following students participated in the Yukti' 2023 A national level Management meet organized by Thiagaraja School of Management, Madurai on 24th February 2023 and received the overall championship. Hariraj N 22AA26, Suresh Balaji 22AC41 and Acchuth Krishnan V 22AC46 were the winners of the event IPL Auction. Gautham 22AD45 was the winner of the Speakathon event. Velsiddharthan 22AB43. Preetha 22AD27, Gautham 22AD45 and Priyadarshini M 22AD28 were the runners of Bizthrive event.
- Janani K G 22AC12 participated and won first place in the "The Next Big CEO" event of Dhriti 22, the national level inter-collegiate management meet organized by Sona School of Management held on 9th December 2022.
- Projects of Ms. Prabalya B.K. 20AW15 and Sabarmathi M.20 AA37. were nominated for Business Standard Best B-School Project Award 2022 on 5th November 2022. Ms. Prabalya V.K. 's project has been selected in the top 15 in the Best B School project Competition by Business Standard.

## Week of Games

PSGIM organized the week of games for the students during February 2023. The details of the sports organized and the winners is presented below

Event	Date & Venue	Winners
Badminton	Feb 24 - 26, 2023, PSG Sports Complex	Men: V Agilan (21AD41) & Pranav Krishna (21AD26) Women: Harini S (22AC09)
Basketball	PSG Sports Complex	Combined Team from ANNA MBA
Carrom	Feb 27, 2023, Room # 513	Singles 22AD26 - Pavithra Shri M 21AD16 - Kabilan A  Doubles 22AD26 - Pavithra Shri M 22AD37 - Sowndharya 21AD16 - Kabilan A 21AD30 - Deenadhayalan
Chess	Feb 27, 2023, Room # 513	Smrithi K (21AB40) & Vivek Arumugam S (22UTB26)
Cricket	Feb 4 - 8, 2023; N Block Ground	Men: I year Anna C and D Women: Team Iron Man
Football	Feb 9 - 15, 2023 N Block Ground	II year MBA
Throwball (Girls)	Feb 16, 23, 2023: PSG Sports Complex	I year ANNA C
Volley Ball	Feb 2023	I year NKU C

## 2. Events attended

- Dakshana B 22AD11, Pavithra Shri M 22Ad26, Sri Vasuprada S 22AD40, Priyadarshini T 22AA31, Aswanthram S U 22AA07, Sai Sakthi 22AA27 participated in Marketing event as part of Progyan 23 organized by Sasthra University on March 23, 2023
- The students participated in VimsMart'23 organised by Vivekananda Institute of Management Studies, Coimbatore on 17th March 2023. Bharathwaraj P 22AD09, Chandramohan M 22AD10, Sowndharya B 22AD37 participated in IPL auction. Madhumitha P 22AD24, Samyukth V 22AD29 and Sreenithi A 22AD39 participated in Best management event.
- The students participated in Management fest Repowis 2023 organized by Kongu engg college on March 3rd, 2023. Chandini 22AC05 participated in Best Manager event. Dinesh kumar R 21AC10, Bala Murali A 22AD07 participated in Stock war event. Kamallesh P 21AC21, Afra Tasnim 21AC01, Keerthan 22AC17 and Prithvi Nandhan 22AC29 participated in Best Management event. Abarna S 22AB01, Architha A S 22AB05, Kirubakaran S 22AB23, Shri Nivethitha 22AB35 and Vijay Athi Ragavan 22AB44 participated in Best Management Event.
- The students participated in Management fest Repowis 2023 organized by Kongu engg college on March 3rd, 2023. Chandini 22AC05 participated in Best Manager event. Dinesh kumar R 21AC10, Bala Murali A



# Students

- 22AD07 participated in Stock war event. Kamalesh P 21AC21, Afra Tasnim 21AC01, Keerthan 22AC17 and Prithiv Nandhan 22AC29 participated in Best Management event. Abarna S 22AB01, Architha A S 22AB05, Kirubakaran S 22AB23, Shri Nivethitha 22AB35 and Vijay Athi Ragavan 22AB44 participated in Best Management Event.
- Students participated in Yugam' 23, a national level entrepreneurship event organised by Kumaraguru College of Technology on 2nd March 2023. Vel Siddharthan V 22AB43, Gautham B 22AD45, Priyadarshini 22AD28, Preetha 22AD27, Sindhuja BS 22AW22, Sanjana Santhanalakshme V 22AB32, Savin 22AB33, Charuhasini T M 22AB09, Lakshanaajayshri SS 22AB22 and Suraj Kanna V 22AB38 participated in Shark Tank (Business Proposal) event. Puviarasi 22AW20, Sneha S 22AW23, Sri Vasuprada 22AD40 participated in Think-a-thon event.
  - PSGIM students attended a special address by Mr. Satyakam Arya, CEO of Daimler India Commercial Vehicles and Chairman, CII Tamil Nadu State Council, at Kumaraguru College of Technology on February 28, 2023. The students took away key insights from the session, about the future of electric vehicles and the economy. The students had a chance to interact with Mr. Satyakam Arya and Mr. Shankar Vanavarayar after the session
  - The following students participated in the Yukti' 2023 A national level Management meet organized by Thiagaraja School of Management, Madurai on 24th February 2023 Dhanasri N L 21AC09, Gokul Ram D 21AC14 and Krishna Kanth S 22AC18 participated in Emporia Marketing event. BhagyaSree C R 21AC06, Harrys Kadar 21AC16 and Riswanudeen 21AC32 participated in Analytics event. Janani 22AC12 participated in the Best Manager event. Selva Krishna 21AA38 and Mohamed Idrish 22AC22 participated in the Business quiz. Ishwaryaa R 22AW08, Praveena 22AB26 and Shindhujaa 22AW22 participated in Bizthrive event. Kamalesh S 22AC14, Rishikanth R 22AC32, and Nithesh V 22AC25 participated in Fintorum Finance event.
  - Latchumanan K(22AW13), Kaviraj S(22AD21), and Gracetone Abraham (22AD14) participated in the marketing event of "RUDRAKSH 2023" A two-day intercollegiate Management Fest organized by the Department of Management Studies, New Horizon College of Engineering, Bengaluru from 16th and 17th February 2023.
  - Students of Anna C and 4 Students from Anna D participated in Business Quiz competition conducted by Coimbatore Productivity Council on 15th February 2023.
  - The following students participated in the Krish-Yukti' 23. Management meet organized by School of Management, SKCT and Department of Management Science, SKASC on 7th February 2023. Ganesh Madhavan S.M 21AA09 participated and won the Sol Invictus - Best CEO. Nidish S.K. 21AA21, Sangeethaveni E 21AA35, Yashmita A 21AA45 and Dinesh Kumar R 21AC10 were the Runners of the event Wall Street Wolf. GadhaAnand 21AB10, Kishore Kanna G H 21AA16, Amarnath 22AD03, Priyadarshini M 22AD28, Aathiraja 21AB01. Abinaya S 21AD01, Shwetha S 22AD35 and Sneha R 22AD36 participated in Sherlock shots event.
  - Janani K G 22AC12, Kamalesh S 22AC14, MohamadIdrish N 22AC22, Nasreen M 22AC23 and Saranya D 22AC37 participated in 'Business Game', Global Entrepreneurship Summit (GES) an international corporate summit conducted by Entrepreneurship Cell, IIT Kharagpur from 3rd to 5th February 2023
  - Over 100 students from I MBA, I MBA WMSE, and NKU attended a "Free webinar on How to get a Placement in Multinational Companies" organized by IIM A on 14th December 2022 from 6.00 pm onwards.
  - Janani K G 22AC12, Sangeethaveni E 21AA35, and Yashmita A 21AA45 participated in National Level Online Business Quiz Competition organized by AIMS on 15th December 2022 from 3 pm to 4 pm.
  - Sneha R- 22AD36, Amarnath @ Venkatesh - 22AD03, Gracetone Abraham R K -22AD14, Sri Vasu Prada S - 22AD40 Rathina Sabapathy K -22AC31 and Janani K.G - 22AC12 participated in the Maria Philip memorial Intercollegiate debate competition conducted by XIME on 6th December 2022.
  - The following students participated in the Dhriti 2022,, the national level inter-collegiate Management Meet organized by the Sona School of Management, Salem on 9th December 2022.
    - 22UTA02 Adharsh S, 22UTA14 Kabilan V, 22UTA15 Karutthu Vinaayaga Iyyaooan I.N and 22NKA04 Kavya P M participated in the Operations Event.
    - 22NKA18 Sivamanikandan R, 22NKA21 Vijay Kumar M and 22UTA25 Pragadeesh S participated in the Quiz competition.
    - 22NKA01 Ajay Jorden V, 22NKA04 Kavya P M, 22NKA05 Keerthyiaa P M, 22NKA08 Madhumitha R, 22NKA17 Shruthi M, 22NKA20 Saradha, 22NKC05 Dhishan A, 22NKC01 Abirami S participated in Marketing event.
    - 22NKA08 Madhumitha R and 22NKA20 Saradha participated in the finance event.
  - Krithika S 21AD13, Gadha Anand 21AB10, and Raja Rajeswari 21AB29 participated in the Young Leaders' Summit at Vista 2022, IIM Bangalore on the 6th & 7th of August 2022.
  - Sanjai Krishna S 21AB33, and Tarun C J 21AB43 participated in the finals of "Chanakya The Mastermind" organized by Madras Management Association on 26th and 27th September 2022. Chanakya is a Pan India competition in which about 3500 students participated in the event.
  - Lavanya 21AW17 and Siva Atchara 21AW25 participated in the poster-making competition on the theme "Strategies to reduce food wastage, to inculcate values of sustainability among future citizens" on 28th September 2022 organized by KCT Business School

# Students

## 3. Business Across Borders Program - Aug 2022



The Business across borders program was scheduled in the month of August 2022 with Asia Pacific Technology University, Malaysia. All the II year students visited the University in 2 batches. At APU, the students attended sessions on leading during challenging times, chatbots, data storytelling, Innovation and Design thinking, Role of leadership in Innovation, Mindset shift for success and Cyber security. They interacted with the APU students and gained exposure to the business and culture of Malaysia. The students were accompanied by Dr. Ramasundaram, Dr. Kirupa Priyadarsini, Dr. Thiyagarajan, Ms. Saranya, Dr. Nalini, Dr. Sakthirama, Dr. Muruganandam and Dr. Sekkizhar.

## 4. Student Clubs

PSGIM initiated many students clubs for this academic year. The activities of some of the clubs are listed below:

### Movie Club

The movie club of PSGIM was launched on December 30, 2022

### Sports Club

Our PSGIM cricket players participated in Cricket Tournament hosted by RVS institute of Management on 2.11.2022 and became "Runners"

### Quiz Club



PSGIM's Quiz Club organised a "Business Quiz Workshop" for I MBA students on 03-11-2022. Dr. R. Thiyagarajan, Coordinator of Quiz Club welcomed the gathering and introduced the chief guest Dr. M. Rangarajan. Dr. V. Srividya Director i/c offered felicitations and gave the certificates for the winners and runners of Independence Day Quiz held on 12-8-2022. Dr. M. Rangarajan trained the students on how to practice and prepare for Business Quiz from video and print advertisements, newspapers, core business events & happenings, marketing strategies, tag lines of brands with their respective history and competitive strategies. A mock quiz was conducted on all types of business quiz for the students to have a practical exposure and be aware of the modes of preparation.

The Quiz Club of PSGIM was revived in July 2022 and the first quiz event was organised on 12-8-2022 on the theme "Indian Freedom Fighters" as the country commemorates "Aazadi Ka Amrit Mahotsav" the 75th anniversary of Independence. The Quiz was conducted by the faculty advisor Dr. Thiyagarajan and there were around 40 participants.



### Cultural Club

The members of cultural club are actively involved in the preparatory activities for Kovai Vizha and Pongal Celebrations in January 2023. They played an active role in the Talent Night program. As part of the PSG Staff Day 2023, the club members conducted the Varthai Vilayattu event. They also coordinated in the Diwali celebration at Manavar Illam on October 20, 2022.

### HR Club

The club members brainstormed on November 10, to decide an action plan. Based on the previous meeting, the action plan was presented by the club members and the faculty advisor approved the same. The plan includes connecting with HR alumni online, conducting peer discussions to understand feedback from students who are placed, to have a quiz to refresh conceptual knowledge. On November 24, 2022 an activity was organized to enhance the reasoning and decision-making skills of the team.

### Marketing Club

The Marketing Club was inaugurated on 22nd September 2022 with the name M-MIXERS. The student coordinators are Sanjay Krishna, Deena, Akshaya, and Pratheesheeran. The main motive of this club is to have a deep knowledge about marketing and its importance. Around 80 students

# Students

have enrolled in the marketing club. ( Faculty Advisor – Dr.K.Chitra)

## Sports Club

The sports club of PSGIM organized a cricket match between all the batches of II year MBA on September 29, 2022. Batch D won the match. Fifteen students from PSGIM participated on the Heartathon event on September 25, 2022. The sports club also organized a friendly football match between the first and second year MBA students on September 22, 2022. The activity was coordinated by Dr.Muruganandam the faculty advisor of the Club with support from Mr.Firdooz the Physical Educator.

## 5. Induction Program

### MBA and MBA (WMSE) Induction Week September 14-21, 2022

The Induction Program for MBA and MBA(WMSE) was organised as a 7 day event starting from Sept 14, 2022 to Sept 21, 2022. Mr.Janakiram Raju, Technical consultant and Advisor, Retired Chariman and MD from BASF, was the Chief guest and he addressed the students on the topic "Fit for the Future ". The program had sessions on networking namely - meet with the director, coordinator, tutor , Getting to know the batch buddies, and corporate relations cell. Sessions on Groom yourself to success, transitioning , Clubs and student driven cells at PSGIM, and Toastmasters club were also organized. A concept to curation contest was conducted. The induction program ended with sessions on spirituality and Yoga. As part of the Induction program, an Industrial visit to Sakthi Tex Yarn and Roots MulticleanLtd wasorganised.

### Induction Program - International Programs September 12-17, 2022

The Induction program for the International programs was organized during Sept 12 to Sept 17. The five day program was designed around the themes like Management - A precursor, Becoming the Professional, Mind Body and soul, Play to your strengths, and Alma Connect. The entire program had 16 modules with specific objectives aimed at supporting the Fresh MBA students from different backgrounds to accommodate and prepare themselves for the MBA program. An Industrial visit was arranged as part of the program. Students visited 3 different companies in the dairy industry, namely Sakthi Dairy Farms, Coimbatore cooperative milk producers union (aavin) and Mahalakshmi Dairy farms (Aroma) as part of the induction program on Sept 14, 2022.

## 6. Internships

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

## 7. Student Development

Professional Empowerment Program for Students

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

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



# Annexure 1

## Professional Memberships

### Institution

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

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

## Faculty

Name of the faculty	Activity / Role	Organization
Dr. V. Srividya	Member, BOS	Computer Science & Business Systems, KIT, Nov, 2021
	Member	IIMA and FEN
	Executive Member	Coimbatore Management Association
	Member	CII Economic Affairs and Taxation Panel
	Reviewer	IIMCCRC Indian Institute of Management, Calcutta
	Member, Editorial Board	ARISCOM Journal of Management
	Member, Editorial Board	DJAME Journal of Management Research
Dr. K. Arulrajan	Member	Advertising Club
Dr. J. Sekkizhar Dr. R. Sujatha	Members	OpenERP Communication Group
Dr. N. Vivek Dr. R. Sujatha	Members	Computer Society of India
Dr. D. Kavitha	Reviewer	Corporate Governance - The International Journal of Business in Society" from Emerald publishing
Dr. B .Uma Maheswari	Member	Analytics Society of India
	Member	Entrepreneurs Organization (EO)
	Member	Native Angels Network
	Member	TiE Coimbatore
Dr. R. Deepa	Anna Univ BOS Nominee	EGS Pillay College Nagapattinam, MBA Dept
	Member of BOS	Erode Sengunthar College
	Member of BOS	Cauvery College for Women, Thiruchirapalli
	Anna Univ BOS Nominee	Vellalar Engineering College, Thindal, Erode
	Life Member	National Institute of Personnel Management
	Member	Consortium for Research on Emotional Intelligence in Organizations - CREIO
Dr. N. Ramkumar	BOS Member	Sree Saraswathi Thyagaraja College
	BOS Member	Rathinam College
	Member, Editorial Board	Management Wisdom - A Journal of Business and Management

# PSGIM

## 2022 2023 ANNUAL REPORT



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