

CENTRAL UNIVERSITY OF TAMILNADU



Canopus

2024

Department of Management
School of commerce & Business Management

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CENTRAL UNIVERSITY OF TAMILNADU

The Central University of Tamil Nadu, Thiruvavur is a hub of academic excellence and innovation. Our institution takes immense pride in its 13 Schools, with 28 dynamic Departments that foster a diverse and enriching learning environment. Our commitment to comprehensive education is evident in the vast array of 64 academic programmes we offer, tailored to cater to different interests and aspirations. Among these are 29 research programmes, 22 specialized programmes, 6 integrated programmes, 2 undergraduate programmes, and several PG diploma courses. Through strategic collaborations with prestigious institutions such as the Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore, and the Salim Ali Center for Ornithology and Natural History (SACON) in Coimbatore, CUTN extends its academic reach even further, providing undergraduate and postgraduate programs through industrial and institutional partnerships. Moreover, the Central University of Tamil Nadu houses a Community College, providing B.Voc Programmes, along with various certificate and diploma programmes to cater to diverse educational needs.



DEPARTMENT OF MANAGEMENT

Central University of Tamil Nadu established the Department of Management during the academic year 2017-18 on the recommendation of duly constituted Advisory Committee. The department is set up in view of the growing demand for management education both locally and globally. The course is committed to provide quality education in the field of management. The curriculum of the course help to improve the competency skill of management students and support them to be the business leaders of tomorrow.



Vice Chancellor 's Message

Live today , Lead tomorrow and Light millions of lives



**Prof. Dr. M. Krishnan,
Vice Chancellor, CUTN**

Ideas, Innovations and Interventions are the Currency of 21st Century. Data is the 'New Electricity for Gen-Z' and Applied AI, Finance, Robotics, Digital Envelops, EAT, Finalytics, Genome Sequencing, Humanoids, Human Capital Intelligence (HCI), Quantum and Neo-Computing per se are pervasive and disrupting the Organizations as well as Operations. The 'World of Work' limping back to normalcy and on the cusp of recovery after outbreak of COVID'19. The Modes, Models and Modus Operandi of World of Work deep delve into AI-2.0 and Analytics for purpose and productivity.

The COVID'19 dampened the overall growth prospects more so put the lives and livelihoods of millions of people in peril. Yet, the World of Placements has been signaling cautious optimism despite the grim and gloomy situation. In this crux and critical times, the Management Geeks of CUTN has learned lessons from the deep crisis, embraced the signatures and siloes, adept and adapt to 'Hybrid Work Culture' and outshined in the Corporate with good pay and perks. The 'Responsive and Responsible Leaders' of CUTN are determined to handle complexity and build future Equitable, Sustainable, and Growth (ESG) scenarios for survival, sustenance and stimuli.

The 'Executive Embryos' are nurtured and nourished by the Academia of CUTN to play and plug as Techno-Functional as well as passionate performers, and solution-driven perfectionists. The Chief Officers of Today and Tomorrow need to be more purpose-driven, collaborative and to embrace multi-generational diversity.

The 'Responsible Future Business Leaders', undoubtedly, will expand the CUTN engagement envelope with the cutting-edge solutions, industry- leading insights and transform CUTN as the 'Temple for Knowledge and Wisdom' on the 'Earth of Heaven'. In this transformational and transnational journey, I strongly believe that 'Live Today-Lead Tomorrow-Light Millions of Lives' with infinite growth on a finite planet. The Department of Management has been on the green path of progress, prosperity and probity to inspire, ignite and innovate the Nex-Gen Preneurs.

Dean's Message



Prof.G.Sudha
Dean, School of Commerce & Business Management

It gives me immense pride and joy to pen this message for *Canopus 2024*, the newsletter of our Department of Management. This edition reflects not only the achievements of our faculty and students but also the spirit of collaboration, resilience, and innovation that defines our department.

Over the past year, our department has made remarkable strides in academics, research, and student development. Faculty members have contributed significantly through impactful publications, funded projects, and industry collaborations. Equally commendable are the accomplishments of our students, who have excelled in academics, co-curricular activities, and placements, thereby carrying forward the reputation of the department with distinction.

At the heart of these achievements lies our commitment to nurturing holistic business leaders. Through workshops, guest lectures, industrial visits, and student-driven initiatives, we have continued to create a learning ecosystem that goes beyond classrooms—fostering critical thinking, ethical leadership, and social responsibility.

I take this opportunity to extend my heartfelt appreciation to the faculty, staff, and students for their untiring efforts and contributions. I also acknowledge the continued support from our Vice Chancellor and the university administration, whose encouragement inspires us to aim higher.

As we look ahead, the Department of Management remains dedicated to shaping globally competent leaders who are not only industry-ready but also socially responsible. I am confident that with collective effort, our department will continue to grow in stature and serve as a beacon of excellence in management education.

Let us move forward with renewed energy, vision, and determination—embracing change, leading with purpose, and striving towards a future of sustainable growth and inclusive development.

HOD's Overview

As we approach the end of this academic year, I wanted to take a moment to reflect on our department's accomplishments and to express my sincere gratitude for your hard work and dedication.

This year has been marked by significant achievements, both academically and professionally. Our faculty members have excelled in their research endeavors, securing prestigious grants and publishing groundbreaking articles in top-tier journals. Our students have also demonstrated exceptional talent, achieving remarkable academic success and securing internships and graduate placements at prestigious institutions.

I am particularly proud of our department's commitment to fostering a supportive and inclusive learning environment. Our faculty and staff members have worked tirelessly to create a space where all students feel valued, respected, and empowered to reach their full potential. Through initiatives such as mentorship programs, academic advising, and diversity and inclusion workshops, we have made significant strides in creating a more equitable and inclusive community.

I would also like to acknowledge the contributions of our department's staff members. Their dedication and hard work are essential to the smooth functioning of our department. From administrative support to technical assistance, they play a vital role in ensuring that our faculty and students have the resources they need to succeed.

As we look ahead to the next academic year, I am confident that our department will continue to thrive. We have a talented and dedicated team of faculty, staff, and students, and I am excited about the opportunities that lie ahead.

Thank you for your ongoing contributions and dedication.

PILLARS OF THE DEPARTMENT



Prof. A. Chandra Mohan

Professor

Specialized in Human Resource
Management



Dr. G. Sudha

Dean - School of Commerce and
Business Management, Professor,
Deputy Dean - Students welfare, Chief
warden - Girls' hostel

Specialized in Organizational behavior



Dr. K. Sreenivasa Murthy

Professor

Specialized in Finance, Banking and
Entrepreneurship

PILLARS OF THE DEPARTMENT



Lt. J. Ashokkumar

Assistant Professor, Associate NCC
Professor

Specialized in Marketing & Operations



Dr. Preeti R Gotmare

Dr. S Radhakrishnan Fellow
Assistant Professor

Specialized in Marketing, Finance,
Banking & Insurance



Dr. S. Visalakshmi

Assistant Professor
Specialized in Finance & Human
Resource Management



Dr. A. Mansurali

Assistant Professor
Specialized in Marketing & Analytics

EDITORIAL BOARD

FACULTY EDITORIAL TEAM



Dr. S. Visalakshmi



Dr. A. Mansurali

STUDENTS EDITORIAL TEAM



Leena Mercy S



Mirudhula G



Nandhana M



Adapa Murali Mohan



Krishnaveni M

GUEST LECTURES

A Special Online Lecture on "Financial Freedom : A Roadmap to Wealth and Prosperity" was conducted on 29th February 2024. The resource person Dr. Abdul Raheen Bin Mohamad Yusof , Dean and Professor (Quest University, Malaysia) shared thoughtful insights about financial planning and other areas of finance to the students.



An online lecture on " Research and Publication Ethics in Academia " was conducted on 5th March 2024. The resource person Dr. Sumanta Dutta carried out an interactive session with students and shared various information regarding ethical guidelines and more in research publications

GUEST LECTURES

A virtual seminar talk on " HR Analytics : Unraveling the Journey of the Data to Decision " was conducted on 18th of September, 2024. Dr. Remya Lathabhavan , Assistant Professor, Indian Institute of Management (IIM) , Bodh Gaya has delivered insights on HR Analytics as a powerful tool for organizations to make data driven decision making and improve their HR practices.



An online seminar talk on " Risk Management in Fintech " was conducted on 20th of September, 2024. Dr. Swamy Perumandla , Assistant Professor, Indian Institute of Management (IIM) , Nagpur has shared insightful thoughts on Risk management as a critical aspect of success of Fintech and to achieve long term sustainability.

INDUSTRIAL VISIT

Neyveli Lignite Corporation India Ltd



On 16th of April 2024 , the students of first year MBA along with the faculty co-ordinators visited NLC India Ltd , Tamil Nadu. It was a one day visit where the students were taken to the mines and given exposure to the industries and thermal power plants located there. A session was arranged at the end of the day with the HR mentors where the students were able to interact and learn more about the current industry environment and operations.

It was indeed a great experience to all the students to learn and experience real mining and their functional areas.

WORKSHOP ON PRESENTATION SKILLS

A two days workshop on presentation skills was conducted by The Department of Management on 24th and 25th of April, 2024. This workshop was lead by Mr. Richard Raj, International Corporate Trainer who shared insights on presentation skills and conducted various activities to train students. It was very helpful in bringing out the potential and build confidence among the students.



WORKSHOP ON SOFT SKILLS

A two days workshop on developing soft skills as essential part of personal and professional life has been conducted on 4th & 5th September, 2024. Resource persons Mr. Kalaichelvan and Mr. Sasikumar shared the importance of soft skills by engaging students with multiple activities to improve their skills such as time management, communication, problem solving, emotional intelligence etc.,



WORKSHOP : FINANCIAL EDUCATION FOR GROWTH

National Institute of Securities Exchange (NISM) with Geojit Foundation has conducted a two day workshop on 4th & 5th October, 2024 about the " Financial Education for Growth ". The program was headed by Mr.C Vijaya Rao , who shared insightful thoughts on financial markets which has given an opportunity for the participants to gain the knowledge and confidence to take control of their financial future and make informed decisions that lead to growth and prosperity .



Faculty Research Publications

 **Prof. A. Chandra Mohan** 

International JOURNAL

- Exploring the influence of digital marketing on consumer behavior and loyalty. International Journal of Research-Granthaalayah, 11(9), 1-18 (2023).
- Brand Personality and the Automotive Market: An In-depth Study of Consumer Preferences and Purchase Decisions, Journal of International Economics, 14 (2), 1-19 (2023).
- Analyzing Employee Performance in the IT Industry: The Role of Workforce and Instructional Competencies Explored through PLS-SEM, Journal of Governance & Public Policy, 13 (2), 50-65 (2023).

 **Prof. G. Sudha** 

International JOURNAL

- "Business towards Environmental Sustainability: Need, Scope and Opportunities" Indian Journal of Adult Education, ISSN : 0019-5006. Vol. 81, No. 4(III)(2023)

Faculty Research Publications

 **Prof. K. Sreenivasa Murthy** 

International JOURNAL

- “Farmers’ Assessment and Perception of New Agricultural Laws 2020: Empirical Evidence from Selected States in India”, The Empirical Economics Letters (EEL), International Journal of Economics, ISSN: 1681-8997, Special Issue 2, July, 2023(ABDC-‘C’)(I.F 0.91)(2023)
- “ Financial Efficacy of Mango Fruit Processing Units in Chittoor District of Adhara Pradesh” International Journal of Advanced Research (IJAR), ISSN: 2320-5407, Vol 11, Issue 8, pp.1140-1152(July 2023)
- “A Qualitative Analysis of the Customers’ Perceptions of the Restaurant Services in Bangalore” Global Business Review (Sage Publication), ISSN:0972-1509,0973-0664, June, 2023. (ABDC-‘C’ and Scopus indexed)I.F 2.4(2023)

BOOKS

- Emerging Trends in SMEs and Entrepreneurship” by Bharati Publications, New Delhi. ISBN: 978-81-961368-5-7 (2023)

Faculty Research Publications

 **Dr. J. Ashok Kumar** 

International JOURNAL

- Social media influencer's influence on the travel decisions with respect to Kaveri delta region. Journal of Management and Science, 13(1), 46-51(2023)
- Consumer Behavior and Potential Niche Marketing of Food Industry during COVID-19 Pandemic(2023)

 **Dr. Preeti R.Gotmare** 

International JOURNAL

- A Meta-Analysis exploring the Relationship between Perceived Brand Ethicality and Consumer Response, Business Ethics, the Environment & Responsibility, ISSN 2694-6424, Volume 33 , Issue ,1-(17), DOI: 10.1111/beer.12640, IF - 2.1 (Scopus Indexed & UGC Care Listed).(2023)

Faculty Research Publications

 **Dr. Preeti R.Gotmare** 

National JOURNAL

- Study of Challenges in offering MGNREGA as an Academic Specialization in the context of National Education Policy 2020, Indian Journal of Rural Education and Engagement (IJREE), ISBN 978-93-93357-014, Vol-12, Page No- 285-307 (2023)
- Revitalizing Education: A NEP 2020 Approach to Empowering Students through Professional Courses, Integrated Research Journal of Management, Science and Innovation, ISSN 2582-5445, Vol 10 Issue 2, Page No 56-61. (2023)

CONFERENCES

- ‘Meta-Analysis on Relationship Between Perceived Brand Ethicality and Consumer Response.’ ANZMAC 2023 Conference Proceedings MARKETING FOR GOOD, Page No. 581(2023)

Faculty Research Publications



International JOURNAL

- ‘Volatility spillovers and nexus among agrindex and non-agri indexes in Indian commodity markets’, Int. J. Services, Economics and Management, Vol. 15, No. 3, pp.324–341. (Scopus indexed)(2024)

CONFERENCES

- Examining Relationship and Lead-Lag Relationship among Selected Agri Commodities, Rain Index and Mcxi Comdex Composite Index Returns, During Covid-19 Pandemic In proceedings of National conference on Artificial Intelligence Driven Business: Navigating Innovation and Challenges, 2023, (337- 348) Chennai, India. (ISBN:978-93-91930-84-4)(2023,December)
- Analyzing Lead-Lag Dynamics Between Agri Commodities And McxIcomdex Composite Index Returns Amidst the Pandemic,In Proceedings of 3rd International Conference on Innovation and Sustainable Business Practices in the Digital Era (ICISD’24), Amaravati, Andhra Pradesh, India. (ISBN:978-81-971488-6-6) (2024,April)

Faculty Research Publications

Dr. A. Mansurali

International JOURNAL

- **Omnichannel marketing: a systematic review and research agenda. The International Review of Retail, Distribution and Consumer Research, 1-30(2024)**

CONFERENCES

- **Improvised Linear Regression model to scout the best Manager for Manchester United. In Proceedings of the 1st International Conference on Artificial Intelligence, Communication, IoT, Data Engineering and Security, IACIDS 2023, 23-25 November 2023, Lavasa, Pune, India.(2024,March)**
- **A Conceptual Framework for AI Governance in Public Administration–A Smart Governance Perspective. In 2023 7th International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC) (pp. 488-495). IEEE(2023,October)**
- **Implementing Ensemble Machine Learning Techniques for Fraud Detection in Blockchain Ecosystem. In 2023 2nd International Conference on Automation, Computing and Renewable Systems (ICACRS) (pp. 1980-1985). IEEE.(2023,December)**

Faculty Research Publications



CONFERENCES

- **Analyzing the Online Customer Post-Purchasing Behavior: Sentimental Analysis Approach. In Workshop on Mining Data for Financial Applications (pp. 353-362). Singapore: Springer Nature Singapore.(2023,December)**
- **Data Analytics in Operation Management. In Workshop on Mining Data for Financial Applications (pp. 65-78). Singapore: Springer Nature Singapore.(2023,December)**
- **Profiling the IPL Players—Sports Analytics Through Clustering Algorithms. In Workshop on Mining Data for Financial Applications (pp. 53-64). Singapore: Springer Nature Singapore.(2023,December)**

STUDENTS ACHIEVEMENTS

BOOK CHAPTER PUBLISHED

Miss Malavika and Adhithya KV has co-authored chapter Disruptive innovations: Impact of Fintech in the banking industry with Dr S Visalakshmi, Assistant Professor in the text book recent developments in Financial Management and Economics, Abdelkader Mohamed Sghaier Derbali.



Ms.Malavika



Ms.Adithya KV

PAPERS PRESENTED:

A paper titled Indigenous Advancement and Exploratory Study of UPI Fintech Innovation presented by P Meghana 2nd MBA at International Conference on technological Innovation and Transformation towards Sustainable growth, KPR College of Arts and Science Research, Coimbatore on 30th and 31st January, 2024.



Ms. Meghana

PLACEMENT

Ms. Adhithya KV, second year MBA student has been placed at Federal Bank during the campus placement drive 2023-2024



STUDENTS ACHIEVEMENTS

CONFERENCE PROCEEDINGS

Under the guidance of Dr. A. Mansurali, the research topics were presented by the respective authors during the Sustainable Innovation 2024 Conference in May and subsequently published, disseminating their innovative insights on technology, economic development, and sustainability.

Research topics and their Authors:

- E-Commerce: A Catalyst For Economic Growth, Digital Transformation And Sustainable - Sneha C R
- Collaboration of AI with Humans: Maximization of productivity and Well-being of workers in AI augmented work Environment - Sethu Vishnu S
- Trends and Strategies of International Business and Cultural Intelligence Effects - Adithya K V
- Smart Cities and Sustainable Business; Components of Start-Up Ecosystem - Kadeeja Rinosha



Ms. Sneha C R



Mr. Sethu Vishnu S



Ms. Adithya K V



Ms. Kadeeja Rinosha

STUDENTS ACHIEVEMENTS

PRIZES AND AWARDS

The students of second MBA , Mr. Aditya Raj Sinha, Bhukya Ganesh, Jadhav Pandurang Sandip, Janumejay Kumar Pandey, Jeyahariharan K T, Jitesh K, Mohd Saifuzzaman, P Prakash , Shaik Siraz, Srikanth R, Surya Pratap Singh and Thalapati Uday Kiran were the winners of handball game at Central University of Tamilnadu.

Mr. Shaik Siraz second year MBA student won first place in the Central University of Tamilnadu's annual sports tournament in the following events : the 200 meter men's relay, the 100 meter men's high jump and the 4*100 meter men's relay.

Mr. Srikanth, second year MBA student won Third place in the Central University of Tamilnadu's annual sports tournament in the following events: Discus throw - Men, Shot put - Men.



CENTRAL UNIVERSITY OF TAMILNADU

DEPARTMENT OF MANAGEMENT



Congratulations !

QUALIFIED : UGC
NET – PhD

QUALIFIED : UGC NET –
Asst. Prof + PhD



GAYATHRI SURESH

(2022 - 2024)



ANUPAMA U B

(2022 - 2024)



MANU MADHAV

(2021 - 2023)



JANMEJAY KUMAR
PANDEY

(2022 - 2024)



THALAPATI
UDAY KIRAN

(2022 - 2024)

RUBARU ' 2K23

The freshers party

The much awaited fresher's party " RUBARU 2K23 " held on November 21st , 2023 was an fantastic evening dedicated to welcoming the new members of the CUTN family.

The freshers party was a perfect blend of events from dance to music where the students showcased their incredible talents and made that day a memorable one.

RUBARU wasn't just about entertainment, it was about building connections and creating memories that will last a lifetime.



IFTAR PARTY' 24

On the first day of April 2024, the Department of Management hosted a vibrant and heartwarming Iftar party. This traditional gathering, held during the holy month of Ramadan, brought together faculty, staff, and students from diverse backgrounds to celebrate and share in the spirit of Islamic culture.

The Iftar party was not just about food and fellowship; it was also an opportunity to learn more about Islamic traditions and culture. Students shared their experiences and perspectives on Ramadan, shedding light on the significance of fasting, prayer, and charity. The event served as a platform for cultural exchange and understanding, promoting a more inclusive and harmonious campus environment.



ADIEU' 2K24

Until we meet again !



An evening dedicated to our beloved seniors to cherish their memories at CUTN for the past two years. The event featured speeches , culturals , musics and many that were highlighting the moments. The atmosphere was filled with a mix of nostalgia, celebration and anticipation for their bright future.

Reader's Venue

A New Beginning

" Readers Venue " -The Club was recently inaugurated with the aim of fostering a love for reading and creating a vibrant community of book enthusiasts. The club will host regular book discussions, author talks, and literary events, providing members with a platform to share their insights and engage in meaningful conversations about books. Its mission is to promote literacy, encourage diverse reading habits, and build a supportive network for readers of all genres.

Club Faculty Coordinator : Dr. A. Mansurali

Club Student Coordinator : Saravanakumaran B



Students Gallery

2022 - 2024



2023 - 2025



EMPOWERED WOMEN AND THE WORLD

During those days, The most debated topic and most of the time the talk of the town was Women, Suppression and empowerment. All those Ancestral discussions and lamentations, never went vain since most of the streams were ruled and are ruling by the women. The world is under the shelter of pallu of the feminine community and we can see the free air carrying the smell of Jasmine everywhere which denotes that the women have already set and are setting their empire in all the rest of the corners of this world. If All the ancestral feminists were alive this day, they will join hand in hand with the liberal woman and celebrate the victory. Mahakavi Bharathi and Parker Pillsbury are celebrating the victory of all their protests and sufferings with a Poriurundai and cadburys in heaven that all their words came true atleast in this 21st Century. On the other side, rest of the feminists are crying at the corner, seeing that their words are misunderstood and misinterpreted by the sudden-feminists and are getting misguided provided which leads to the destruction since some of woman misuse the liberty for woman. Let's try to wipe the tears and utilise the liberty and freedom in a productive and fruitful manner such that our king earth... sorry queen earth...lol.. crowns our Nation with Success, Honesty, Equality, cent percent employment and free from poverty in the best days to come.

R Lithika
I MBA

BUSINESS COMMUNICATION

The Bridge Between Strategy and Success

Business communication is the process of sharing information within an organization and with external stakeholders to achieve business objectives, facilitate collaboration, make informed decisions, and build relationships. Effective business communication serves as the foundation for successful operations, team collaboration, and external partnerships. Clear and concise communication ensures that information is understood and acted upon, reducing the risk of misunderstandings and errors. Active listening, a key component of effective communication, helps in building trust and understanding among team members, leading to better problem-solving and decision-making.

However, businesses often face challenges like information overload, miscommunication, and cultural barriers, which can hinder effective communication. To overcome these challenges, organizations should establish clear communication channels, encourage open dialogue, invest in communication training, and leverage technology appropriately. Leaders should also model transparent communication to create a culture of trust and openness among customers and employees. By prioritizing and refining communication strategies, businesses can enhance productivity, foster strong relationships, and navigate the complexities of today's dynamic work environment.

Recent developments shine a spotlight on the significance of effective communication, with notable examples illustrating the trends.

- **Apple:** Effective product launch communication drives sales. Apple's carefully crafted presentations and marketing campaigns align product strategy with customer expectations, resulting in high sales and market impact.
- **Amazon:** Clear customer communication ensures exceptional service. Amazon uses automated Chabot's and customer service representatives to address inquiries promptly, aligning customer satisfaction strategy with operational success.
- **Tesla:** Transparent crisis communication manages expectations. During the 2018 Model 3 production issues, Tesla's CEO, Elon Musk, used social media to provide transparent and frequent updates, managing investor and customer expectations.
- **Netflix:** Targeted marketing and recommendations engage viewers. Netflix effectively communicates its content strategy through targeted marketing and personalized recommendations, aligning its strategy of engaging viewers with its success in growing its subscriber base.
- **Coca-Cola:** Personalized messaging boosts brand engagement and sales. Coca-Cola's global marketing campaigns, such as "Share a Coke," demonstrate how effective communication aligns with strategic objectives, connecting with consumers worldwide and increasing brand engagement and sales.
- **Microsoft:** Clear communication facilitates smooth adoption of Teams. Microsoft's rollout of Teams as a collaboration tool showcases how strategic communication aligns with business objectives, helping organizations transition smoothly to a more collaborative work environment.

Effective business communication is crucial for organizational success, directly impacting productivity and profitability. Companies with robust communication practices are 25% more productive and 20% more profitable. Clear and transparent communication also boosts employee engagement, with organizations showing 4.6 times higher engagement levels.

In global business, understanding cultural differences is essential to avoid costly errors. During crises, timely and clear communication helps manage situations and maintain trust. Technological advancements, such as collaboration platforms and AI chatbots, are transforming how businesses communicate.

By addressing common challenges through transparent messaging and active listening, businesses can align their communication practices with their strategic objectives. Embracing technological advancements and regularly incorporating feedback further refines communication strategies.

Gowsika B
I MBA

Sunrise Chronicles

In the heart of summer, on the 29th of June,
Four friends set off, with spirits in tune.
The sun greeted them with its golden ray,
As they watched the sunrise, heralding the day.

Through the quaint streets of White Town they rode,
Exploring each corner, their laughter flowed.
Every twist and turn, every sight they saw,
Wove a tapestry of joy without a flaw.

Each smile, each pose, each candid click,
Became memories that time would not trick.
The rides, the sights, the carefree laughter,
Became cherished tales they'd treasure after.

So now they look back, with hearts aglow,
At a day in coastal town, not long ago.
A day of adventure, of joy, and of glee,
A day that became a lasting memory.

Amitha Das T
II MBA

1 Rupee Idly !

"There are those in the world who are so hungry that God cannot come to them but as bread."

- Mahatma Gandhi



Coimbatore granny is serving 1 rupee idli to serve people's hunger.

She dips her hand in a cup of water and flicks wet fingertips over a bed of steaming idlis, her dimly lit kitchen, is in a village Vadivelampalayam near Coimbatore. For over 40 years, according to kamalathal, she has been serving idlis at the best price in the country: from 50 paise in the 1980's, only to be increased to one rupee in recent years, a sum that most beggars no snub in big cities. When video cameras and recording devices are brandished in front of her, she concentrates on making sure her idlis come out of the streaming platter without sticking.

She serves idly with two different chutney, she makes her tasty coconut chutney with a mortar and pestle, a large stone aatukallu as it is known in Tamil.

Kamalathal says, "who comes from farming stock, and started making idlis for locals to combat the tediousness of being stuck in the empty home while her family worked in the fields. She desired to fill her time while also making it valuable. Every day even it is rain or shine, she makes around 1000 idlis."

Feeding locals started as a passion and eventually developed into a large part of her village's identity.

Mirudhula G
II MBA

The Legend Thyagaraja

The great Thyagaraja was one of the trinity in Carnatic music. He has written over 24,000 hymns, of which only 500 hymns have been performed by Carnatic scholars to date.



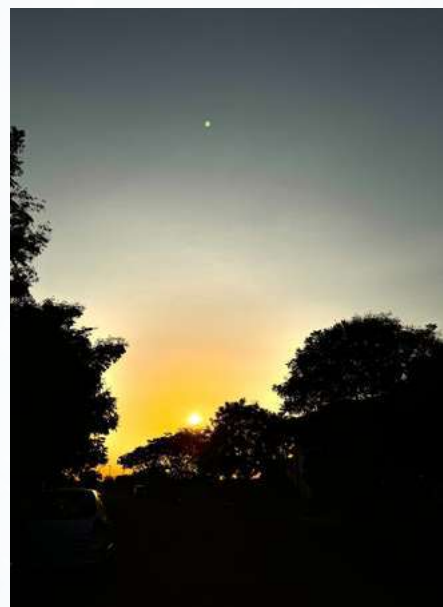
Ramakrishna yudhinder went to Thyagaraja to recite the "Rama"nama 96 crore times. he took it as a deity and completed the ritual in 21 years.on average, he recited the Ramanam 1,25,000 times a day .

Most of the songs sound simple to the listener. The kritis have one or two catchy lines that are repeated with different patterns. This kind of elaboration is referred to as a sangati. The credit of introducing sangati to Carnatic music goes purely Thyagaraja. His songs had simple rhythms which gave way to improvising to complex swara patterns. Thyagaraja elaborated several new raagas, which were then unknown to people.

Thyagaraja not only composed kritis but also composed utsava sampradaya keerthanas and bhakti sampradaya keerthana. An utsava sampradaya keerthana is sung during some kind of festival. It is a simple song, which is meant to involve the common man eg: Seetha Kalyana Vaibhoga Me. This is a wedding-related song, which in simple words talks about the wedding of Lord Rama and Seeta. In addition to nearly 600 songs(kritis).thyagaraja composed two musical plays(dramas) in Telugu, the prahalada bhakti vijayam and the Nauca Charita

Thyagaraja has performed only three times in his life.his fame was spread by his countless disciples. The tanpura used by Thyagaraja is still kept safely in his house.

Mirudhula G
II MBA



Aparnendhu S S
II MBA

The Future of Work: A Paradigm Shift

Rapid technical breakthroughs, shifting societal values, and shifting economic environments are all contributing to a fundamental transformation of the future of employment. As the twenty-first century progresses, conventional ideas about work are being questioned and transformed. Industries are undergoing a change due to automation and artificial intelligence, which is creating new jobs and making others redundant.

Previously considered a specialty arrangement, remote work has gained popularity due to its unparalleled flexibility and ability to transform our perception of the workplace. As the gig economy grows, it presents opportunity for independent contractors and freelancers but also raises concerns about benefits and job security. As abilities lose some of their usefulness, a lifetime of learning and flexibility are becoming increasingly important. Social responsibility and sustainability are becoming more and more important considerations in business strategy and career decisions.

The lines separating work from personal life are becoming more hazy, thus work-life balance needs to be reassessed.

As these trends come together, we are seeing a paradigm shift that has the potential to completely change not only how we work but also how we view and value work in our lives. In order to take advantage of these opportunities and challenges, individuals, organizations, and society at large must be flexible, creative, and open to change.

Krishnaveni M
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Being Tiger!

Any individual, who possesses a business, firm, or venture, is known as an entrepreneur. He or she is accountable for his/her development, the inherent risks and returns associated with him/her. Entrepreneurship is defined as the practice of beginning a new trade or reviving an existing business, for capitalizing on fresh opportunities. Normally, entrepreneurship is a difficult proposition as many new businesses fail to survive in their initial periods and never take off. Whatever may be the course of action, entrepreneurship has a lot of benefits both for the entrepreneurs and the society in which these businesses are carried out.

Opportunity to get control

Owning a firm or a business endows the entrepreneurs with the independence and opportunity to control their own business. Entrepreneurship provides entrepreneurs a chance to take decisions according to their own wishes.

Offers a chance to make a difference

Some people begin and put a lot of effort just to make a difference in society. This has given rise to the concept of social entrepreneurship, which is a recent phenomenon.

To reap high Profits

Reaping high profits by being an entrepreneur is one of the most important factors that motivate people to become one and take up all the challenges associated with it. The profits their companies and businesses make play a vital role in any decision made by entrepreneurs.

Helps people work to their full potential

Many entrepreneurs find their work to be extremely enjoyable. They consider their business as an instrument of self-actualization and self-expression.

Offers a chance to pursue their interests

Most entrepreneurs don't believe their work to be actual work. Most of them establish businesses closely associated with their interests. With all these benefits people now consider the alternative of running their own small businesses rather than doing jobs for others.

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THE DARKEST SHADES OF OUR MIND

The power of being positive belongs only to a person with a strong Mind. It is easy and natural to be evil and negative but very difficult to be positive and good. The question of the never-ending line of evil-Minded people and people with sick mentality will never come to an end. The power of having a positive set is too high for low minds. I have experienced extreme negativity for quite some time now. How can the validity of evil be so strong in someone's heart? Whatever we do anything good, they see a forecast of storms in front of us while we still see the sun on the stormy ends. When we do any mistake, They will grab all the opportunity to make our failure as the biggest disaster in the world map of events. I don't remember doing harm to people with wrong intentions. I have never conspired anything against anyone for the insignificant values of jealousy or dissatisfaction in my life because I have never been insecure with myself. So, what does this prove about me? I am a person who knows the balance of virtues and values. I always correct myself over my mistakes and weaknesses. I want to be a better person every day. I do not want to be a wretched soul who plots evil schemes of disaster and hatred in other's life. Why should we waste our time in such a hopeless pursuit? This is how I think. But this is not what they think. This is not a hate story. It is just a real reflection in which people with hatred and jealousy exist in a divine world. They are insensitive to positive. I feel pity for such "poor quality" souls because they do not see their own faults. So here goes the world's greatest pity along with our deepest sympathy; for the most undeserving persons on earth. Our world will never run out of such people. This is why they are no longer unique, because being evil is common but being Good is unique. Our world is full of evil where it makes difficult for a troupier. Good people exist but in a lesser quantity. They do exist! When you say it is difficult to find martyr in this world, are you one of them? Why can't you be that one good person that you are looking for? A person with a strong and positive mentality will always strive to be good and to do better. They are naturally different from the rest because they prepare their minds in the right direction. They practice positivity even in the darkest shade of black. So where do you stand my beloved comrades? Are you the power or the drain? If you think extraordinary deeds are not your cup of tea, do what you can to make world a better place to live in. Settle for positivity and die. At least people will remember you for leaving something good in their memories. Imagine the consequences of being a shrewd and corrupted person filled with negativity and filthy schemes around their necks...don't even stand a chance of being remembered by people? Alas! Well others rejoice over their death or even curse of its existence. People will not care to remember such people. Henceforth it is shows that people with negative attitude and "devil deeds" have no right to live in this world# Inner voice ushers- They are frictions. Frictions will polish you into a beautiful diamond.

Nitish Chandra Vankala
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Top 10 Qualities of a Great MBA Student

Today, an MBA is one of the most sought-after graduate degrees and is the most popular online degree program. But though it is increasing in popularity, it is still as rigorous and challenging as ever. To succeed in a competitive MBA program, an MBA candidate should have certain characteristics, and here, we profile the top 10 qualities of a great MBA student:

1. Commitment and Focus

An MBA program isn't a cakewalk, and the most successful students are the ones who are absolutely committed to the program and to their own career goals. Keeping a strong focus on your goals will help you maximize your program's offerings and give you the most bang for your buck throughout the program.

2. Communication Skills

Any effective business leader has to have great communication skills, and it certainly helps if those communication skills are honed before starting b-school!

3. Creativity

Some of today's top businesses are those who think "outside the box" and develop ingenious solutions to common problems. An MBA candidate should be very creative and be able to come up with innovative and realistic ideas for their organization.

4. Decision-Making Skills

A key aspect of leadership and management is being able to make effective decisions and think quickly on your feet. This is something that any good MBA candidate will need to have during school to successfully complete assignments and participate in activities.

5. Discipline

To get a good grasp of the material and to make sure the work is being completed, you'll need to have great time management skills and be able to keep yourself in check.

6. Entrepreneurship

The most successful MBA students and business leaders have a strong sense of entrepreneurship. They are interested in being innovative and have a strong commitment to success. They are driven and extremely motivated.

7. Ethics

The most successful business leaders are those who practice with sound ethics in mind, and ethics are key to getting through business school, as well. In addition to understanding why good business decisions are made on the basis of ethical codes, it's important to work within your schools and your own ethical guidelines.

8. Leadership

An MBA is a degree designed for those interested in leadership roles in their organizations, so the best candidates for an MBA will have strong leadership skills as well as an interest in increasing such skills.

9. Logical Analysis

Many MBA courses involve logical thought processes, and thus, the most successful students have a strong sense of logical analysis.

10. Team-Oriented

Just as a successful business is the work of all its employees, so is the work of an MBA candidate. MBA students will often be called upon to work in teams on various projects, and a great student will be able to handle the group work without a problem.

Amitha Das T
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ARTIFICIAL INTELLIGENCE: A GAME CHANGER FOR INVESTORS

AI has revolutionized many industries all over the world, and the stock market is also no exception. AI-powered tools and algorithms made drastic changes and simplified the process of investors to take before investing as well as after investing. AI-powered tools and algorithms have taken up significant positions to analyze vast amounts of data, identify trends and make informed market decisions. The role of AI in investment can be broadly classified into before investing and after investing.

Before Investing

Before the advent of AI, investors heavily relied on manual methods for researching potential investments. This is often time-consuming and prone to human error. AI has significantly streamlined the process and helps investors to make informed decisions.

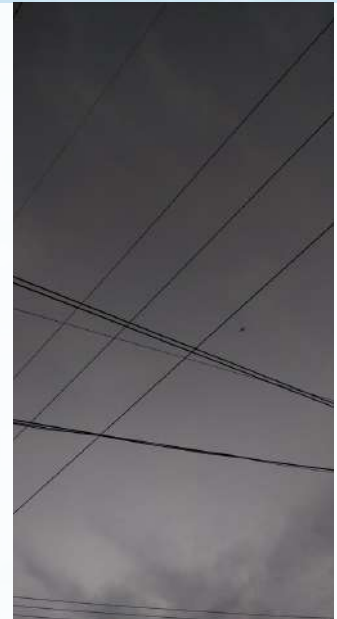
The Bloomberg terminal and Factset has utilized AI completely for analyzing data and research, which provides insights into financial statements and real-time market updates. Whereas for predictive analysis, Quantum Capital Management is a hedge fund that primarily uses AI-based algorithms for analyzing historical data and identifying present patterns as well as future possible patterns. For sentiment analysis, Kensho is a company that uses AI to analyze news articles and discover the correlation between events and stock market movements. To be informed about Risk assessment, AI powered tools help in a way to analyze data and identify potential risks, such as concentrated risk, and correlation risk.

After Investing

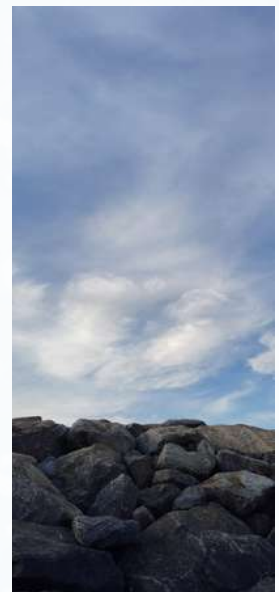
AI tools can continue to play a vital role in managing and optimizing the portfolio. The AI-powered algorithms used by Wealthfront, Betterment, and Robinhood to monitor the performance of portfolio and asset allocation. When the holdings deviate from the target allocation, AI-powered tools automatically rebalance the portfolio by buying and selling assets. The familiar Tax filing softwares such as TurboTax, and TaxAct utilizes AI-powered algorithms to analyze the investment portfolio and identify tax efficient strategies in a real time. Even in hedging, AI has taken up the place by predicting market downturns and suggesting hedging strategies, such as put options, and investing in defensive stocks. AI can analyze your investment behavior, risk tolerance and financial goals to provide personalized investment plans.

While AI offers notable benefits, it's important to remember that it is not a substitute for human judgment. Investors should use AI as a tool to accompany their own knowledge and expertise, rather than relying only on AI-generated recommendations. By effectively utilizing AI, investors can intensify their investment plan of action and attain their personal financial goals.

Saravankumaran B
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*Between the blue sea and sky lies a
world of wonder and wild beauty.*



Krishnaveni M
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Shaping Tomorrow's Business Leaders, Today!

As we stand at the confluence of technological disruption and global economic evolution, the MBA journey transcends traditional boundaries. Our department is committed to cultivating next-generation business leaders who seamlessly integrate sophisticated technological insights, sustainable strategic thinking, and adaptive entrepreneurial intelligence. The contemporary business landscape demands professionals capable of navigating complex global ecosystems, leveraging advanced analytics, artificial intelligence, and interdisciplinary approaches. Our curriculum is meticulously designed to empower students with quantum technological comprehension, strategic flexibility, and a holistic understanding of emerging business paradigms. By bridging academic rigor with practical innovation, we are preparing our students to not just respond to change, but to pioneer transformative solutions in an increasingly interconnected and dynamic global marketplace.



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