

## Department of Management Studies – AY 2024-25

### Department Activities

#### Guest Lecture / Invited Lecture

| S. No. | Date       | Name and Designation of the Resource Person                                                                                               | Topic                                                  |
|--------|------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1      | 17.08.2024 | <b>Dr.Muralisankar Kumaresan</b><br>Founder and Chief Visionary Officer<br>YardStick Academy<br>YardStick Digital Solutions<br>Coimbatore | Digital Marketing                                      |
| 2      | 27.08.2024 | <b>Dr.C.Shrividhya</b><br>Naturopathy & Yoga Doctor Sahaayogasana,<br>Coimbatore                                                          | Awareness on Health and Nutrition for<br>Girl Students |
| 3      | 12.09.2024 | <b>Mr.L.V.Prabhu</b><br>Financial Advisor<br>Smart lane Solutions – Coimbatore                                                            | Velicham Elite Talk<br>Invest for Future               |
| 4      | 19.12.2024 | <b>Mr. J. Mohanadoss</b><br>Food Safety Officer<br>Tamil Nadu Food Safety & Drug Administration Department<br>Coimbatore                  | Food Adulteration and Food Safety                      |

#### Seminar / Workshop / Conferences organized

| S. No. | Date       | Nature of the Event<br>(Conference/ Seminar/<br>Workshop) | Title of the Event | Resource Person                                                                                                 |
|--------|------------|-----------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------|
| 1.     | 13.08.2024 | Workshop                                                  | Earn While Learn   | <b>Dr.M.Sofia</b><br>Assistant Professor<br>Department of Management Studies<br>Dr.NGP Arts and Science College |

#### Student Development Programme

| S. No. | Date       | Title                                                             | Resource Person                                                                                                                                 |
|--------|------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | 06.09.2024 | <b>Basics of Stock Market</b>                                     | <b>M.Kiruthivasan</b><br>III-B.B.A.(CA)<br>Department of Management Studies<br>Dr. N.G.P. Arts and Science College<br>& NISM Certified Investor |
| 2.     | 03.10.2024 | <b>Brain Beats</b><br>(Intra Department Hackathon<br>Competition) | -                                                                                                                                               |
| 3      | 05.09.2024 | <b>Ludus</b><br>Management Game                                   | Mrs.V.Santhiya – Assistant Professor<br>Dr.A.Ragukumar – Associate Professor<br>Dept. of Management Studies                                     |

### Alumni Interaction

| S. No. | Date       | Title                                                  | Alumni                                                                                 |
|--------|------------|--------------------------------------------------------|----------------------------------------------------------------------------------------|
| 1      | 05.10.2024 | F & A Opportunities in Outsourcing & Capative Business | Mr.M.Pradeep<br>(Batch : 2006 -2009)<br>Manager<br>State Street Corporation, Bangalore |

### Expo

| S. No. | Date       | Nature of the extension | Place                            | Students involved                 |
|--------|------------|-------------------------|----------------------------------|-----------------------------------|
| 1.     | 21.09.2024 | <b>Brand Expo 2024</b>  | Dr. NGP Arts and Science College | Arts and Science College Students |

### Extension Activities

| S. No. | Date       | Nature of the extension                  | Place          | Students involved |
|--------|------------|------------------------------------------|----------------|-------------------|
| 1.     | 30.08.2024 | Industry Visit @ Sea Blue Shipyard Ltd., | Kochi - Kerala | 60                |

|    |            |                                                   |                |    |
|----|------------|---------------------------------------------------|----------------|----|
| 2. | 06.09.2024 | Kerala Electrical and Allied Engineering Co. Ltd. | Kochi – Kerala | 60 |
|----|------------|---------------------------------------------------|----------------|----|

## Department Achievements

### Awards and Prizes for Staff

| S.No | Date       | Name of the Staff | Name of the Award                | Awarded by                     |
|------|------------|-------------------|----------------------------------|--------------------------------|
| 1.   | 10.09.2024 | Dr.Latha          | Guru Vishistha Award Winner 2024 | Dayanada Sagar Business School |

### Staff Recognitions

| S. No. | Date       | Name of the Staff | Nature of Recognition                        | Organization / Institution        |
|--------|------------|-------------------|----------------------------------------------|-----------------------------------|
| 1      | 25.04.2024 | Dr.S.Mohan        | Chief Invigilator- Group IV ( Civil Service) | TNPSC                             |
| 2      | 26.04.2024 | Dr.Selvaraj       | University Nominee                           | KG College of Arts & Science      |
| 3      | 12.06.2024 | Dr.S.Mohan        | DC Member                                    | Nehru College of Management       |
| 4      | 14.06.2024 | Dr.S.Mohan        | University Nominee & BoS Member              | Nandha Arts & Science College     |
| 5      | 04.07.2024 | Dr.R.Latha        | Organizing Member – IQAC National Seminar    | Dr.NGP Arts and Science College   |
| 6      | 04.07.2024 | Dr.S.Mohan        | Session Chairman– IQAC National Seminar      | Dr.NGP Arts and Science College   |
| 7      | 13.07.2024 | Dr.S.Mohan        | BIMS – Webinar                               | Brillianz Educational Group       |
| 8      | 14.08.2024 | Dr.S.Mohan        | Innovative Startups                          | Govt. Hr. Sec. School- Kalapatti. |

### Staff Participation

| S. No. | Date                     | Name of the Staff | Event                                                                           | Organization / Institution                               |
|--------|--------------------------|-------------------|---------------------------------------------------------------------------------|----------------------------------------------------------|
| 1      | 07.07.2024               | Dr.M.Sofia        | FDP- Essential Skills for Professional Development                              | Star International Foundation for Research and Education |
| 2      | 22.07.2024 to 29.07.2024 | Dr.M.Sofia        | FDP- Enhancing Academic & Administrative Excellence Through Quality Initiatives | Park College                                             |

|    |                          |              |                                                            |                                                          |
|----|--------------------------|--------------|------------------------------------------------------------|----------------------------------------------------------|
| 3  | 24.07.2024 to 06.07.2024 | Dr.V.Abirami | Subject Refresher Course                                   | Malaviya Mission Teacher Training Centre                 |
| 4  | 27.07.2024               | Dr.V.Abirami | FDP – Effective Case Study Writing for Academic Excellence | Symbiosis Centre for Distance Learning                   |
| 5  | 14.08.2024               | Dr.R.Latha   | FDP- Future- Ready Educators                               | Hindusthan College of Arts and Science                   |
| 6  | 23.09.2024 to 27.09.2024 | Dr.V.Abirami | Workshop – Foundation of Stock Market for beginners        | Star International Foundation for Research and Education |
| 7  | 27.09.2024               | Dr.V.Abirami | International Conference                                   | Dr.NGP Arts and science College                          |
| 8  | 27.09.2024               | Dr.R.Latha   | International Conference                                   | Dr.NGP Arts and science College                          |
| 9  | 18.11.2024to 23.11.2024  | Dr.S.Mohan   | FDP- AICTE Training & Learning(ATAL)                       | AICTE & Sri Ramakrishna College of Arts & Science        |
| 10 | 18.11.2024to 23.11.2024  | Dr.M.Sofia   | FDP- AICTE Training & Learning(ATAL)                       | AICTE & Sri Ramakrishna College of Arts & Science        |
| 11 | 02.12.2024 to 06.12.2024 | Dr.M.Sofia   | FDP- Future Prospects of Innovations in AI                 | Kongunadu Arts & Science College                         |

### Staff Publication

| S. No. | Name of the Faculty | Title                                                                                                        | Journal Name                                                                                                             | ISSN / ISBN No.<br>Date of publishing<br>Vol. No. | Impact Factor | SCI/WoS/UGC/<br>SSCI/Scopus |
|--------|---------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------|-----------------------------|
| 1      | Dr. M.Sofia         | Revolutionizing Banking: The Role of AI in Transforming Financial Services and Enhancing Customer Experience | International Collaborative Business Analytics Conference on “Generative Artificial Intelligence in the Analytical Era,” |                                                   | 8.0           | UGC                         |
| 2      | Dr.S.Mohan          | A Study On Hand Hygiene Compliance Among Healthcare Workers At A Multi-Specialty Hospital In Coimbatore      | ymerdigital                                                                                                              | VOLUME 23 :<br>ISSUE 07 (July) - 2024             | 7.3           | UGC                         |

|    |                     |                                                                             |                                |                                              |                                          |     |
|----|---------------------|-----------------------------------------------------------------------------|--------------------------------|----------------------------------------------|------------------------------------------|-----|
| 3. | Dr. M.Sathana Priya | A Study on Customer Attitude Towards croma Showrooms in Coimbatore District | Library progress International | Vol,44 No 3 Jul-Dec 2024<br>P.No 25526-25537 | ISSN 0970 1052<br>Online :ISSN 2320 317X | UGC |
|----|---------------------|-----------------------------------------------------------------------------|--------------------------------|----------------------------------------------|------------------------------------------|-----|

### Students Participation

| S. No. | Date       | Name of the Student(s) | Event                             | Organization / Institution                                | Prize won   |
|--------|------------|------------------------|-----------------------------------|-----------------------------------------------------------|-------------|
| 1      | 30.06.2024 | Kiruthivasan           | Social Media Influencer           | Bharat Option traders Summit                              | Honor       |
| 2      | 09.06.2024 | Bhavakirthana K S      | TNPSC                             | Combined Civil Services Examination-IV (Group IV Servies) | Cleared     |
| 3      | 09.06.2024 | Swathi S               | TNPSC                             | Combined Civil Services Examination-IV (Group IV Servies) | Cleared     |
| 4      | 09.06.2024 | Devcharan B M          | TNPSC                             | Combined Civil Services Examination-IV (Group IV Servies) | Cleared     |
| 5      | 09.06.2024 | Dhanusya S             | TNPSC                             | Combined Civil Services Examination-IV (Group IV Servies) | Cleared     |
| 6      | 30.08.2024 | Gokul.N                | Elocution                         | Central Bureau of Communication                           | I           |
| 7      | 18.09.2024 | Ragukumar.K            | International Level Case Analysis | Dr.NGP Arts and science College                           | I           |
| 8      | 28.09.2024 | Jerish.C.james         | PEODLE                            | Sri Ramakrishna College of Arts and Science               | I           |
| 9      | 28.09.2024 | Vignesh                | PEODLE                            | Sri Ramakrishna College of Arts and Science               | I           |
| 10     | 02.10.2024 | Harshitha.M            | Vriksha Book of World record      | Yuva kala Rathna Award 2024                               | Honor Award |

## Staff Presentation

| S. No. | Date                           | Name of the Staff | Name of the Event               | Title of Presentation                                                                              | Organization / Institution      |
|--------|--------------------------------|-------------------|---------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------|
| 1.     | 04.07.2024<br>to<br>05.07.2024 | Dr.A.Ragukumar    | IQAC- NEP Perspective - Seminar | Impact of Education on Modernization and Social Awareness Among Faculty Members                    | Dr.NGP Arts and Science College |
| 2.     | 04.07.2024<br>to<br>05.07.2024 | Dr.M.Sofia        | IQAC- NEP Perspective - Seminar | Integration of Traditional Indian Knowledge system into Modern Higher Education                    | Dr.NGP Arts and Science College |
| 3.     | 04.07.2024<br>to<br>05.07.2024 | Dr.R.Latha        | IQAC- NEP Perspective - Seminar | Indian textiles and Traditional Garments                                                           | Dr.NGP Arts and Science College |
| 4      | 04.07.2024<br>to<br>05.07.2024 | Dr.S.Mohan        | IQAC- NEP Perspective - Seminar | Integration of Traditional Indian Knowledge system into Modern Higher Education                    | Dr.NGP Arts and Science College |
| 5      | 04.07.2024<br>to<br>05.07.2024 | Dr.S.Mohan        | IQAC- NEP Perspective - Seminar | Institutional Framework for Promoting Research & Innovation in Traditional Indian Knowledge System | Dr.NGP Arts and Science College |
| 6      | 04.07.2024<br>to<br>05.07.2024 | Mrs.V.Santhiya    | IQAC- NEP Perspective - Seminar | Implementing Modern Institutional Strategies in the Educational Institutions                       | Dr.NGP Arts and Science College |
| 7.     | 23.08.2024                     | Dr.V.Abirami      | International Conference        | Combining Statement Analysis                                                                       | KPR College of Arts and Science |

## Students Presentation

| S.No | Date       | Name of the Student             | Name of the event             | Title of Presentation                                                                                   | Organization / Institution                              |
|------|------------|---------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| 1    | 04.07.2024 | Sahana.R                        | National Level seminar        | Impact of Education on Modernization and Social Awareness among faculty Members                         | Dr.NGP Arts and Science College                         |
| 2    | 04.07.2024 | Kalpita.C                       | National Level seminar        | Impact of Education on Modernization and Social Awareness among faculty Members                         | Dr.NGP Arts and Science College                         |
| 3    | 04.07.2024 | Prathana.P                      | National Level seminar        | Implementing Modern Instructional Strategies in the Educational Insitutions                             | Dr.NGP Arts and Science College                         |
| 4    | 04.07.2024 | Nakshatra.V                     | National Level seminar        | Implementing Modern Instructional Strategies in the Educational Insitutions                             | Dr.NGP Arts and Science College                         |
| 5    | 04.07.2024 | Kishore.U.R                     | National Level seminar        | Indian textiles & Traditional Garments                                                                  | Dr.NGP Arts and Science College                         |
| 6    | 04.07.2024 | Hanga Pranitha.B.S              | National Level seminar        | Indian textiles & Traditional Garments                                                                  | Dr.NGP Arts and Science College                         |
| 7    | 23.07.2024 | Ms.Bhavana Nair                 | International Conference      | A study on Hand Hygiene Compliance Among Healthcare Workers At A Multi-Specialty Hospital In Coimbatore | YMER Journal<br>Volume 23, Issue 7 July 2024 pp.290-300 |
| 8    | 23.08.2024 | Kiruthivasan.M                  | International Conference      | Combining Statement Analysis                                                                            | KPR College of Science and research                     |
| 9    | 23.08.2024 | Yeswanth Hari.J.K               | International Conference      | AI in Banking                                                                                           | KPR College of Science and research                     |
| 10   | 12.10.2024 | Kiruthivasan. M & kirithiyk . M | PSG National Level Conference | Unlocking Growth: Investment Opportunities and Challenges in Transforming Indian Agriculture            | PSG College of Arts and Science                         |

**Book / Book Chapters Publications**

| S.No | Date       | Name of the Staff               | Name of the Book         | Name of the Publisher   | Year of publication | ISBN                      |
|------|------------|---------------------------------|--------------------------|-------------------------|---------------------|---------------------------|
| 1    | 12.10.2024 | Dr.V.Abirami<br>Dr.R.Venkatesan | Principles of Management | Charulatha Publications | 2024                | ISBN-13:978-93-6260-375-3 |

**Book / Book Chapters Publications**

| S.No | Date | Name of the Staff               | Name of the Book | Name of the Publisher                   | Year of publication | ISBN                  |
|------|------|---------------------------------|------------------|-----------------------------------------|---------------------|-----------------------|
| 1.   | 2024 | P.Cibi Saravana<br>(2023 Batch) | Tears of Destiny | Notion Press Media Pvt Ltd.,<br>Chennai | 2024                | ISBN:979-8894754208   |
| 2    | 2024 | P.Cibi Saravana<br>(2023 Batch) | Nexus of Time    | Notion Press Media Pvt Ltd.,<br>Chennai | 2024                | ISBN: 979-889519415-7 |