

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, (AUTONOMOUS)
ERODE-12
DEPARTMENT OF MANAGEMENT STUDIES (MBA)
2021-2022(ODD)**

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MESSAGE FROM THE HOD

It gives me immense pleasure in writing the message for newsletter. It provides me ample chance to scale and weigh our efforts and its outcomes in our Department. The calendar of this year, when glanced through, reminds me of some significant events. Sincere work has started paying attention of making glorious academic achievements and successful placement records of the student. The faculty members could identify valuable time for sharing their ideas and views through publishing their articles in reputed national and international journals. The Department News Letter focuses on the Achievements of the Students and Faculty members from the MBA department in Curricular, Co-curricular and Extra-curricular Activities. Dedicated students and faculty team lead to consistent improvement in academic, research and placement performance.

- Dr.T.VETRIVEL, Prof & Head

Department of Management Studies

MBA - ASSOCIATION ACTIVITIES FOR THE PERIOD OF APRIL - 2021 TO JUNE - 2021

WORKSHOP:



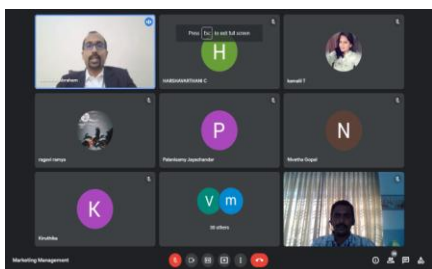
Organized workshop on “Investors Awareness Program under Bombay Stock Exchange Banner in Association with United Training Services India” on 13.05.2021. Ms. REKHA RAMANATHAN, BFSI Trainer, United Training Services India, Mumbai was the resource person.

WEBINAR:



Organized webinar on “Rise of Digital Marketing and Its Career Opportunities in 2021” on 29.05.2021. Shri. C.N. KIRUBAKAR, CEO -Growth Marketing & Digital Marketing Specialist, E-Commerce Automotive Industries, Bengaluru, India was the resource person.

ASSOCIATION VALEDICTORY:



Organized Association Valedictory on 25.06.2021. Shri. JOHNSON ABRAHAM (MBA Batch: 2005-2007), Senior Officer, Personal Banking Credit Administration, First Abu Dhabi Bank, Dubai was the resource person.

Conference /Workshop / Seminar / FDP Programs Attended by Faculty:

SEMINAR/WEBINAR:

- **Dr.T.Vetrivel** had participated in Virtual Conference on “Annual General Meeting – 2021” Organized by Confederation of Indian Industry(CII), Erode Zone on 31.05.2021
- **Dr.T.Vetrivel** had participated in Summer Virtual FDP on the topic “Next Generation Teaching Par Excellence” organized by Sree Saraswathi Thyagaraja College, Pollachi from 02.06.2021 – 08.06.2021.
- **Dr.T.Mohanapriya** had participated Faculty Development Programme on the topic “Faculty Enrichment Program” organized by IQAC, St.Antony’s College of Arts and Sciences For Women, Dindigul from 22.06.2021 to 24.06.2021.
- **Dr.T.Mohanapriya** had participated One Day National Level Webinar on the topic “Drafting Sills for Researchers and Academicians” organized by PG and Research Centre of Commerce, G.T.N. Arts College, Dindigul on 31.05.2021.
- **Dr.T.Mohanapriya** had participated One Day National Level Webinar on the topic “Investor Awareness Program” organized by Velalar College of Engineering and Technology in association with Ambition Learning Solutions on 13.05.2021.
- **Mr.N.Balachandran** had participated one day webinar on the topic “Investor Awareness Program” organized by Velalar College of Engineering and Technology in association with United Training Services India, Mumbai on 13.05.2021.
- **N.Balachandran** had participated one day webinar on the topic “Skills for Researchers and Academicians” organized by G.T.N Arts College, Dindigul on 31.05.2021.

- **N.Balachandran** had participated in Summer Virtual FDP on the topic “Next Generation Teaching Par Excellence” organized by Sree Saraswathi Thyagaraja College, Pollachi from 2.6.2021 – 8.6.2021.
- **N.Balachandran** had participated in Faculty Development Lecture Series on “Art of Doing Research” organized by Arjun College of Technology – Coimbatore on 04.06.2021
- **N.Balachandran** had participated in Six Days FDP Programme on “Research and Application Perspectives of Artificial Intelligence” organized by KPR Institute of Engineering and Technology and Sree Saraswathi Thiyagaraja College Pollachi from 16.06.2021 – 21.06.2021.

Faculty Name	Seminar/Webinar	FDP	Conference	Workshop
Dr.T.Vetrivel	-	1	1	-
Dr.D.Muthukrishnaveni	-	-	-	-
Dr.T.Mohanapriya	2	1	-	-
Dr.S.Kumar	-	-	-	-
Dr.K.T.Kalaiselvi	-	-	-	-
Mr.N.Balachandran	2	3	-	-
Mrs.S.Janani	-	-	-	-
Total				

LECTURES / KEY NOTE ADDRESS/CONFERENCE PRESENTED BY FACULTY:

Lecture / Key note Address Delivered:

- **Dr.T.Mohanapriya** acted as a resource person and delivered a lecture on the topic, ‘Teachers as Learners’ Organized by Department of Computer Science and Engineering, Malla Reddy Engineering College, Telugana on 12.04.2021.

- **Dr.T.Mohanapriya** acted as a resource person and delivered a lecture on the topic, 'Effects of Financial Innovations on Stock Market Returns' Organized by Department of Commerce, Rathinam College of Arts and Science, Coimbatore on 21.05.2021.
- **Dr.T.Mohanapriya** acted as a resource person and delivered a lecture on the topic, 'Career Opportunities in Capital Markets' Organized by Department of Commerce (CA) & Commerce (Professional Accounting), K.S.Rangasamy College of Arts and Science, Tiruchengode on 17.06.2021.

PAPER PUBLISHED:

- **Mr.N.Balachandran**, "A Multi Methodological Classification Approach Towards Consumer Perception on Traditional and Modern Packaged Foods From Demographic Perspective", **International Journal, UGC GROUP 2 and SCOPUS INDEX Q4 - "Annals of the Romanian Society for Cell Biology" ISSN: 1583-6258, Vol. 25, Issue 4, 2021, Pages. 18482-18493, April'2021**