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From The Editor's Desk,.....

Greetings! Wishing everyone a great and successful academic year 2023.

The Department steps into the 22nd academic year with grace. The Department is proud to bring out its eighteenth Volume, first Issue of PEC MBA Newsletter gearing towards growth, innovation and continuous improvement. With key focus on quality improvement, innovative practices and placement record the Department has also succeeded in producing a very good academic result. Guest lectures, industrial visits and active participation of the students in management programmes, seminars and conferences in other renowned institutions is sure to have a dominant role in igniting the minds of the budding managers.

With best wishes,

Prof. Dr. V. Mahalakshmi

Chief Editor

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VISION

Emerge as a leading business school by empowering the next generation of managers to be globally adept, innovative, and industry-ready, while fostering responsibility and contributions to the nation.

MISSION

- *M1: Foster critical thinking and decision-making in managerial aspirants through quality education.*
- *M2: Cultivate industry-ready leaders, blending professional competence with intellectual acuity.*
- *M3: Empower students to master diverse managerial skills and competencies across functional areas.*

PEOs of the Department

- *PEO1: Shall possess a robust understanding of core business practices, enabling them to adeptly analyze situations and strategize effectively in decision-making.*
- *PEO2: Shall be well-versed in emerging technologies and will acquire the skills necessary to meet evolving industry competencies.*
- *PEO3: Shall be equipped with a comprehensive perspective, empowering them to tackle complex business challenges through innovative solutions.*
- *PEO4: Shall have leadership prowess, a strong ethical foundation, and a lifelong commitment to learning.*

Program Outcomes of MBA Department

- *PO1: Domain Knowledge - Apply knowledge of management theories and practices to solve business problems*
- *PO2: Problem Analysis - Foster analytical and critical thinking abilities for data-based decision making*
- *PO3: Leadership - Ability to develop value-based leadership ability.*
- *PO4: Environmental Sustainability - Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.*
- *PO5: Team Collaboration - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.*
- *PO6: Life Long Learning - Display commitment to continuous learning in all functional management domains in a technology-based environment.*
- *PO7: Ingenious Skills - Ability to prioritize and demonstrate resourcefulness in taking up challenging assignments in a dynamic organizational context.*
- *PO8: Social Responsiveness and Ethics - Ability to understand the significance of social responsibility and ethics values in business for its long run sustainability in a competitive scenario.*

STUDENT'S CONTRIBUTION

Concentration " - The Key to Success!

KAMALESH .A

Our world has become busier and busier with more TV Stations, Radio Stations, Websites, E-mails, Mobile Phones and other forms of interruptions in the daily life. We become overwhelmed with new ways of simplifying life, but in reality the so called time saving devices end up chewing up more and more of our time. End of the day all of us say, we wanted to be successful but not able to focus on anything!

One of the secrets to success is what I want to share with you in this article so that we can understand this ' quiet and powerful ' tool the successful people have been using to climb the ladder of great achievement. We don't need to be extraordinary and super natural to apply this key. Ordinary people like me and you have already used it knowingly or unknowingly to achieve extraordinary results several times.

This magic key is " Concentration ". It is a 13 lettered word. Very simple but powerful. It has a tremendous power that transforms life like a tornado in action. Concentration has been defined as "the ability to direct one's thinking in whatever direction one would intend".

Success and failures are part of the progress in life. However success and failures have to be handled differently. It is also to be observed that despite the differences in the way the two are to be handled, there are some aspects, which one needs to consider

which are common to both. One of the key common factors for both success and failure is Concentration.

Successive failures some times makes one to think of the failures there by preventing one from bringing back the focus to the task.

This can be amply seen in our cricketing world, which most of us are familiar. There have been several instances, when batsmen after achieving a milestone like having scored a century, a double hundred, tend to throw away their wicket. This is due to the sudden shift in the focus from continuing the task, to the happiness of success. Similarly, the failures of capable batsmen were

Few months back I had the opportunity to attend a workshop conducted by "Custommerce", on ' strategies for a customer-driven economy ' at Hotel Leela Kempinski, Kovalam. One of the Speakers was the eight - time world Billiards Champion Geeth Sethi who talked about concentration drawing an example from the world of sport to illustrate the power of concentration. It is indeed an inspiring story and let me share it with you.

Ever heard of James Wattana? He was the former billiards champion from Thailand nicknamed 'Thai-Phoon'. It was the 1991 NEC England World

Billiards Championship final. Wattana, just 16 and half years old, is playing Jimmy White of the United Kingdom. The Thai is playing brilliantly and is leading seven frames to one, supremely confident. Suddenly his game drops and before you know it Jimmy White has stormed back to level with Wattana. In the last frame, Wattana just falls apart and White wins the championship 8-7!

Asked later what happened, Wattana said that his mind wandered to a particular street in Bangkok and of a £200,000 house he wanted to buy for his mother. "So, here he was, in the finals, but his mind was several thousand miles away. By the time he regained his focus it was too late," explains Geeth Sethi.

But the young Wattana went back and put in continuous practice for next five years. During 1997, the same Wattana, ready for another final at British Open, is told just before he is to play that his father has been shot dead in Bangkok! Wattana goes on to play, all focus and concentration, emotions in check; he demolishes his opponent in just one hour, that too five frames to nil and then gives vent to his feelings! That's the power of concentration.

James Wattana, says Sethi, constantly reined in his mind. "You need to rein in your mind even when the pressure is on, even though you heard disturbing news; you need to concentrate on what you need to do. The mind is a funny thing, it has a mind of its own. This tells us, concentration can improve with constant habits and training. Concentration will be required to retain one's focus while reaping success and also to bring back the lost focus due to failures. We all have the ability to concentrate. But at times

our thoughts are scattered, and our minds race from one thing to another. To deal with such times, we need to learn and practice concentration skills and strategies. To concentrate, we have to learn a skill, and as with any skill this means practice repeated day after day until we achieve enough improvement to feel that we can concentrate when we need to.

Our ability to concentrate depends on :

1. Our Commitment : We need to make a personal commitment to put in the effort needed to do the task in the way which we realistically plan to do it. If we just play at it in a half-hearted manner then it is much more difficult to take the task and ourselves seriously.

2. Our Enthusiasm for the task : If we are interested in the task and enjoy doing it, then we find it easy to motivate ourselves to start. Once started, our feelings of involvement in the activity keep us going - we want to do it.

3. Skill at doing the task : Knowing how to do something gives confidence that our efforts will be successful, so we don't have to deal with anxiety whether this will work or not. Anxiety tends to impair concentration.

4. Our Emotional and physical state : When we are in good physical condition - i.e. feeling rested, relaxed and comfortable - and our emotions are calm, then we tend to be positive about things. This in turn raises self-esteem, which makes us more able to

concentrate, if only because we don't have to worry about how awful we are or life is.

To conclude, it goes without saying concentration helps us to solve problems and come up with the fastest path to attain our goals. It is very difficult to succeed without concentration. A mind that concentrates is a beautiful mind. It is a mind that will get results and give us power to overcome challenges.

Remember the mystical words of Jesus: "Whatever thing you desire when you pray, pray as if you had already received and you shall have.

The most valuable Intangible Assets

Corporate India is heading to yet another Financial Year beginning! Companies across India would have finished their stock taking (measuring the quantities of stock held) of raw materials, semi-finished goods, finished goods, capital goods etc. on 31st March. This stock will find a place in the last years Financial Statement as Closing Stock and current year Financial Statement as Opening Stock.

While starting the journey to another financial year, let me raise an interesting question to the Corporate world- along with the stock taking of our physical goods, don't you feel its important to take the stock of skills level of the most valuable asset in our Organization - the Human Asset?

It goes without saying human asset is the key intangible asset for any organization. In today's dynamic world, it is the human assets and not the fixed or movable assets that differentiate any organization from its competitors! If so, during last

financial year ending, how many of us have taken the stock of skills level of our human assets?

" Our ASSETS walk out of the door each evening. We have to make sure that they come back the next morning," says Narayana Murthy, Non-Executive Chairman and Chief Mentor of Infosys. In today's knowledge economy, the single most important and powerful factor that differentiates one organization from another is the Human Resources (HR) or Human Assets.

While humans can be physically replaced, the skill-sets and knowledge of a person leaving an organization cannot be exactly replaced by the successor. It is widely held among business decision-makers that the skill of employees account for 85% of a company's assets. Employee skills determine the speed and success of organizations.

Most of our employees are hired to do specific functions based on current need. As the strategic direction of our organization changes, these employees (human assets) yield less and less. In other cases, employees hired for a specific function never have their full capabilities assessed or explored. Further, there is a general inability to quantify the capacity of human resources. Consequently, the organization cannot effectively determine when it has reached its affordable human asset capacity level.

It is also important for us to understand that the skill

sets of our employees helped us to reach certain targets during the last financial year.

MUPERUM VIZHA



EVENTS

Muperum Vizha

With the usual fanfare, grandeur and glitz Panimalar Engineering College celebrated its Muperum Vizha. It's a red lettered day for Panimalar Engineering College since three mega events are clubbed together- Annadurai's Birth Anniversary, Teachers Day and College Anniversary. A special debate with active participation of the students is the highlight of the occasion. The occasion also marked the disbursement of cash awards to staff members who had secured creditable results.

GUEST LECTURES

The following guest lectures were conducted during the period JANUARY – JUNE- 2023

S.No	Areas/ Field of GL	Speaker
1.	Workshop on Future Skills Prime	Smitha M V Chief Product officer Atria
2.	Courage of Conviction	Mr.M.Karunanithi Deputy Commissioner of Police(Retired) TN
3.	Exim Business Landscape – Opportunities For Startups	Dr.Kamaludeen Managing Director Blue Bharath Exim Pvt Ltd

I & III SEMESTER TOPPERS



ANUSHA T
RANK I



ASIQA SHAREEN M
RANK I



LAKSHMI K
RANK II



ANGEL SHEFRINE T
RANK III



JASWANTHY K
RANK I



KAVITHA K
RANK II



DEEPIKA P S
RANK III



KEERTHANA R
RANK III

I SEMESTER TOPPERS

The following students secured toppers in Semester examination (January- 2023).

NAME OF THE STUDENT	CGPA	RANK
ANUSHA T	9.148	I
ASIQA SHAREEN M	9.148	I
LAKSHMI K	9.037	II
ANGEL SHEFRINE T	8.962	III

III SEMESTER TOPPERS

The following students are the toppers in the III Semester Examinations (January- 2023).

NAME OF THE STUDENT	CGPA	RANK
JASWANTHY K	9.46	I
KAVITHA K	9.28	II
DEEPIKA P S	9.25	III
KEERTHANA R		III

GUEST LECTURE 2023



STUDENT PARTICIPATIONS

	EVENT	NAME OF THE INSTITUTION
1.	EKTA 2K23 10 th March 2023	JERUSALEM COLLEGE OF ENGINEERING
2.	INTERNSHALA 2023 14th March 2023	UNIVERSITY OF MICHIGAN
3.	NATIONAL LEVEL ENTREPRENEURSHIP AWARENESS QUIZ 14 th March 2023	MURUGAPPA POLYTECHNIC COLLEGE
4.	Business Analytics with Excel 14 th March 2023	Skillup
5.	STEPUP 2K23 16 th March 2023	Dr.MGR Educational & Research Institute CHENNAI
6.	UILUX 2K23 16 th March 2023	CHENNAI INSTITUTE OF TECHNOLOGY CHENNAI
7.	AGAM 6.0 23 & 24 March 2023	SRM INSTITUTE OF SCIENCE & TECHNOLOGY
8.	VENTURA 23 30 th MARCH	WOMEN'S CHRISTIAN COLLEGE CHENNAI
9.	CONFLUENCE 23 31th MARCH 2023	SMIT MANGADU
10.	100 KM CYCLING AIR-18571 02.04.2023	DECATHLON SPORTS INDIA 2023
11.	NATIONAL INTER-COLLEGIATE MEET ATHLON 3 rd April 2023	SRM INSTITUTE OF SCIENCE & TECHNOLOGY RAMAPURAM

INTERNATIONAL CONFERENCE 2023



INTERNATIONAL CONFERENCE 2023

The Department of Master of Business Administration organized 6th International Conference on 28th and 29th April, 2023 titled “Pheonixes on Emerging Current Trends in Materials, Manufacturing , Management Practices and Construction Technologies PECTEAM 2K23. PECTEAM is the premier platform for Researchers to share their new and innovative ideas in management through high quality peer reviewed papers. The guest of honor was Dr. R. Balaji, Professor, St. Peter’s Institute of Higher Education and Research. Four sessions were conducted and each session was awarded best paper with a memento and a best paper certificate to the student’s participants.

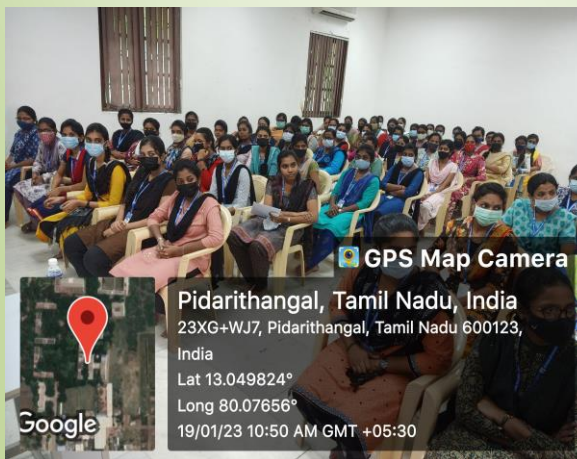
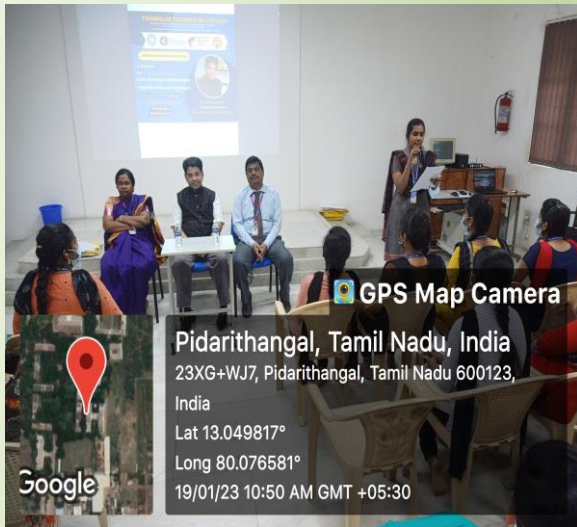
Title of the Paper	Name of the Author
A Study On Perception Of Nutraceuticals Among College Students	A.Priyadharshini, G.Thenmozhi, M.Sowndarya, N.Padmashri, J.Sofia Vincent
Exploring The Dimensions Of Conscientiousness, Sportsmanship, Civic Virtue, Courtesy, And Altruism Among Employees Of A Private Venture: A Descriptive Study	Mahalakshmi V, Yabesh Abraham Durairaj Isravel, Hariharan E K S, Raevanth Jegath R V, Keerthika R
Measuring Youngster’s Attitudes And Buying Behavior Towards Organic Products Concerning Chennai City	Swetha V P, Anusha T, Angel Shefrine T, Deepika M, Krithika P
Attitudinal Shift Towards Allied Discipline In Higher	H. Mickle Aancy, Ramya K, Swetha Harini A S, Sharli M,

INTERNATIONAL CONFERENCE 2023



Studies	Sneha C R
The Role Of Brand Perception And Engagement: A Study On The Relationship Between Consumer Engagement And Brand Involvement, Self-Brand Congruence, Social Media Usage, And Brand Moment Congruence	Hariharan E K S, Satheesh Kumar S, Shireen Fathima S, Sri Bharathi K, Krishma P
A Study On The Effectiveness Of Sop With Reference To Manufacturing \Industries In Chennai	Mickle Aancy H, Bharath Kumar K
Application Of Chatgpt For Stock Market Predictions: A Descriptive And Comparative Analysis	Raman P, Sindhiya A Rebecca, Anisha J, Hariharan E K S
The Impact of Ceo Financial Literacy On Technological Innovation in Smes: A Descriptive Study Using Structural Equation Modelling	Mahalakshmi V, Suresh Kumar K, Hariharan E K S, Keerthika R, Krishma P
The Role Of Corporate Social Responsibility In Moderating The Association Between Financial Performance And Company Value	Mahalakshmi Valliappan, Chitra Devarajalu, Yabesh Abraham Durairaj Isravel, Lakshmi Balakrishnan
Firms Value: CSR As A Determinant	Chitra Devarajalu, Mahalakshmi Valliappan, Lakshmi Balakrishnan, Yabesh Abraham Durairaj Isravel
An Investigative Study To Estimate The Connection Between Organizational Commitment And Organizational Citizenship Behaviour	Yabesh Abraham Durairaj Isravel, Lakshmi Balakrishnan, Mahalakshmi Valliappan, Chitra Devarajalu

GUEST LECTURE 2023



The Influence Of Corporate Rebranding On Sme's Performance	Lakshmi Balakrishnan, Yabesh Abraham Durairaj Isravel, Mahalakshmi Valliappan, Chitra Devarajalu
The Implementation Of Cloud Computing As Strategic Technology For Sustainable Development Using Regression Analysis	Venkateswaran Narayananswamy
Human Resources Practice And Its Impact On Employee Satisfaction Of Automobile Industries In Chennai	Raman P
Internal Customer Outlook Towards Job Design In Chennai Hotels	M. Beulah Viji Christiana
The Impact Of Interest Rates On Option Pricing: Moving Beyond Black-Scholes-Merton	Balaji R, Satheesh Kumar S, Suresh Kumar K, Raman P
Assessing Internet Addiction Among Indian Business Management Graduates Using Young's IAT	Sofia Vincent. J, Sudhanthara Rajamalar J, Christina Mishael, Swetha Jebamalar J
Financial Literacy Among Youngsters In South India	Sindhiya Rebecca A, Sarunya R, Swetha B, Varshinee A, Yamini Krishna
Exploring The Relationship Between Psychological Capital, Employee Engagement, Job Satisfaction, Employee Performance And Organizational Productivity In The Manufacturing Industry: A Sem Analysis Of Demographic Differences	Noorul Farhana M R, Sharadha S, Sandhiya R, Sakthikumar S, Rajeswari V

STUDENTS ACTIVITIES



Investigating Mental Health Of Senior Secondary Students In Chennai Using Adolescent Mental Health Literacy Questionnaire (AMHLQ)	Naseema Fathima M, Lakshmi K, Divya S M, Sofia Vincent J
A Study On Perception Of Nutraceuticals Among College Students	A.Priyadharshini, G.Thenmozhi, M.Sowndarya, N.Padmashri, J.Sofia Vincent
Impact Of Hybrid Work Environment On It Employees – A Study With Reference To Chennai City	Shireen Fathima S, Merlin D, Dharshini G, Kaviya K
Assessing The Relationships Between Green Human Resource Management Practices, Individual Green Values, Innovative Performance And Job Satisfaction: A Structural Equation Modeling Analysis	Mahalakshmi V, Beulah Viji Christiana M, Hariharan E K S, Raevanth Jegath R V
Revolutionizing Rural Transportation: "The Role Of Bus Tracking App In Improving Mobility And Connectivity In Remote Communities"	Kamalesh A, Hemanth Kumar, Hariharen V, Dinesh M , Lokesh P
Influencer Marketing Effectiveness: An Empirical Study Of Key Dimensions And Their Impact On Consumer Attitudes And Purchase Intentions	Chitra D, Lakshmi B, Hariharan E K S, Keerthika R, Krishma P
A Study On Consumers Opinion Towards Acquisition Strategies At Gearbox And Hydraulics Manufactures,	Mickle Aancy H, Sakthi Haritha S, Mahisha Varthini C, Swetha E



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