

## Department of Commerce Business Analytics – AY 2023-24

### Department Activities

#### Guest Lecture / Invited Lecture

| S. No. | Date        | Name and Designation of the Resource Person                       | Topic                                                              |
|--------|-------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| 1      | 25-Sep-2023 | Anjusree P Technical IT Recruiter, Mindpool Technology, Hyderabad | “Challenges and Opportunities as a Business Analyst in Corporates” |

#### Seminar / Workshop / Conferences organized

| S. No. | Date        | Nature of the Event<br>(Conference/ Seminar/<br>Workshop) | Title of the Event                | Resource Person                                                                                 |
|--------|-------------|-----------------------------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------|
| 1      | 24-Aug-2023 | Workshop                                                  | Data Analysis Using SPSS Software | Dr.V.P.Nallaswamy, Dean<br>Commerce, VET Institute of Arts and Science<br>College,Thindal,Erode |

#### Alumni Interaction

| S. No. | Date        | Title                                               | Alumni                                                                                  |
|--------|-------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1      | 12-Jul-2023 | “Managing Oneself And Pygmalion in Self-Management” | Ms. Harshitaa Balaji, Join Secretary, M.G.V Academy School And Junior College, Tirupur. |

## Department Achievements

### Awards and Prizes for Staff

| S.No | Date        | Name of the Staff   | Name of the Award                      | Awarded by                                     |
|------|-------------|---------------------|----------------------------------------|------------------------------------------------|
| 1    | 17-Jun-2023 | Mr. C Balaji        | UGC -NET                               | University Grand commission                    |
| 2    | 2023-2024   | Dr.M.S RanjithKumar | BOS Member-University Nominee          | Vellalar College for Women, Erode              |
| 3    | 27-Dec-2023 | Dr.M.S RanjithKumar | Doctorial Committee Meeting-VC Nominee | VET Institute of Arts and Science              |
| 4    | 2023-2024   | Dr.M.S RanjithKumar | Research Fund Receiver                 | Sri Nalla Gounder Research & Innovative Awards |

### Staff Recognitions

| S. No. | Date | Name of the Staff | Nature of Recognition | Organization / Institution |
|--------|------|-------------------|-----------------------|----------------------------|
| NIL    |      |                   |                       |                            |

### Staff Participation

| S. No. | Date        | Name of the Staff   | Event                                                                                                          | Organization / Institution            |
|--------|-------------|---------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------|
| 1      | 08-Sep-2023 | Mr. C Balaji        | <b>Paper Presentation:</b> “Identify the Tamil Characters in the Inscription using the Radon Transform”        | United College of Arts and Science    |
| 2      | 14-Mar-2024 | Mr. C Balaji        | <b>Paper Presentation:</b> “Recognize the Tamil Characters in Inscription using the Radon Transform”           | Hindustan College of Arts and Science |
| 3      | 15-Feb-2023 | Dr.M.S RanjithKumar | <b>Workshop:</b> Session chair /chair person on National Conformance On REBUILDING GLOBAL BUSINESS ENVIRONMENT | Dr. N.G.P. Arts and Science College   |

|   |             |                     |                                                                                                                                           |                                     |
|---|-------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| 4 | 03-Apr-2023 | Dr.M.S RanjithKumar | Session chair / Resource person for technical session on National Conformance FIN- TECH ECHO SYSTEM- A GAME CHANGER IN THE FINANCE SECTOR | PSGR Krishnammal College For Women. |
| 5 | 17-Feb-2023 | Dr.M.S RanjithKumar | <b>Conference:</b> “Artificial Intelligence In Modern Business Era “                                                                      | Dr.N.G.P. Arts and Science College  |
| 6 | 09-Feb-2023 | Dr.P.Kanagaraj      | <b>Conference:</b> “SOCIAL INNOVATIONS AND BUSINESS SUSTAINABILITY”                                                                       | Dr.N.G.P. Arts and Science College  |

### Staff Publication

### Students Presentation

| S.No | Date        | Name of the Student | Name of the event   | Title of Presentation                                         | Organization / Institution       |
|------|-------------|---------------------|---------------------|---------------------------------------------------------------|----------------------------------|
| 1    | 22-Sep-2023 | Kowsika.K           | Paper Presentation  | Role of Entrepreneurship in the changing Economic Environment | KRP College of Arts and Research |
| 2    | 31-Aug-2023 | Kowsika.K           | Case Study Analysis | International Level Case Analysis Competition 2023            | Dr.NGP Arts and Science College  |

### Book / Book Chapters Publications

| S.No | Date | Name of the Staff | Name of the Book | Name of the Publisher | Year of publication | ISBN                    |
|------|------|-------------------|------------------|-----------------------|---------------------|-------------------------|
| 1    | 2023 | Mr. C Balaji      | PHP & MySQL      | RK Publisher          | 2023                | ISBN: 978-93-6013-384-9 |