



PSGIM

ANNUAL REPORT

APRIL 2019 - MARCH 2020



PSG Institute of Management
PSG College of Technology

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About PSGIM

PSG IM is one of the oldest B-Schools in India and is ranked 37th in the NIRF rankings of 2019. It was started as the Department of Management Sciences under the PSG College of Technology in the year 1964 to cater to the ever growing need of management graduates in this region which witnessed an industrial and entrepreneurial leap of faith 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 five storey 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.



Alumni News

I. Alumni News

Alumni of PSGIM work hand-in-hand with the institute in curriculum building, mentoring students, internships, Project Viva, Guest Lectures, and in organizing events. They also stay in touch with their Alma mater through their regular visits.

PSGMAA Activities

International Women's Day March 9, 2020

PSG Management Alumni Association and PSG Institute of Management celebrated International Women's day on



March 9, 2020. Ms. Mini Vasudevan, Co-founder of Coimbatore's Human Animal Society was the Chief Guest. Dr. T. G. Vijaya, Director i/c and the office bearers of PSGMAA participated

Rapport 2019

PSG Management Alumni Association organized Rapport 2019, the Annual Alumni Meet on December 21, 2019. Lt Gen PM Hariz, Retired General Officer Commanding, Southern Command, Indian Army addressed the gathering on Kashmir: The Unfolding Story: Independence to Article 370. Mr. Prashant, Executive Director, Quadra Systems.net India Pvt Ltd introduced the Chief Guest and anchored the event. Dr. T. G. Vijaya, Director I/C PSGIM welcomed the gathering and shared a glimpse of the activities and programs at PSGIM. Dr. Mansurali, Secretary, PSGMAA proposed the vote of thanks. The evening ended with a light music program by Mr. Ram and Mr. Lakshman and dinner.

Alumni Connect: 25th Reunion of the 92-94 Batch

The Class of 1992-94 celebrated their 25th year reunion at the PSGIM campus on August 3, 2019. On behalf of the Director i/c Dr. T. G. Vijaya, Dr. R. Krishnaveni welcomed the gathering. The class of 1992-94 had invited their former faculty members for the reunion. Among the former faculty, Dr. R. Nandagopal, addressed the alumni and took them back to their class. After the formal introduction of the alumni, the faculty members of PSGIM introduced themselves and requested the alumni to be active with their alma mater. The alumni reminisced their college days with nostalgia and also addressed the present students of PSGIM. Dr. Mansurali, Secretary of PSG MAA thanked the alumni.



PSGMAA Summer Camp April 22 to May 4, 2019

PSG Management Alumni Association organized a summer camp during April 22 to May 4 2019 through which 60 children benefitted.

Awards

Institution

Silver Award at Indian Management Conclave - Aug 4, 2019

PSG Institute of Management bagged the Silver Award at the Indian Management Conclave (IMC) 2019 held at India International Center New Delhi, on August 3, 2019. The IMC award is a prestigious award for excellence in management education. IMC 2019 received entries from more than 40 B-schools across India. The Jury comprising of Dr. Shekhar Chaudhuri, Former Director, IIM Calcutta and Dr. Rishikesh T. Krishnan, Professor IIM B and Former Director IIM Indore selected PSGIM as a finalist for the awards. Dr. R. Deepa, Associate Professor, PSGIM presented the innovative initiative titled "Faculty empowerment in the classroom: From Microteaching to faculty development" and received the Silver Award on behalf of the Institute from Shri. Pranab Mukherjee, Honorable Former President of India at the awards ceremony held on August 3, 2019, in the presence of Dr. T. G. Vijaya, Director I/c, PSGIM.



Faculty

- Professor K. Arul Rajan, received the Kotler Award for Best Academician at the World Marketing Summit held



at Vigyan Bhavan, New Delhi on February 29, 2020. Around 1400 marketing professionals participated in the summit, in which sixteen marketing professionals from around the world presented marketing theories.

- Dr. R. Deepa received the AIMS - International Outstanding Management Teacher Award at the Annual AIMS - International Conference at IIM Kozhikode on January 2, 2020, in the presence of Dr. Debashis Chatterjee, Director, IIM Kozhikode



- Dr. Ramkumar received the "Distinguished Alumni Award - Academician - 2019" from Sree Saraswathi Thiagaraja College, Pollachi on December 22, 2019. Dr. Ramkumar also received Best Teacher Award from PSG Institutions



- Dr. Joshua Selvakumar secured the Third Prize for his paper "Model for determining Happiness among women employees in the Garment industry" at the '5th Annual Knowledge Summit International conference on "Happiness in Higher Education for excellence and Holistic Development" conducted by the Department of Commerce and iNature Education on 21st November 2019 at the School of Commerce, Knowledge Campus, JAIN (Deemed - to-be-University) Bangalore
- Dr. Mansurali, Assistant Professor of Marketing at PSGIM secured the much-acclaimed Analytics Hackathon Award 2019 - The Hack of All Trades 2019. Hackathon is a coveted event that celebrates the best of analytical minds in the business. He was also the proud winner of all the four titles The Flash – Award for the first person to cross benchmark accuracy. The Hawk-eye – Award for the highest accuracy, Social Maven – Award for creative social media post to depict their experience with Hackathon, and Hack-A-Throne – Award for highest accuracy on the leader board at the end of Hackathon
- Dr. Jagajeevan received the Silver Medal for Innovation in teaching at the faculty level for his innovative teaching methodology at the AIMS convention at Delhi in August 2019.

Events @ PSGIM

1. Culture Connect

PSGIM hosts a wide array of events to expose the students to global culture and also to imbibe our cultural values into them. The Institute has a tradition of celebrating the festivals of India in the campus to bring in the spirit of brotherhood amongst the students. The students also learn their due management lessons by way of organizing and managing these festivals. This also strengthens team work and fosters a healthy culture among the students from diverse backgrounds.

Uvagai - January 10, 2020



PSGIM celebrated Uvagai'2020 January 10, 2020. The impressive decorations, scent of flowers, and the happy faces in traditional wears across the campus added more vigor to the celebrations. Students had organized customary games like "Tug of war" and "Uriadithal" which are grounded to our roots. The "Jamab" filled the air with drum rolls. The drum rolls, colours, earthen smell and the traditional food that was served were awe-inspiring.

Onam

Onam was celebrated in the campus on September 7, 2019. The day started with the vibrant Chenda Melam and the day was jam-packed with events like song, dance, pookolam and games. The celebrations culminated in a grand Onam Sadhya, in which students of Manavar Illam also joined.

2. Industry Connect

PSGIM provides an excellent platform for Industry exposure to its students. Leaders and experts from Industry visit the institute to share their knowledge and experience with the students, helping them better understand the Corporate World. It also helps the students to connect theory with practice.



Meet the CEO Series

- Shri.Sashi Shekar Mohanty, Vice Chairman and Managing Director, Neelachal Ispat Nigam Limited, a company promoted by MMTC Limited and Industrial Promotion and Investment Corporation of Orissa Limited addressed the students on March 13, 2020
- Smt. N. Prasanna, Deputy Commissioner of Income Tax presenting a lecture on International Taxation at PSGIM on 10.3.2020
- Mr.Santhosh Muruganantham ,Co Founder and Managing Director of "Kolapasi Takeaway" addressed the students on February 17, 2020
- Mr. Karthik Ramesh, Vice President – Global Technology Strategy & Innovation, Management Team Member - Standard Chartered Bank aXes addressed the students on January 24, 2020
- Mr. Pradeep Choleyil, CMD, Choleyil Private Limited shared his experiences with the students on December 2, 2019
- Dr. Bobby Chemmanur, Chairman and Managing Director, Chemmanur Jewellers addressed the students on November 20, 2019
- Dr. Jagat Shah, Founder at Global Network and Vibrant Markets addressed the students on November 11, 2019
- Mr. Kasiviswanathan Muthiah, Vice President, JP Morgan Chase & Co, New York addressed the students on November 6, 2019
- Mr. Rajat Mohan Pathak Director, Villa Synergy, Varanasi and an illustrious alumni of PSGIM addressed the students on October 3, 2019
- Mr.Anand Pillai, Managing Director Leadership Matters Inc. Bangalore addressed the students on September 24, 2019
- Mr. Ajay Sathe Group Head Customer Experiences and CSR, Bajaj FinServ addressed the students in August 2019

Events @ PSGIM

Other Events

Shair - February 26, 2020

PSG Institute of Management, Coimbatore in association with Green Trends Salon jointly organized a hair donation drive to collect hair to make free wigs for the underprivileged cancer survivors. Numerous students and staff of the institute actively participated in the drive and donated a lock of hair for this noble cause.



Student Management Day with CMA - February 14, 2020

PSGIM collaborated with Coimbatore Management Association in organizing the Student Management Day on February 14, 2020. More than 250 students from various management colleges took part in events like Business Auction, Business Quiz, Social cause event, and Best manager. These events were judged by faculty from PSG Institute of Management and other CMA Student chapter Institutions. Mr. Suprej Venkat the founder of Hubfy Technologies delivered the valedictory address where he shared his entrepreneurial journey. The team from the Department of Agriculture and Rural, Tamilnadu Agricultural University bagged the overall trophy for Best Institution. The student management day was coordinated by Dr. V. Srividya, Professor, PSGIM and Dr. Mansurali Anifa of PSGIM.



Budget Meeting – February 5, 2020

Dr.V.Srividya coordinated the Budget Review meeting that was jointly hosted by PSGIM and CMA in association with the Auditors Association of South India, Coimbatore chapters of the Institute of Cost Accountants and Institute of Company Secretaries of India. The esteemed speakers DR CA V. Gopalan, Director, Janhar Management Services; CA K. Ravi, CFO, Roots Group of Companies and CA M. Ramji, Chartered Accountant analyzed the Budget 2020. The event was attended by professional managers, auditors, accountants and company secretaries from Tirupur, Chennai and Coimbatore region. The student representatives of the CMA chapter association were also present.

Gramam 2020 - February 1, 2020

As a part of the course-work, Social Sensitization for Managers, the first year students of the MBA program at PSG Institute of Management, Coimbatore participated in a day-long village immersion program titled Gramam 2020. They visited 20 villages in Coimbatore to experience life in the village and also to understand the village perspectives and awareness on the environment and



hygiene, use of mobile phones, access to microfinance and facilities available to them. They interacted with the village residents, got insights and reported on the same.

Annual Day - February 24, 2020

PSG Institute of Management celebrated its Annual Day on February 24, 2020. Sri. L. Gopalakrishnan, Managing Trustee, PSG Institutions presided over. He presented awards to the outgoing students for their active participation in various activities of the Institute. Dr. T. G. Vijaya, Director i/c welcomed the gathering. The annual report of the Institute was presented to the audience, which included Heads of Institutions, Faculty, Staff, Parents and students of PSGIM. The outgoing batch of

Events @ PSGIM



students were enthralled by a cultural extravaganza presented by the First year students. Best batch awards were also presented during the Annual Day.

Program on Academic Leadership - January 25, 2020

PSGIM, in collaboration with PSG CARE launched a one year certificate program on Managing Higher Education Teams (CIMHET) on January 25, 2020. Dr. T. G. Vijaya, Director, PSGIM, Dr. R. Rudramoorthy, Director PSG CARE and Heads of Institutions were present at the inaugural. This one year program, which will be scheduled on 2nd and 4th Saturday of every month aims to empower future leaders with managerial and leadership skills relevant to the Institute they serve.

Value X - October 18-19, 2019



ValueX 2019, the annual sales carnival of PSGIM was organized during October 18-19, 2019. The carnival is a student driven event right from brand name generation, selling space to companies, marketing the event and managing the event. The carnival was inaugurated by Sri. L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities. The two-day event hosted 65 stalls showcasing a wide range of products. As part of ValueX, students also organized an inter-collegiate sales competition "Emporia" in which 195 students from 15 Institutions across South India participated. SNS College of technology bagged the Overall Active Participation award with 100 participants. Several marketing events were organized and prizes were distributed. Value X was coordinated by Dr. J. Joshua Selvakumar and Dr. R. Chitra of the marketing stream of PSGIM.

Kosigam - October 11, 2019

PSGIM organized Kosigam 2019, an exhibition of handloom products, to commemorate the 150th Birth Anniversary of Mahatma Gandhi on October 11, 2019. KOSIGAM, (meaning: a single thread of silk in Tamil) is a CSR effort by PSG Institute of Management to support the weaving community of India, and to promote the handloom products for the students, teachers, alumni and to the general public. This year about 32 Handloom weavers participated in the event and made a sale of Rs. 6,50,000. Kosigam exhibited the rich culture of Khadi and Handloom fabric and also provided livelihood opportunities for the weavers on the eve of Diwali. The students of UT MBA program organized this event under the guidance of Dr. Sudharani, Professor, PSGIM



Events @ PSGIM

Exhibition and Workshop on Waste Management December 18-19, 2019

Dr N. Vivek, Dr. R. Chitra, Dr. V. Sakthirama, Dr. J. Sekkizhar and Dr. R. Muruganantham Organized "Exhibition and workshop on Waste management" during Dec 18-19, 2019 at PSGIM in coordination with Mahatma Gandhi National Council of Rural Education, Ministry of HRD, Government of India

Leeds Beckett MBA Program August 6, 2019

PSG - LBU MBA Programme was formally inaugurated on 6th of August 2019. Dr P Radhakrishnan director, PSG IAS and Prof. Garry Carr, Director of the MBA Programme at Leeds Beckett University distributed the offer letter to 17 students who are the part of the 1st cohort. Dr T G Vijaya and Prof Garry Carr had detailed discussions on enhancing collaborations beyond offering the MBA Programme and explored the possibility of faculty exchange, collaborate research and summer schools. The Managing Trustee hosted a dinner in honor of the delegation.

Visit of Delegates from Binghamton University July 16, 2019

Dr Krishnaswami Srihari and Dr Upinder Dhillon, Dean, School of Management from Binghamton University visited PSG Institute of Management on 16th of July 2019 to discuss the possibility of academic collaboration between the two Institutions. As a first step in the collaboration Prof M S Karthikeyan and Dr N L Balasudarsun are visiting the University of Binghamton for a week in October 2019.



MBA Inaugural July 15, 2019

The MBA Program was inaugurated on July 15, 2019. Dr. Kezevino Aram, Founder, International Center for Child and Public Health and President, Shanthi Ashram was the



Events @ PSGIM

chief guest. In her presidential address, she motivated the students to inculcate values and ethics for their betterment. Dr. T. G. Vijaya, Director i/c welcomed the gathering. Dr. Prakasan, Principal i/c PSG College of Technology motivated the students with his insights.

Inaugural of EMBA with University of Hull, June 20, 2019

PSGIM reached another milestone in its history, when it launched an EMBA program in collaboration with the University of Hull, UK on June 20, 2019. Dr. T. G. Vijaya welcomed the gathering and highlighted the salient features of the MOU. Dr. Nicholas Snowden and Dr. Lynn Barrow from the University of Hull presented the features of the MBA programme and answered queries regarding the same. Dr. P. Radhakrishnan, Director, PSG Institute of Advanced Studies and executives from the industry graced the occasion.

Commencement Program April 26, 2019

The Commencement Program 2019 for the graduate students of management was held at PSG Tech Assembly Hall on the 26th of April, 2019. PSGIM offers four Management Programmes and 400 students from the 2017 -19 cohort graduated this year. Dr. Sharon L. Gaber, The President of the University of Toledo, USA and Dr. Anne L. Balazs, Dean - College of Business and Innovation, University of Toledo, USA, graced the event. Sri L. Gopalakrishnan, Managing Trustee, PSG Institutions presided the program and delivered the welcoming remarks. This event was well attended by 700 parents and family members of the graduates, alumni and dignitaries from the Industry and academia.



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. They also visited universities abroad, facilitating collaborative research. Their industry centric research initiatives resulted in a good connect with the Industry.

1. Development Activities

a. Courses Completed

- Dr. B. Uma Maheswari completed the one year Post graduate program in Business Analytics and Business Intelligence(PGPBABI) offered by The University of Texas at Austin and Great Lakes, India with excellent grades.
- Dr.R.Sujatha completed one year Post Graduate Program in Business Analytics and Business Intelligence(PGPBABI) offered by The University of Texas at Austin and Great Lakes, India with excellent grades.
- Dr. A. Mansurali completed the one year Post Graduate Program in Business Analytics and Business Intelligence(PGPBABI) offered by The University of Texas at Austin and Great Lakes, India with excellent grades (Distinction)
- Dr. A. Mansurali cleared the UGC NET Exam
- Dr. A. Mansurali completed MA Tamil (School of Distance Education–Bharathiar University)
- Dr. Mansurali completed Certified R Programming Professional from STAR Certification
- Dr. Mansurali completed Certified Trainer - STAR - R Programming
- Dr. R. Deepa completed three certification programs "Diploma in NLP", "Advanced Diploma in NLP Coaching" and "Certified NLP Practitioner" in April 2019 from the NLP Coaching Academy, which is certified by American Board of NLP and International Coaching Federation ICF

b. Programs Attended

1. Dr. N. L. Balasudarsun attended two days workshop on "Achieving Excellence in Research Endeavor" held during February 14-15, 2020 at PSG Institute of Management.
2. Dr Vivek and Dr Sekkizhar attended the 33rd National Convention of QCFI at Varanasi on December 29, 2019. The 34th convention is to be conducted at PSGCAS and the PSG Team received the flag for the convention from Varanasi Chapter.
3. Dr. Chitra attended a workshop on "How to publish in Top Tier Journals and Publishing Qualitative studies in

Management Research on December 11, 2019 at IIM Rohtak.

4. Dr. R. Jagajeevan attended a workshop on "How to publish in Top Tier Journals and Publishing Qualitative studies in Management Research on December 11, 2019 at IIM Rohtak.
5. Dr. Ramkumar attended One Day Master class on "HR Analytics", A Powerful Approach to Strengthen HR Processes & Decisions, Organized by CII, Coimbatore on December 6, 2019.
6. M S Karthikeyan attended a workshop on 'Experience Management' organized by SAP Next-Gen Academy between 26 - 27 November 2019 at SAP Labs, Bangalore. This workshop provided an exposure to understand the essential role of experience management and to combine experience data (X-data) with operational data (O-data) to close experience gaps.
7. Dr. Mansurali attended a Faculty Development Program on "Machine Learning with Business Applications" organized by INDIAN INSTITUTE OF MANAGEMENT, Bangalore during 4-9 November 2019.
8. Dr. N.L. Balasudarsun and Mr. M.S. Karthikeyan attended the Global Supply Chain Conference Meeting at University of Toledo, USA, between 12th and 13th September 2019.
9. Mr. C. Pradeep Kumar attended a Faculty Capacity Building programme at NIT Trichy from 19.08.2019 to 30.08.2019.
10. Dr.R.Sujatha and Dr.B.Uma Maheswari attended a workshop on "Supervised and Unsupervised Learning using Python" jointly organized by DCAL Data Centre & Analytics Lab - IIM, Bangalore on 24 and 25 August 2019 at Coimbatore Institute of Technology.
11. Dr.T.Vijaya and Dr.R.Sujatha attended the Business Accreditation Seminar during 19-20 August 2019, at Hyderabad organized by Association to Advance Collegiate Schools of Business. The seminar gave insights about the new (2019) standards, the accreditation process and how to write Self Evaluation Report.
12. Dr. T. G. Vijaya and Dr. R. Deepa attended the 10th Indian Management Conclave held at Delhi, during Aug 1 to 3, 2019

Faculty Forum June 26 - 28, 2019

The annual faculty forum of PSGIM was organized during June 26-28, 2019 at Anakatty. Dr. T. G. Vijaya, Director I/c welcomed the members and highlighted the areas to be focused upon. Dr. V. Srividya presented the four focus areas of the forum and elaborated on the desired outcomes from the deliberations. Faculty were divided

Faculty News



into four teams based on the focus areas academic rigor; research; accreditations and rankings; and strategic plan. The teams discussed on key resource areas, key performance indicators and the review mechanisms to achieve measurable targets in these areas. Each team presented their ideas and the members deliberated in detail on the various aspects of the focus areas. In her concluding remarks, Dr. T. G. Vijaya consolidated the deliberations and presented the focus areas for 2019-2020 to wrap up the forum

2. Paper Presentations

1. Dr. Mansurali presented a paper "Business impact on restaurants due to online food delivery services" in the First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020
2. Dr. Mansurali presented a paper "Changing face of Supply Chain – A Systematic Literature Review on the impact of Industry 4.0 technologies on Supply Chain Practices" in the First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020
3. Dr. Mansurali presented a paper "Exploring pedagogical Approaches to teach Digital Native Students – With Special reference to Management Students in Tamil Nadu" in the First International Conference on Business interventions for effective management of technology and innovation held at IIM Sirmaur during 6-7 March 2020
4. Dr.V.Srividya presented a paper titled "Impact of US Macroeconomic announcements on Indian equity market: Empirical evidence from Indian volatility Index" at the 8th International conference on "India –SAARC Trade, Cultural and Economic Development" sponsored by Indian Council of World affairs, New Delhi held on 10th& 11th Feb, 2020
5. Dr. Sakthirama presented paper entitled 'Mediating role of Overload in adoption of Learning Management System by faculty: Implications for Technology adoption policy framework', at The Future of Learning Conference 2020, Indian Institute of Management, Bangalore on Jan 3&4, 2020.

6. Dr. R. Chitra, Dr. R. Jagajeevan and Dr. N. L. Balasudarsan presented a paper on "Social media Communication influencing brand Awareness and Brand Image among Millennials" at 7th PAN IIM World Management Conference on "Public Policy and Management: Emerging Issues" from 12th December to 14th December 2019 organised by Indian Institute of Management, Rohtak

7. Dr. R. Jagajeevan, Dr. R. Deepa and Dr. R. Chitra presented a paper "Retention Strategies for Millennials with special reference to IT Sector in Tamil Nadu" at 7th PAN IIM World

Management Conference on "Public Policy and Management: Emerging Issues" from 12th December to 14th December 2019 organized by Indian Institute of Management, Rohtak

8. Dr. R. Chitra and Dr. V. Sakthirama presented a paper "Cohesive Social Media and Traditional Media impacting Brand Equity among Millennials" at 13th NASMEI International Conference from 19th December to 20th December 2019 organized by Great Lakes Institute of Management, Chennai
9. Dr. R. Chitra, Dr. V. Sakthirama and Dr. N. L. Balasudarsan presented a paper "The Distinctive Inference of Digital Media Advertisement on Brand Awareness and Brand Personality" at 13th NASMEI International Conference from 19th December to 20th December 2019 organized by Great Lakes Institute of Management, Chennai.
10. Dr. Mansurali, Dr. Sujatha and Dr. B. Uma Maheswari presented a paper "A study to understand the factors behind the outcome of Election 2019- A predictive modeling approach" at the Seventh International Conference on Business Analytics and Intelligence, BAICONF2019, 5-7 Dec 2019, Bangalore, IIMB and DCAL
11. Dr. Joshua Selvakumar presented a paper " Model for determining Happiness among women employees in the Garment industry" at the '5th Annual Knowledge Summit International conference on "Happiness in Higher Education for excellence and Holistic Development" conducted by the Department of Commerce and iNature Education on 21st November 2019 at the School of Commerce, Knowledge Campus, JAIN (Deemed -to-be-University) Bangalore
12. Dr.V.Srividya presented a paper titled "Examination Of Cryptocurrencies with Commodity, Fiat Currency and Stock Market" at the 31stAIMS Annual Management Education Convention, Delhi, 29-31 August, 2019.
13. Dr. Mansurali presented a paper "prediction Modelling For Customers Upselling – Application Of Various Machine Learning Algorithms", at the 2nd National conference on Machine Learning and Artificial

Faculty News

Intelligence hosted by CIT in association with DCAL (IIM B) and Analytics Society of India Conference held at CIT, Coimbatore during August 26-27, 2019

14. Dr. Mansurali presented a paper "sentiment Analysis On Twitter Hashtags – A Study on Opinions and Emotions", at the 2nd National conference on Machine Learning and Artificial Intelligence hosted by CIT in association with DCAL (IIM B) and Analytics Society of India Conference held at CIT, Coimbatore during August 26-27, 2019
15. Dr. N. L. Balasudarsun presented a paper "The impact of Salesperson's information overload on relationship selling behavior and sales performance" at IIM –Indore, NASMEI – Summer Marketing – IS Conference "Smart Marketing in the Digital Age" during July 26-28, 2019
16. Dr. N. L. Balasudarsun presented a paper "Neuro Marketing" at IIM – Indore, NASMEI – Summer Marketing – IS Conference "Smart Marketing in the Digital Age", during July 26-28, 2019
17. Dr. Mansurali presented a paper "Neuro Marketing" at NASMEI - International Marketing Conference held at Indian Institute of Management, Indore - July 26-28, 2019
18. Dr. Mansurali presented a paper "Market Basket Analysis using Apriori Algorithm on departmental store point of sales data" at the NASMEI - International Marketing Conference held at Indian Institute of Management, Indore during July 26-28, 2019
19. Dr. R. Sujatha and Dr. B. Uma Maheswari presented a paper on "Implementing Learning Analytic Tools in Predicting Students' Performance in a Business School" in the sixth international conference on "Advanced Data Analysis, Business Analytics and Intelligence" held at Indian Institute of Management, Ahmedabad during 6th and 7th April, 2019.

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

Guest Lectures

- Professor Dr. Mohammed Khasawneh from Binghamton University delivered a talk on "Healthcare and Analytics" on September 17, 2019
- Mr. Sivakumar Rangaswamy addressed the students on Sep 5, 2019. This lecture was organized by Dr. Muruganandam
- Mr. Senthilkumar Rajappan, Founder/Chief Strategist, Halycon Digital delivered a lecture on Native Ads on September 18, 2019. This was organized by Dr. R. S. Sathyanarayanan
- Mr. Sridhar, Marketing Executive, SHV Energy India delivered a lecture on Content Strategy on September 4, 2019. This was organized by Dr. R. S. Sathyanarayanan

Faculty Development Programs

Research Methods Workshop - February 14-15, 2020

The Tenth edition of National Level Workshop on Achieving Excellence in Research Endeavour was held on February 14-15, 2020. This workshop focused on



Contemporary Statistical Freeware like Warp PLS, Transana, G Power, PSPP and Mendeley which can be applied in various stages of research. Dr. N. Ramkumar coordinated this workshop in which 24 faculty members and research scholars from various parts of South India participated.

Odoo Program at TNAU - February 7, 2020

Dr. R. Sujatha and Mr. M. S. Karthikeyan conducted fifteen days training program on Odoo ERP Software at Tamil Nadu Agricultural University. The program was completed on 7th February 2020.

Econometric Models - December 13-14, 2019

The Faculty Development Program on Application of Econometric Models in Management Research was held on 13 and 14 December 2019 at PSGIM. The program mainly focused on time series data analysis techniques applied for secondary data in management research. Thirty six participants from southern states participated in the program. Participants were imparted with hands on training in packages like R and E views. The program was coordinated by Dr. G. Ramasundaram.



Econometric Models - December 13-14, 2019

Faculty News



Parametric and Non-Parametric Analysis Using SPSS November 15-16, 2019

Dr. R. Sujatha and Dr. J. Sekkizhar conducted a two day program on "Parametric and Non-Parametric Analysis using SPSS" during November 15-16, 2019, which was attended by 33 faculty members of various colleges.

FDP on Research Methodology - September 19-21, 2019

A three day faculty development program on Research methods was delivered during September 19 - 21, 2019. Faculty members from different institutions benefited from this program.

Management Development Programs

Train the Trainer Program for PSG Hospitals: Feb 21, 22 and March 6, 7 2020

Dr. R. Jagajeevan and Dr. R. Deepa delivered a "Train the Trainer" program on Communication Skills, Team building and Leadership for 30 participants from various departments of PSG Hospitals. The program was delivered for two batches of 15 each on February 21-22 and March 6-7 2020



Digital Marketing Workshop - February 28, 2020

Dr. R. S. Sathyanarayanan conducted a workshop on Digital Marketing on the 28th of Feb 2020 at PSG Institute of Management. Digital Marketing Professionals, CEOs, Event Managers, Website Designers and SEO specialists from various industries attended this workshop. The workshop provided hands-on experience for the participants on running Social Media campaigns and Google ads, preparing a content marketing strategy and understanding key trends in digital marketing.

Data Visualization - February 22, 2020



Mr. L. Karthikeyan delivered an MDP On Data Visualization on February 22, 2020. Around 21 executives from the industry benefited from the program.

Theory of Constraints and Collaboration - January 21 - 22, 2020

Dr. N. Vivek delivered an MDP on Theory of Constraints and Collaboration on January 20 and 21, 2020.

Faculty News



In house MDPs - January 11 and 19, 2020

Dr. R. Deepa delivered a one day training program on Emotional Intelligence for 29 employees of Wafe Auxillary Chemicals Pvt Ltd. She also visited JSW Steels Ltd, Mecheri, Salem on January 11, 2020 to deliver a one day in house training program on Emotional Intelligence for 25 senior and middle managers across the board of JSW Steels.



ERP using Odoo Software December 20-21, 2019

Dr. R. Sujatha, Mr. M. S. Karthikeyan and Dr. J. Sekkizhar conducted a two day MDP on Enterprise Resource Planning using Odoo Software during December 20-21, 2019.

Ethical Hacking November 30, 2019

Dr. N. L. Balasudarsun coordinated a program "Ethical Hacking" on November 30, 2019. The program was well attended by industry executives.

Data Visualization using Tableau - November 1-2, 2019

Dr. A. Mansurali offered a program "Data Visualization Using Tableau" during November 1-2, 2019, in which 25 participants from industry benefited. The program was also coordinated by Mr. V. Harish



Emotional Intelligence for Personal and Professional Success - October 18, 2019

Dr. R. Deepa offered a one day MDP on Emotional Intelligence for personal and professional success on October 18, 2019. HR executives, budding entrepreneurs and middle level managers from Rieter India, Applied Automation, Hyundai Motors, Sai Sharan Electronics, Wafe Auxillary Chemicals, Relativity Management Solutions, to name a few, attended the program.



Faculty News

Managerial Effectiveness through Spirituality - October 11, 2019

Dr. K. Sri Gayathridevi offered a program "Managerial Effectiveness Through Spirituality" on October 11, 2019.

MDP on Finance for Non-Finance Executives September 6-7, 2019



Dr.V.Srividya offered the Management Development program titled Finance for Non Finance Executives from 6 to 7 September 2019 for SMEs in Coimbatore. The program was well received and had 25 participants from 21 companies spanning Textile, Motors, Pumps, Construction, Manufacturing and consulting situated in and around Coimbatore, Tirupur, Erode and Tiruchy. Faculty in the finance area were the resources persons.

MDP on Business Analytics August 29-30, 2019



MDP on Business Analytics August 29-30, 2019

Dr.R.Sujatha, Dr.B.Uma Maheswari and Dr.A.Mansurali conducted a two day 'Management Development Program on Business Analytics' on 29 and 30 August 2019. The program provided hands-on experience in understanding descriptive and predictive analytics. The participants were exposed to business applications and analytics using R software. A total of 44 members from industry and academia participated in the program.

MDP on Managing Change in the VUCA World - June 21, 2019



Dr. T. G.Vijaya, Director I/c, PSGIM and Dr. Nicholas Snowden, Director, MBA, Hull University, UK delivered a one day MDP on "Managing Change in a VUCA World" on June 21, 2019. The programme was specially designed for entrepreneurs and senior executives across the different functional areas. Participants numbering 26 from 13 companies in Coimbatore attended the MPD and benefited from the same.



5. Publications

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

Books

Mahendran, K., Praveena, S., Raj Shravanthi, A., & **Sakthirama, V.** (2019). Agribusiness Management for Competitive Examination. New Delhi: Himalaya Publishing House

Journals

1. Uma Maheswari, B & Kavitha, D (2020) Sustainability for small and medium enterprises: an interpretive structural modelling approach, Int. J. Business Excellence, Vol. 20, No. 3, 2020,

Faculty News

2. Mansurali (2020). A Survey of Emerging Countries Economy: Sustainable Development in Social Media and Information Systems, Jour of Adv Research in Dynamical & Control Systems, Vol. 12, 01-Special Issue, 2020 - Impact Factor-0.112
3. Mansurali (2020). To Identify Purchase Intent Drivers for Strategic Marketing in Tamil Nadu State of Microfinance, The Empirical Economics Letters, Vol.19, No.2.-ABDC - C Category - Impact Factor-0.910
4. Joshua Selvakumar (2019). Model for determining happiness among women employees in the Garment Industry. Think India Journal, 22(14)
5. Sujatha, R., and Sekkizhar, J. (2019) 'Determinants of M-Commerce Adoption in India Using Technology Acceptance Model Infused with Innovation Diffusion Theory', Journal of Management Research, Vol.19, No.3, 2019
6. Mansurali, A & Harish V (2019), Market Basket Analysis Using Apriori Algorithm on Departmental Store Point of Sales Data, Jour of Adv Research in Dynamical & Control Systems, Vol. 11, 04-Special Issue, 2019
7. Dr.R.Sujatha and Dr.R.Krishnaveni, 'Systematic Knowledge Management Audit Methodology - Empirical Analysis from Pump Manufacturing Cluster in South India', SS International Journal of Economics and Management, Vol.9, No.3, 2019
8. Srividya, V., & Susana, D. (2019). Global market uncertainty transmission in the post global crisis period: An Empirical Evaluation using Vector Autoregressive analysis, International Journal of Social Science and Economic Research, 3(12), 6851-6882 (ISSN No. 2455-8834 & UGC Approved Journal No. 63200)-July 2019
9. Muruganandham, R. Mohammed Raheel Basha A, Dinesh J and Kavitha K, (2019) An Efficient Operations Management Strategy using Fuzzy Logic Decision Making based shop floor control technique, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-254, July 2019
10. Muruganandham, R. Mohammed Raheel Basha A, Dinesh J and Devamaindhan B, (2019) Genetic Algorithm and Fuzzy Logic Based Decision Making Technique for Shop Floor Control in Operations Management, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-7 Issue-653 April, 2019
11. Srividya, V., & Susana, D. (2019). Impact of Macroeconomic Announcements on Equity Markets: Empirical Evidence from India, IUP Journal of Financial Risk Management, 16(1). (ISSN No. 0972-916X & UGC Approved Journal No. 46858)
12. Harish V. (2019). Impact of Industry 4.0 on Supply Chain Management, Asian Journal of Multi-dimensional research, ISSN(online):2278-4853, Vol 8, Special Issue 5, May 2019

13. Krishnaveni, Swamynathan (2019), Sustainable Agricultural Practices and Occupational Hazards with Respect to Farmer Health and Safety: A Pilot Study, Ethno Med, 13(1): 37-43 (2019, PRINT: ISSN 0973-5070, ONLINE: ISSN 2456-6772, SCI JR 0.14 :Q2
14. Harish V. (2019). Why Universities should push for E books? A means of University Reforms? Asian Journal of Distance Education, ISSN 1347-9008, Vol 13.2, 120-136

Sessions Delivered

International

- Dr T.G. Vijaya delivered a two hour session on "HR practices in India" on the 9th of January to about 30 executives at an event organized by the Hull University.
- Dr. B. Uma Maheswari delivered a lecture to the students of Multimedia University, Malaysia on the topic "Application of Analytics in Business" in Jan 2020

National

- Dr.V.Srividya, Professor, PSG Institute of Management delivered the plenary address on "Block Chain Technology and Cyber Security" on March 5, 2020 at the "National Conference on Digital Transformation in Business Landscape" organized by Tiruppur Kumaran college for women.
- Dr. R. Jagajeevan conducted a two hour session on "Team Building" at the PSG Polytechnic EDC on March 2, 2020
- Dr. R. Deepa delivered a session on "Managing Stress" for students of Nutrition and Dietetics Department of PSG College of Arts and Science on March 2, 2020
- Dr. A. Mansurali Delivered a session on "Tourism Marketing – Marketing Positioning" @ Avinashilingam University during 28th January 2020
- Dr.R.Sujatha and Mr.M.S.Karthikeyan conducted one day "Workshop on Innovative Teaching and Learning Techniques" on December 31, 2019, at Solaimalai Institutions, Madurai. 60 faculty participated in the workshop
- Dr.R.Sujatha and Mr.M.S.Karthikeyan conducted a one day training for newly inducted faculty on "Learning Management System - Moodle" conducted by PSG CARE on December 14, 2019.
- Dr. J. Sekkizhar delivered a one day program on SPSS software for faculty members of PSG Institutions, under the aegis of PSG CARE on December 14, 2019
- Dr. N. Ramkumar conducted a 2 Day Outbound Training for student council members of PSG College of Pharmacy during December 13-14, 2019
- Dr.N. Ramkumar delivered a full day session "Research Process and Sampling" in an AICTE sponsored Two Weeks National Level Faculty Development Programme on "Business Analytics Tools and Techniques", organized by School of Management, Sri

Faculty News

Krishna College of Technology, Coimbatore on December 11, 2019

- Dr. J. Sekkizhar delivered a one day program on SPSS software for faculty members of PSG Institutions, under the aegis of PSG CARE on November 30, 2019
- Dr.R.Sujatha and Mr.M.S.Karthikeyan conducted a one day training for newly inducted faculty on "Learning Management System - Moodle" conducted by PSG CARE on November 30, 2019
- Dr.V.Srividya delivered a lecture on "Challenges of Women Leadership", Maharani Womens commerce and Management college, Mysore, 30th Nov, 2019
- Dr.V.Srividya conducted a Ph.D viva voce examination for Visvesvaraya Technological University at the Jayachamarajendra College of Engineering, Mysuru, on 29th Nov 2019
- Dr. R. Deepa delivered a half-day session on "Flipped Classroom and Peer Teaching" for PSG Faculty as part of Faculty Induction program 2019 of PSG CARE, on November 13, 2019
- Dr. R. Deepa delivered a one-day program on Emotional Intelligence for Effective Teaching for all the teachers of VAV school, Udumalpet on November 9, 2019
- Dr.R.Sujatha conducted a session on Learning Management System for Department of Management and Commerce, PSG College of Arts and Science on November 7, 2019
- Dr. Jagajeevan delivered a session on Stress Management at L&T on November 4, 2019
- Dr. R. Deepa delivered a session on "Stress Management" for employees of the RMS department of India Post on November 4 and November 5, 2019
- Dr. R. Deepa delivered a two day program on Emotional Intelligence for PSG Faculty with 3 to 10 years of experience on September 14, 2019 and October 12, 2019
- Dr, J. Sekkizhar was the resource person for "Workshop on Data analysis and multivariate techniques" on 26th-27th September 2019 in Commerce department, Avinashilingam Institute for home science and higher education for women.
- Dr. Mansurali delivered sessions on Chi Square, Bivariate Correlation, Anova and Regression in the 3 Days Workshop on Research Methods at PSG institute of Management during Sep 19-21, 2019
- Dr, J. Sekkizhar was the resource person for "3 day Workshop on Research Methodology using SPSS 23" - Sept 19-21, in PSGIM
- Dr. Deepa delivered a one day FDP on emotional intelligence for PSG Faculty with 3 to 10 years of experience on September 14, 2019
- Dr. Deepa delivered a half day program on Flipped Classroom and Peer Teaching for PSG Faculty on September 13, 2019
- Dr. Deepa delivered a One and a half day Faculty Development program on Emotional Intelligence for PSG Faculty with more than 10 years of experience on Aug 30 and Sep 28, 2019
- Dr. Mansurali handled a one day FDP for SKCET Management Science Faculty on Marketing Metrics during 4th September 2019
- Dr. Deepa delivered a one-day FDP on emotional intelligence for PSG faculty with less than three years of experience on Aug 31, 2019
- Dr. R. Sujatha delivered a lecture on "Data Analytics in Research" at PSG College of Technology Research Wing on the 13th of Aug 2019.
- Dr. Deepa delivered a session on Managing Transition from School to College for the I year Engineering students of the EEE Department of PSG College of Technology on Aug 8, 2019
- Dr. Deepa delivered a session on Stress Management for the I year Engineering students of the Robotics Department of PSG College of Technology on Aug 7, 2019
- Dr. Mansurali delivered a session on "Text Analytics for Literature Review" at ICSSR Impress Sponsored two Day National Workshop on Academic Identity, Enhancing Research Visibility and Improving Citations organized by Department of Library- PSG College of Arts and Science
- Dr. Jagajeevan delivered a session on Strategic Human Resource Management at the International Conference sponsored by Indian Council for World Affairs at Vivekananda Institutions Tiruchengode on July 13, 2019
- Dr.R.Sujatha, Dr.B.Uma Maheswari and Dr.A.Mansurali were invited as resource persons for AICTE sponsored Faculty Development Programme on "Business metrics and its applications in business decisions" organized by School of Management, Sri Krishna College of Engineering and Technology from 01.07.2019 to 03.07.2019
- Dr. Deepa delivered a half-day session on "Managing the Transition from School to College" for the I year engineering students of KGiSL Institute of Technology on July 18, 2019
- Dr. Deepa delivered a session on "Managing Stress" for the I year engineering students at PSG Institute of Advanced Studies on July 17, 2019
- Dr. Mansurali was a resource person for 1.5 Days at SKCET for AICTE Sponsored FDP on Business Analytics during July 10-11, 2019
- Dr. Jagajeevan delivered a one day program "Getting Ready for Life" for MBA and MCA students at Vivekananda Institution, Tiruchengode on July 6, 2019
- Dr.V.Srividya delivered a two day Induction Program for the MBA International Business students at Pondicherry University from July 5-6, 2019

Flagship Events @ PSGIM

Week of Wonders

Week of Wonders (WOW) is the flagship programs of PSG Institute of Management. WOW aims at bringing out the multifaceted skills of students.

Week of Wonders

Week of Wonders, the flagship event of PSGIM was organized during the last week of September 2019. The second year students organized several competitions to test the managerial skills of the freshers. There were contests in each specialization. The finale was held on October 1, 2019, in which Ms. Smruthi V of PGDM was crowned the Best Manager.



International Visits

Dr.V.Srividya was invited by the Accreditation council for Business Schools and Programs (ACBSP), USA to serve as an evaluator to FPT University in Hanoi, Vietnam from Sunday, October 13 to Wednesday, October 16, 2019. She successfully completed the assignment.

Dr. Balasudarsun and Mr. M. S. Karthikeyan

Dr. N.L. Balasudarsun and Mr. M.S. Karthikeyan visited the University of Toledo and other Universities to explore collaborative research avenue. They had attended the Global Supply Chain Conference Meeting at University of Toledo, USA, between 12th and 13th September 2019. The University of Toledo (USA), Illinois State University (USA), Michigan State University (USA), University of Tokyo (Japan), Hanyang University and Kyungpook National University (Korea), Zhejiang University (China), Instituto de Empresa (Spain), PSG Institute of Management (India), Christ University (India) and Lebanese American University (Lebanon) participated in the pre-conference meeting. A Global Supply Chain Consortium was formed. The Global Supply Chain Conference will be organized by University of Toledo (USA) in 2020 and by PSG Institute of Management in 2021.



Knowledge Partnerships

Productivity Summit

PSGIM, in collaboration with the Coimbatore Productivity Conclave, organized the 10th edition of the productivity conclave on February 20, 2020, at Le Meridian, Coimbatore. Dr. N. Vivek, Professor, PSGIM was the Chairman of the organizing committee of the 10th CPC conclave. Dr. V. Veerappan, Co Founder and President, Tessolve Group, Bengaluru was the Chief Guest of the conclave, in which session on IOT in design, IOT in manufacturing, IOT and machine learning, Theory of Constraints and Block chain were held. Students, academicians and industry executives attended the conclave.

MoUs

University of Hull, UK

PSG Institute of Management signed an MOU with the University of Hull, United Kingdom to offer a full time MBA



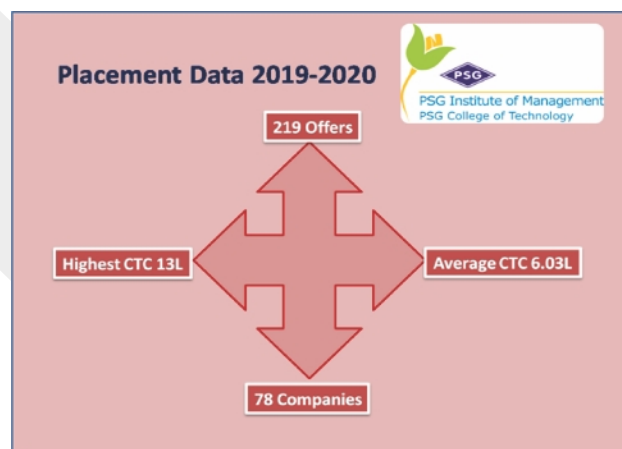
programme. This strategic alliance of the prominent Business Schools gives new opportunities to working professionals, to pursue a full time MBA programme taught during the weekends, every six weeks, over a period of 18 months. The programme is taught by Professors from University of Hull, with mentoring from PSGIM faculty. The double accredited (Association of MBAs AMBA, UK & Association to Advance Collegiate Schools of Business programme, AACSB, USA) programme from Hull University Business School with ten core modules would certainly equip the senior manager, with the knowledge and skill to lead from the front. Participants would have an opportunity to do individual modules in international partner location, for further immersion to international business and be a part of 10,000 strong alumni spread over 70 countries

MOU with National Stock Exchange Academy

PSG Institute of Management signed an MOU with the National Stock Exchange Academy to strengthen and create more value and knowledge for the students in the domain of Finance. The MOU will facilitate the launch of a PG Certification Program in Financial Markets (PGPFM).

Placements

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



MOU with University of Nottingham

PSGIM signed an MOU with University of Nottingham, Malaysia for the Global Immersion Program.

Northern Kentucky University, USA

PSG Institute of Management signed an MOU with Haile/ US Bank College of Business, Northern Kentucky University on January 28, 2020. Sri. L. Gopalakrishnan, Managing Trustee, Dr. T. G. Vijaya, Director i/c, PSGIM, Dr. Ashish Vaidya, President NKU, Dr. Hassan R. HassabElnaby, Dean, Haile/ US Bank College of Business were present on the occasion of the signing of the MOU. The MOU will enable students to enroll into the 33 credit hour award winning MBA Program, which will be completely delivered in India and taught by NKU faculty. Students also have the option of completing the program at NKU Campus.



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

Faculty	Name of Organization	Nature of Work
Dr. R. Deepa, Dr. K. Arulrajan and Dr. J. Sekkizhar	PSG STEP	Technological gap analysis of the General Engineering Cluster of Coimbatore in terms of Energy, Environment, and Productivity
Dr. B. Uma Maheswari	RBI	Survey of Startup firms in Coimbatore during March 20-27, 2019

2. Doctoral Research

The Institute has produced more than 70 Awardees thus far. There are 19 research scholars (both Full time and Part time) who are currently pursuing their Ph.D under the various faculty guides at PSGIM. The following were awarded PhD during the period of the report. The following research scholars completed their PhD during the period of this report

S. No.	Name of the Scholar	Supervisor	Areas of Research	Title of the Project
1.	Ms. D. Susana	Dr.V.Srividya	Finance	A study on Investor Behavioural Biases, Financial literacy and Volatility Index
2.	Mr. S. Chandrasekar	Dr. J. Joshua Selvakumar	Marketing	A study on service quality for faculty members in using B-school library resources in Tamilnadu
3.	Mr. R. Krishnamoorthi	Dr. R. Krishnaveni	HR	Building leadership competencies through training activities: A mediator model with transfer of training
4.	Ms. R. Monica	Dr. R. Krishnaveni	HR	Identifying the determinants and its impact employee engagement in IT sector of Coimbatore
5.	Ms. S. Suja	Dr. Krishnaveni Muthiah	Marketing	Marketing orientation in emerging economies with special reference to experiential marketing in food retailing outlets
6.	Ms. R. Arthi	Dr. R. Krishnaveni	HR	A study on the impact of cross-cultural adjustment and cultural intelligence on job performance of expatriates

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

- The PGDM students participated in National level management meet- Prabandhaz'20 organized by Tamil Nadu Agriculture University on 6th and 7th March 2020. Smruthi V and Venkat D were the runners of the HR Event.
- The MBA Students participated in Avanta event at Sri Krishna College of Technology on February 27, 2020 and were the winners of Finexia (Anesh Anand, Saundarya, Swetha S Kumar of MBA A) and Runners of HRmony (Shruthi B, Srinithi K of MBA B)
- The MBA students participated in Manifest at Bannari Amman Institute of Technology on February 26, 2020 and were winners of the Marketing Event (Joshua Clement Raj, Saravanakumar V and Venkatesh Perumal, MBA C)
- The MBA students participated in Repowis at Kongu Engineering College Perundurai on February 21, 2020. Akash Sriram of MBA A was the winner of the Best Manager Event
- The MBA students participated in URJITH 2020 at GRG School of Management Studies on January 31, 2020 and secured prizes in the following events
- Best Management Team - Winners
 - S.SAUNDARYA, MBA A
 - ANESH ANAND V, MBA A
 - NIROOPA A, MBA A
- Best Creative Team -Winners
 - KARTHICK.R, MBA C
 - AISHWAYRA.S , MBA C
 - PRATHIKA. V , MBA C
 - SIDDHARTH .V , MBA C
- Best Creative Team - Runners
 - KAVYAA K, MBA B
 - KEERTHI B, MBA B
 - NISANANDAN J, MBA B
 - RAM PRANAVA TILAK M, MBA B

2. Induction Program

3. Internships

Students of the II year MBA program at PSGIM had completed 8 weeks of mandatory internship at various organizations in India. Faculty teams visited the interning locations, interacted with the industry mentors of students and sought feedback on the performance of the students while they were interning. The industry representatives gave an encouraging feedback about the students. After completing the internships, the students showcased their learning experiences in poster presentations, scheduled during July, 2019. Industry experts from leading organizations interviewed the students and evaluated them on their Internships.

Talent Nite

PSGIM organized Talent Nite for the I year students in September 2019. Several competitions were conducted by the Senior students for the incoming students. The freshers had an opportunity to show case their multifaceted skills. The I year PGDM students bagged the overall trophy for Talent Nite.

Global Immersion Program

Dr.R.Sujatha and Dr.N.Ramkumar accompanied the I year PGDM students on an International Trip to Singapore and Malaysia for the course Business Across Borders and participated in the 2 weeks programme in Entrepreneurship and Creativity at the University of Nottingham, Malaysia from 10th September to 21st September, 2019

Dr. Joshua Selvakumar and Dr. Sakthirama accompanied the MBA Batch A students to Multi Media University, Cyberjaya, Malaysia for the Global Immersion program. This program had sessions on the business, political, cultural and economic landscape of Malaysia. It also had sessions on design thinking, the digital landscape of Malaysia, entrepreneurship and industry 4.0. Students visited Bank Negara Malaysia and Telecom Malaysia and Magic Malaysia. Dr. R. Chitra and Mr. S. S. Manikandan accompanied Batch B; Dr. D. Kavitha and Dr. R. S. Sathya narayanan accompanied the Batch C students; Dr. J. Sekkizhar and Dr. B. Uma Maheswari accompanied the Batch D Students.

Semester Exchange Program

The following students have secured admission for the International Student Semester Exchange Program for Hof University, Germany from March to August 2020.

1. Sruthi	19AA42
2. Thirumurugan.R.	19AB42
3. Samuel Joshua.S.S	19AB33
4. Aarthi.S.R.	19AD01
5. Samuel Ebenezer.P.	19AD33

Annexure 1

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

a. Professional Associations

- Dr. T. G. Vijaya is a member of Coimbatore Management Association and Indian Society for Training and Development
- Dr. B. Uma Maheswari is a member of the , Analytics Society of India
- Dr. B. Uma Maheswari is a member of Entrepreneurs Organization (EO).
- Dr. B. Uma Maheswari is a member of Native Angels Network
- Dr. B. Uma Maheswari is an associate member of TiE Coimbatore
- Dr. D. Sudharani is a member of the Retailers Association of India (RAI)

- Dr. D. Sudharani Ravindran, Prof. Umesh Chandrasekar, Dr. K. Arulrajan, Dr. Joshua Selvakumar, Dr. R. S. Sathyanarayanan and Dr. N. L. Balasudarsun, of the Marketing Stream are members of The Advertising Club, Coimbatore
- Dr. J. Sekkizhar, R. Sujatha and M. S. Karthikeyan are Registered Members in OpenERP community group.
- Dr. Mansurali is the faculty coordinator for the Coimbatore Management Association
- Dr. N. L. Balasudarsun is a member of Coimbatore Management Association
- Dr. N. L. Balasudarsun is a member of the Advertising Club, Coimbatore
- Dr. N. Vivek, Dr. R. Sujatha and Mr. M. S. Karthikeyan are members of the Computer Society of India
- Dr. R. Deepa is a member of the Consortium for Research on Emotional Intelligence in Organizations – An international consortium, that promotes research in EI
- Dr. R. Krishnaveni is a member of HRIS Network, Coimbatore
- Dr. R. Krishnaveni is a member of NIPM
- Dr. R. S. Sathyanarayanan is a member of the Advertising Club, Coimbatore
- Dr. R. Sujatha is a member of the Computer Society of India
- Dr. V. Srividya is a member of IIMA and FEN
- Dr. V. Srividya is an Executive member of Coimbatore Management Association
- Dr. V. Srividya is a member in the CII Economic Affairs and Taxation Panel
- Prof. Umesh Chandrasekar is a life member of Coimbatore Management Association, and member of the NHRD Network

b. Board of Studies

- Dr. D. Sudharani Ravindran is the Member, Board of Studies of SNS Rajalakshmi college
- Dr. Mansurali is a member of the Question Paper Scrutiny Board of Alagappa University, Karaikudi
- Dr. N. Ramkumar is a member in the board of studies of PG Department of Management Studies, Sree Saraswathi Thyagaraja College, Pollachi and Department of Management Studies, Rathinam College of Arts and Sciences, Coimbatore.

Annexure 1

- Dr. R. Deepa has been nominated by Anna University as a member of the board of studies of Department of Master Of Business Administration of E. G. S. Pillay Engineering College Nagapattinam from 2020 to 2023.
- Dr. R. Krishnaveni is the Member, Board of Studies of the MBA Department of Ramakrishna college of Engineering and Shri Bannari Amman Institute of Management

b. Editorial Boards & Review Boards

- Dr.V.Srividya is the reviewer for IIMCCRC Indian Institute of Management, Calcutta from 2020.
- Dr.V.Srividya is on the editorial board of ARISCOM Journal of Management ARISCOM Journal of Management ISSN: 2581-9631 from Nov 2019.
- Dr.V.Srividya is on the editorial board of DJAME Journal of Management Research from May 2019.
- Dr. R. Deepa is a member of the IQAC cell of KG College of Arts and Science
- Dr. D. Kavitha is a reviewer of the journal "Corporate Governance - The International Journal of Business in Society" from Emerald publishing since 2015.
- Dr. N. L. Balasudarsun is a member of the Editorial Board of Blue Ocean Research Journal.
- Dr. N. Ramkumar is a Member of the Editorial Board – Management Wisdom - A Journal of Business and Management
- Dr. N. Ramkumar is a member of the Editorial Board of Journal of Contemporary Research in Management
- Dr. R. Deepa is a member of the Editorial Board of Journal of Contemporary Research in Management
- Dr. R. Krishnaveni is the Editorial Board Member of the AIMS International Journal of management
- Dr. R. Krishnaveni is the Review Board Member of Emerald Emerging Markets Case Studies (2011 onwards), Emerald Management Research news, International Journal of Training and Development (Blackwell Publication) and International Journal of Education Management (Emerald Publication)

PSGIM

ANNUAL REPORT

APRIL 2019 – MARCH 2020



PSG Institute of Management
PSG College of Technology

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