



MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY

Kalitheerthalkuppam, Madagadipet, Puducherry - 605 107

NEWS LETTER

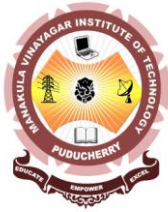
ACADEMIC YEAR

2017 – 2018

DEPARTMENT

OF

MANAGEMENT STUDIES



MANAKULA VINAYAGAR INSTITUTE OF TECHNOLOGY

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DEPARTMENT OF MANAGEMENT STUDIES NEWS LETTER

Staff Activities

Dr. R.V Pazhani, Prof. & Head, published an article entitled “ Importance of Academics Freedom in Indian Management Education System”, in University News – A Weekly Journal of Higher Education , Vol.53, Issue 3 , Jan 19 -25, 2017, PP. 167-176.

Dr. R. V. Pazhani, Prof. & Head, published an article entitled “Development of Management Education in Independent India”, in University News – A Weekly Journal of Higher Education, Vol.55, Issue 6, Feb 06 – 12, 2017, PP. 3-11.

Mr. S. Vaidheeswaran, Asst. Prof., Sr. Grade, presented a paper entitled “Bank Assurance – An Emerging and Effective contribution channel of ULIP”, in the National Conference on “Research Paradigm in Social Science” held at MAM B-School, Trichy on 14th March 2017.

Mr. I. Mansur, Asst. Prof., presented a paper on ““Credit analysis”- a special reference to Puducherry Farmers”, in the National Conference on “Research Paradigm in Social Science” held at MAM B-School, Trichy on 14th March 2017.

Ms. G. Agalya, Asst. Prof., presented a paper entitled “Cognitive Ergonomics a tool for evaluation of Performance of Software Industries in Puducherry Region”, in the National Conference on “Research Paradigm in Social Science” held at MAM B-School, Trichy on 14th March 2017.

Mr. C. Arun, Asst. Prof, presented a paper on “ HR Branding –Attitude of Employees” ,in the National Conference on “Research Paradigm in Social Science” held at MAM B-School, Trichy on 14th March 2017.

Ms. K. Kalaivani, Asst. Prof, presented a paper entitle “ Work Life Balance - A Challenging Game for Workers at Software Industries in Puducherry Region”, in the National Conference on “Research Paradigm in Social Science” held at MAM B-School, Trichy on 14th March 2017.

Department Activities



Dr. S. Malarkkan, Prinicipal, felicitating the Chief Guests Ms Anudha Ponnumalle, CEO of M/s Esales Technologies & Mr.V.Venkata Krishnan, Plant Head, M/s Lucas Tvs, Pondicherry during the inaugural function of METELITE 2017.

“MITELITE -2017”, an Intercollegiate Management Meet was conducted by the department on 9th March 2017 to explore and expose the talents of the students. On this occasion around 226 students from various Arts colleges participated in the events such as Corporate Walk, Treasure Hunt, Connexion Brand ‘O’ Magic, Short Film, Role Play , Best Manager & Event

Management. The Chief Guest of the day was Mr.V.Venkata Krishnan, Plant head, M/s Lucas Tvs, Pondicherry. & Ms Anudha Ponnnumalle CEO, M/s Esales Technologies, Pondicherry addressed the students about the present corporate scenario.



The Department organized a Marathon Case Study on “Patanjali - Secret of Success” at Thiruvannamalai, for the Second Year MBA students on 9th January 2017. Dr. R. V. Pazhani Prof. & Head shared valuable tips to the students for analyzing the Case in an effective manner.



An Industrial Visit was arranged to M/s Rane Brake linings Ltd, Puducherry for first year MBA Students on 14th February 2017.



The Department organized an Industrial Visit to M/s Whirlpool India Pvt Ltd, Puducherry on 21st March 2017.

The Department organized a seminar on “Post Budget Analysis” for MBA second year students on 6th February 2017.



Dr.R V. Pazhani, Prof. & Head, Mr. S. Vaidheeswaran, Asst Prof., Sr. Grade & Mr.I. Mansur. Asst. Prof., along with the Final Year students participated in Post Budget Analysis Session conducted by CII (Confederation of Indian Industry) at Hotel Accord, Puducherry.

Students Activities



Ms. V. Darshini Andal & J. Diksha Jain of Final Year, secured first place in the Globbiz-17-Intercollegiate Management Meet held at Pondicherry University for the paper titled “Trumphonomics Effect on Indias’s Foreign Trade” on 17th February 2017.

Ms.D.Vintha&Ms.Vennila of first year MBA have participated in the farm fest 2017- cum-XXXI Flower, Vegetable, Fruit show in the event of “Vegetable Carving” held at Botanical Garden, Puducherry from 27th January 2017 to 29th January 2017.

Ms. Siva Ranjani of first year MBA has participated in the event “Best Manager” in the National level Symposium held at Karpaga Vinayaga College of Engineering & Technology on 24th February 2017.

Ms. V. Darshini Andal presented a paper in the National seminar on “Entrepreneurial Opportunities for Educated Youth in Global Business”

organized by the department of International Business, Pondicherry University on 8th March 2017.

Team of 12 members published a paper in the International Conference on “Strategic Shift in Business Excellence for Sustainable Development in Indo-Global Business & Technology” held at Sri Ganesh College of Business Management Salem on 10th February 2017.

The Final Year students in coordination with the Mechanical Department students carried out a “Traffic Survey” on 3rd & 4th March 2017.

The Final Year students MMA (Madras Management Association” Meeting on the title “ 4 pillars of Management” by the presence of Dr. Anandha Reddy , Director of Aurobindo Research Centre , Puducherry on 27th February 2017.

The First Year and the Final Year students attended the CII (Confederation of Indian Industry) Conference on the title “Industry 4.0-the Next Industrial Revolution”, at Athithi Hotel on 10th March 2017.

The First Year students attended MMA (Madras Management Association) Meeting on the title “Human Psychology” by the presence of K.V.Kumar,Psychatrist at Annamalai Hotel on 21st March 2017.