

Volume 2 Issue 8 July to December 2020

Proclaim

the voice of the aimers



HR RECRUITMENT PROCESS

The recruitment process in Human Resources (HR) involves several key steps to attract, assess, and hire qualified candidates. The process may vary depending on the organization's size, industry, and specific needs, but generally follows a common framework.

- I. The recruitment process in HR involves several key stages aimed at identifying, attracting, and selecting qualified candidates to fill vacant positions within an organization. It typically begins with workforce planning and job analysis to determine staffing needs and essential job requirements. Subsequently, a compelling job description is created and advertised through various channels, such as job boards, social media, and the company's career page.
- II. Applicants then submit their resumes or applications, which are reviewed to shortlist candidates based on their qualifications and suitability for the role. The shortlisted candidates are invited for interviews, which may include multiple rounds, behavioral assessments, and technical evaluations. During the interview process, the organization assesses the candidates' skills, experience, cultural fit, and overall suitability for the position.
- III. Following the interviews, reference checks and background screenings are conducted to verify the accuracy of information provided by candidates. Once a final candidate is selected, a job offer is extended, negotiations may take place, and the onboarding process is initiated.

Throughout the entire recruitment process, effective communication with candidates is crucial to maintain a positive employer brand and ensure a smooth candidate experience. Regular updates, feedback, and transparent communication contribute to building a positive employer-employee relationship, even for those not selected for the position. A well-executed recruitment process is essential for attracting and retaining top talent, ultimately contributing to the overall success and growth of the organization.

I . SHELLY MONIKA

II MBA (General)

Name of the Activity	ROAD SAFETY AWARENESS PROGRAMME - 2021
Type of Activity	Social Responsibility and Extension activity
Date & Time	21.12.2021& 10:00 a.m. – 12:00 Noon
Details of Participants	120 MBA Students
Coordinator	Dr.M.AyishaMillath, Assistant Professor
Organizing Department	Alagappa Institute of Management
Collaborating Agency	Tamil Nadu Police, Alagappapuram, Karaikudi
Description	Alagappa Institute of Management has launched a social extension activity focused on road safety awareness. The initiative aims to educate the public about the dangers of high beam lights. Students actively engage in spreading awareness and promoting safety on the roads.
Outcome	Students of Alagappa Institute of Management went a rally from Faculty of Management campus to the junction road near Sriram nagar railway gate. They carried out pasting black stickers in the headlights of two wheelers, four wheelers and heavy vehicles to reduce the effect of high beam light. Also created awareness among the public about how the effect of high beam headlights on the drivers on opposite vehicle can cause fatal accidents

TALENT ACQUISITION

The process of identifying, attracting, selecting, and retaining top talent for an organization. Goes beyond traditional recruitment to encompass building a strong employer brand and fostering a positive candidate experience.

Why is it important?

- Finding the right people is crucial for organizational success.
- Talent shortages are a growing challenge, making effective talent acquisition essential.
- Attracting and retaining top talent can lead to increased productivity, innovation, and competitive advantage.
- Talent acquisition is often part of the HR department, but can also be a separate function.
- Effective talent acquisition requires collaboration between different departments (e.g., hiring managers, marketing).
- Continuously learning about new trends and technologies is essential for success in today's competitive talent market.

Key Activities:

- **Job analysis:** Defining the roles and skills needed for open positions.
- **Sourcing:** Finding qualified candidates through various channels (e.g., job boards, social media, employee referrals).
- **Attracting:** Building a strong employer brand and creating a compelling job description.
- **Screening:** Reviewing resumes and conducting interviews to assess candidate suitability.
- **Selection:** Choosing the best candidate for the role.
- **Onboarding:** Integrating new hires into the company and their role.
- **Retention:** Engaging and developing employees to keep them happy and productive.

Modern Trends:

- **Employer branding:** Building a positive reputation to attract and retain talent.
- **Candidate experience:** Focusing on creating a positive and efficient hiring process for candidates.
- **Diversity and inclusion:** Proactively seeking and hiring diverse talent.



SRIRAM K
MBA- 2nd year



ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY

A State University Accredited with the A+ Grade by NAAC CGPA of (3.64) in the third cycle
Graded as category-1 and Granted Autonomy by MHRD-UGC
Karaikudi-630 004, Tamilnadu, India

FINCLAIM

Finance club of AIM

Proudly Presents

STOCK MARKET - A WAY FORWARD



Dr. V. R. NARASIMHAN

Former Chief Regulatory Officer, National Stock Exchange
Dean & Professor of Practice - SSE, SRSS&SCG

Monday, September 06th, 2021 @ 2.30pm



GOOGLE MEET ID: **yzr-dczy-ffw**

VENKATESAN
President- FINCLAIM

DR. S. SUDHAMATHI
Faculty co-ordinator- FINCLAIM

DR. S. RAJAMOHAN
Director -AIM



ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY
(A State University Established in 1985)
KARAIKUDI - 630 003, Tamil Nadu, India

FINCLAIM

Proudly presents

STOCK MARKET- A WAY FORWARD

Monday, 06th September 2021: 14.30 hrs : Google Meet Platform : yzr-dczy-ffw

Programme Schedule

14. 30 - 14. 35 hrs	Welcome Address	Mr. V. Vengatesan President- FINclaim
14. 36 - 14. 40 hrs	Presidential Address	Prof. S. Rajamohan Senior Professor and Director Dean- Faculty of Management
14. 41 - 14. 45 hrs	Felicitation Address	Dr. Ranjith Krishnan Head - Academic Programme Unit (APU) and Industry Liaison Officer- NiSM
14. 46 - 16. 00 hrs	Special Address STOCK MARKET- A WAY FORWARD	Dr. V.R. Narasimhan Former Chief Regulatory Officer, National Stock Exchange Dean & Professor of Practice- SSE,SRSS & SCG
16. 01 - 16. 15 hrs	Interaction	
16. 16 - 16. 20 hrs	Vote of Thanks	Ms. P. Padhma Secretary- FINclaim

Mr. V. Vengatesan
President- FINclaim

Dr. S. Sudhamathi
Staff coordinator

Prof. S. Rajamohan
Senior Professor & Director

Glimpses of FINCLAIM Stock Market a way forward

Date: September 06th, 2021

Department: Alagappa Institute of Management

Program Coordinator:Dr. S. Sudhamathi, Assistant Professor, AIM

Guest Speaker:Dr. V. R. Narasimhan, Former Chief Regulatory Officer, National Stock Exchange, India.

Mode of Program: Online mode through Google Meet

The program, titled "FINCLAIM Stock Market - A Way Forward," was meticulously organized by the Financial Club (FINCLAIM) of the Alagappa Institute of Management. FINCLAIM is an exclusive financial management club within the department, comprising MBA students as members. Dr. S. Sudhamathi, Assistant Professor at AIM, serves as the club coordinator. The club plays a pivotal role in fostering financial awareness and management skills among its members. The Club President is selected from among MBA 2nd-year students, while secretaries are chosen from MBA 1st-year students. The program was organized by the students under the guidance and supervision of Dr. S. Sudhamathi, the club coordinator. The event was conducted seamlessly through an online mode, utilizing Google Meet as the platform for engagement. The welcome address was delivered by the FINCLAIM Student President, setting the stage for the enlightening discussions on the stock market. Dr. V. R. Narasimhan, Former Chief Regulatory Officer at the National Stock Exchange, India, served as the distinguished guest speaker. He shared valuable insights into the potentials within the stock market and encouraged students to consider careers in this dynamic field. Dr. Narasimhan's presentation shed light on various aspects of the stock market, providing a different perspective and showcasing the opportunities available. The session aimed to broaden the students' understanding of the stock market and its role in the financial landscape. The participants expressed excitement at gaining a unique perspective on the stock market, showcasing their enthusiasm for learning beyond traditional classroom settings. The program left a lasting impression on the students, who expressed eagerness and satisfaction with the insights gained during the event. In conclusion, the "FINCLAIM Stock Market - A Way Forward" program successfully achieved its objectives of providing valuable insights into the stock market, encouraging career exploration, and fostering enthusiasm among the participants. The collaborative efforts of the Financial Club, under the guidance of Dr. S. Sudhamathi, and the impactful contribution of Dr. V. R. Narasimhan made the event a significant and enriching experience for all involved.



**ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY**

(A State University established in 1985)
Karaikudi-630 003, Tamilnadu, India



Cordially invites you to special lecture on

Organizational Changes In Indian Bank



HR-APRON

Chief Guest
Mr.T.Selvam
Retired senior manager
Indian bank



Date : 28.09.2021(Tuesday)
Time: 3.00-4.00 PM

Ms.C.Kaja priya
Secretary-HR Apron

Ms.A.Arul rosy
President-HR Apron

Dr.M.Ayisha Millath
Faculty co-ordinator

Prof.S.Raja mohan
Director-AIM



Glimpses of HR-APRON – Organizational changes in Indian Bank

Date: 28th September 2021

Department: Alagappa Institute of Management

Program Coordinator: Dr. M. Ayisha Millath, Assistant Professor, AIM

Guest Speaker: Mr. T. Selvam, Retired Senior Manager, Indian Bank

Alagappa Institute of Management boasts a diverse range of clubs, and among them, HR APRON stands out as an exclusive platform dedicated to disseminating issues and trends in human resource management. The program on "Organizational Changes in Indian Bank" was executed with utmost precision by the dedicated members of HR APRON, comprising MBA students with a keen interest in human resources. Dr. M. Ayisha Millath, Assistant Professor at AIM, played a crucial role as the program coordinator, offering guidance and support to the club members at every stage of event planning and execution. The program featured Mr. T. Selvam, a distinguished Retired Senior Manager from Indian Bank, as the guest speaker. Mr. Selvam delivered an insightful session elucidating the recent trends and organizational changes in human resource management within the banking sector, drawing on his extensive experience. The guest speaker's presentation covered a spectrum of topics, including but not limited to, emerging trends, challenges, and strategies in human resource management specific to the banking industry. The session aimed to provide participants with a comprehensive understanding of the dynamic changes taking place within Indian Bank's human resources landscape. Participants who attended the program expressed their satisfaction, providing positive feedback on the relevance and quality of the content presented. The session was well-received for its practical insights and real-world perspectives on the subject matter. The HR APRON program on "Organizational Changes in Indian Bank" successfully achieved its objectives of imparting valuable knowledge and insights into contemporary human resource management practices within the banking sector. The collaborative efforts of the HR APRON club members, under the guidance of Dr. M. Ayisha Millath, and the enriching contribution of Mr. T. Selvam made the event a meaningful and insightful experience for all involved. This program not only fulfilled its

academic purpose but also contributed to fostering a deeper understanding of the evolving dynamics in the field of human resources.



ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY

(A State University Established in 1985)
KARAIKUDI - 630 003, Tamil Nadu, India



Cordially Invites You to the


Prof. S. KALIYAMOORTHY ENDOWMENT LECTURE



Dr. Anjula Gurtoo

Professor, Department of Management Studies
Indian Institute of Science, Bangalore


Google Meet
aka-mzkv-aok

 03.10.2021
Sunday

 11.00 AM

Social Entrepreneurship

Dr. G. Ilankumaran
Faculty Incharge

Prof. S. Rajamohan
Director, AIM

Prof. C. Sekar
Registrar i/c

Glimpses of Prof.S.Kaliyamoorthy Endowment lecture on “Social Entrepreneurship”

Alagappa Institute of Management

Date: 03/10/2021

Program Coordinator: Dr.G.IIankumaran, Associate Professor, AIM

Guest Speaker: Dr.AnjulaGurtoo, Professor, Department of Management Studies, Indian Institute of Science, Bangalore

The Prof.S.Kaliyamoorthy Endowment Lecture on "Social Entrepreneurship" was held on October 3, 2021, at the Alagappa Institute of Management. The program was meticulously organized by Dr.G.IIankumaran, the Associate Professor at AIM, who also served as the Program Coordinator. The guest speaker for the event was AnjulaGurtoo, a distinguished Professor from the Department of Management Studies at the Indian Institute of Science, Bangalore. Dr.G.IIankumaran, as the Program Coordinator, played a pivotal role in ensuring the program's success. The event was executed with meticulous planning, demonstrating organizational excellence. Professor AnjulaGurtoo, as the distinguished guest speaker, provided valuable insights into the relatively unexplored field of "Social Entrepreneurship." Her expertise and knowledge shed light on this new and unknown topic for the participants. The participants consisted of MBA students and research scholars from the Department. The selection of this target audience ensured that the lecture was tailored to a group with a keen interest in business and management. Professor Gurtoo's lecture proved to be enlightening, providing the participants with valuable perspectives and deepening their understanding of social entrepreneurship. Her expertise in the subject matter enriched the minds of the attendees. The program was conducted in an interactive manner, allowing participants to engage actively with the speaker. This format facilitated a dynamic exchange of ideas and insights, creating a more immersive learning experience. Through her engaging presentation style, Professor Gurtoo not only shared knowledge but also enhanced the thoughts of the participants. The lecture served as a platform for intellectual growth, leaving a lasting impact on the minds of those in attendance. The Prof.S.Kaliyamoorthy Endowment Lecture on "Social Entrepreneurship" proved to be a resounding success. The careful planning by Dr.G.IIankumaran, coupled with the expertise of Professor AnjulaGurtoo, created an enriching and intellectually stimulating experience for the MBA students and research scholars of the Department of Management at AIM. The interactive nature of the program further enhanced its effectiveness, fostering a conducive environment for learning and knowledge exchange.



Unleashing the Power of the Human Mind: A Pandora's Box

The human mind is a complex and wondrous entity, often compared to a Pandora's Box due to its vast potential and hidden mysteries. Like the mythical box, our minds hold untapped resources that can be unleashed through continuous exercise and stimulation.

To fully understand the power of the human mind, it is essential to recognize its capacity for growth and adaptation. Just as physical exercise can strengthen the body, mental exercise can enhance cognitive abilities and expand our intellectual horizons.

One of the most effective ways to exercise the mind is through learning. By acquiring new knowledge and skills, we not only stimulate the brain but also create new neural pathways that enhance our cognitive function. This process, known as neuroplasticity, allows the brain to reorganize itself in response to new experiences, leading to improved memory, creativity, and problem-solving skills.

Another important aspect of mental exercise is challenging the mind with new and unfamiliar tasks. Whether it's learning a new language, mastering a musical instrument, or solving complex puzzles, engaging in activities that push our mental boundaries can help unlock hidden talents and abilities.

Furthermore, regular mental exercise has been shown to have a positive impact on mental health. Studies have found that activities such as reading, playing chess, and engaging in creative pursuits can reduce the risk of cognitive decline and improve overall brain function.

Unlocking the potential of the human mind is not just beneficial for personal growth but also for society as a whole. When individuals strive to achieve their full mental potential, they can contribute more effectively to their communities and the world at large.

The human mind is indeed a Pandora's Box, filled with endless possibilities waiting to be explored. By engaging in regular mental exercise, we can unlock the full potential of our minds and achieve remarkable feats of intellect and creativity. So let us embrace the challenge of exercising our minds and unlock the extraordinary capabilities that lie within.



Syed Abdul Jameel M
2nd MBA

International Marketing

words, it's any marketing activity that occurs across borders. According to the American Marketing Association, international marketing is a multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create an exchange that satisfies individual and organizational objectives.

Types of international marketing

1. Export

Exporting refers to the practice of shipping goods directly to a foreign country. Manufacturers looking to expand their business to other countries often consider exporting first. And that's not surprising.

2. Licensing

Licensing is an agreement whereby a company, known as the licensor, grants a foreign firm the right to use its intellectual property. It's usually for a specific period, and the licensor receives royalty in return.

You'll find several examples of licensing of intellectual property across the United States. These include patents, copyrights, manufacturing processes, and trade names.

Some top global licensors include Disney, Iconix Brand Group, and Warner Bros, to name a few.

3. Franchising

Like licensing, franchising involves a parent company granting a foreign firm the right to do business in its name. However, franchises usually have to follow stricter guidelines in running the business than licensing.

This type of international marketing is also more prevalent among service firms, such as hotels, rental services, and restaurants. On the other hand, licensing is usually restricted to manufacturing.

4. Joint Venture

A joint venture describes the combined effort of two businesses from different countries to their mutual benefit. It's the participation of two or more companies jointly in an enterprise in which each company:

Contributes assets

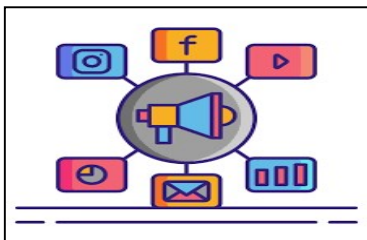
Owns the entity to some degree

Shares risk

5. Foreign Direct Investment (FID)

In FID, a company places a fixed asset in a foreign country to manufacture a product abroad.

M. ILAMPIRAI YAZHINI
MBA-IIYEAR



Digitalization in HR practices

Digitalization in HR means transforming traditional HR processes using the latest technology.

Digital HR uses cloud and software as a service (SaaS) to automate HR processes and workflows.

Cloud is revolutionizing HR, streamlining HR processes and allowing HR and People teams to focus on people.

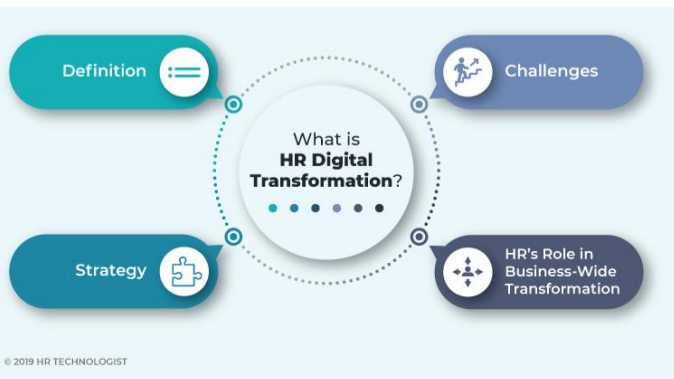
Organizations buy cloud and SaaS technology on a rolling subscription basis. This digitalized approach means they avoid a fixed investment in on premise infrastructure – the cost is spread over time and is relative to business growth and demands.

Digitalized HR also brings sophisticated, data-based decision-making power to organizations, because all their People data is stored in one place for analysis and reporting.

With a purpose-built, modern HRMS, delivered as SaaS, organisations can apply powerful analytics using cloud.

For HR and People teams, regular management reporting and real-time queries help to measure performance, predict trends and tackle challenges and issues before they arise.

Digitalization in HR means companies can take a strategic approach to workforce planning and designing great





ALAGAPPAUNIVERSITY

(A State University Established in 1985)

KARAIKUDI-630003, Tamil Nadu, India

www.alagappauniversity.ac.in



2017



Accredited with A+
Grade by NAAC (CGPA
: 3.64)

2018



MHRD
Govt. of India



University Grants Commission

Graded as Category-1,
Granted Autonomy

2018



MHRD
GOVERNMENT OF INDIA

Swachh Campus
Rank : 4

2021



NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

(University
Category)
Rank : 33

2021



India Rank: 24
Asia Rank: 199

ALAGAPPA INSTITUTE OF MANAGEMENT

Organizes

TWO DAY ONLINE NATIONAL WORKSHOP

On

“DATA ANALYSIS USING GAMS AND DE-VIEWS”

Date: 07th & 08th October, 2021

Sponsored by

TARGET PARTICIPANTS

Research Scholars and Academicians of Recognized Indian Universities / Deemed Universities/ Colleges/ Institutes of National importance.

CERTIFICATE OF PARTICIPATION:

The participants will be provided with a certificate on the successful completion of the Workshop. It is mandatory for all participants to attend all the classes/sessions

NO REGISTRATION FEE

IMPORTANT DATES

Last Date for the Registration: 04th October, 2021

Workshop Dates : 07th & 08th October, 2021

ALAGAPPAUNIVERSITY

Alagappa University, the only State University in Tamil Nadu to be accredited with “A+” Grade with CGPA of 3.64 by NAAC in the third cycle, has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist, Padmabhushan Vallal Dr. R.M. Alagappa Chettiar, with the motto "Excellence in Action". The University brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985 and recognized by the University Grants Commission (UGC), has 44 Departments, 2 Constituent Colleges and 9 Centres of Development Studies offering over 198 Programs to foster research, development and dissemination of knowledge in various branches of learning. 46 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University. The University is a member of the Association of Commonwealth Universities (ACU) and has formed international Collaborations with Universities/ Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A., UK, Australia and South Korea, to offer innovative and exchange programmes.

The University has obtained Category-I status by the MHRD-UGC and occupies 2nd place in the Country and thereby was granted Autonomy status by MHRD. It has also secured 33rd position among Universities in National Institutional Ranking Framework (NIRF) 2021 ranking. Adding to its glory, the University has reached global recognition with the coveted QS World Universities Ranking, 199th in Asia, and 24th in India.

ALAGAPPA INSTITUTE OF MANAGEMENT

Alagappa Institute of Management (AIM) was established in the year 1993, to offer MBA Programme, M.Phil. and Ph.D. degree in Management. The institute has been ranked and acclaimed as one among the top 100 business schools in India through various surveys conducted by agencies and magazines, from time to time. AIM with fervor encourages its students to build up a great sense of solidarity tangled with vital skills and talents to fulfill the expectations of the employers. The pedagogy in AIM is highly interactive, inimitable. Its uniqueness rests with the methods of urging the students to opt entrepreneurship as their way of life. It envisages substantial participation and applied learning process. AIM has unveiled several milestones through its silver jubilee years, with its vision of Achieving excellence in all Spheres of Management education with particular emphasis on PEARL- Pedagogy, Extension, Administration, Research and Learning. The Institute alumni has made into several renowned corporate and MNCs nationally and globally.

OBJECTIVES

- To reap maximum benefits through hands-on sessions.
- To train the participants to use the AMO S statistical software.
- To familiarize the participants with the Econometrics and E-views software data management.
- To acquaint them with searches with application so fOLS.

EXPECTED OUTCOMES OF THE WORKSHOP

- The participants will be able to frame SEM using AMOS.
- The participants will be able to use the statistical and econometric models with better understanding and accuracy.
- The participants will be able to utilize the appropriate application of statistical tools by using AMOS and E-views and concrete ways to overcome the challenges encountered by them.

TOPICSTOBECOVERED:

IntroductiontoAMOS	Introduction to Econome trics and E-views Software Data Management
Pathandnetworkanalysis	Applications of OLS
DevelopingModelsusingAMOS	Modelling Co integrated System Co integration
Mediationandmoderationanalysis	Volatility modeling –ARCH,GARCH models

IMPORTANTGUIDELINES

- Platform:GOOGLEMEET
- Meetinglink will beshared onlyin theWhatsApp Group
- AlltheapplicantsmusthaveapersonalE-mailid,personaldesktop/laptopwith uninterrupted internet facility to participate in this online workshop
- Feedback forms will be provided for all thesessions, and it is mandatory for every participant to fill it.

ORGANIZING COMMITTEE

Chief Patron :ALAGAPPA UNIVERSITY VICE-CHANCELLOR'SOFFICIATING COMMITTEE

Dr.D.Karthikeyan,IAS,PrincipalSecretary,Dept.ofHigherEducation-Convenerofthe Committee

Dr.R.Swaminathan, Member syndicate - Member of the Committee

Dr.T.R.Gurumoorthy,Membersyndicate-MemberoftheCommittee Patron:

Prof.C.Sekar,Registrar i/c, Alagappa University

Chairman:Dr.S.Rajamohan,Dean,FacultyofManagement,AlagappaUniversity

CourseDirector:Dr.M.AyishaMillath,AssistantProfessor,AlagappaInstituteofManagement Members

Dr. S. Chandra Mohan

Dr. C.K. MuthuKumaran

Dr. G. Iankumaran

Dr. P.S. Nagarajan

Dr. K. Chandrasekar

Dr. S. Sudhamathi

FORASSISTANCE,PLEASE CONTACT

Dr. M. AYISHAMILLATH

Course Director

AlagappaInstitute of Management,

Alagappa University,

Mobile:+919842144984 Email: progcommunications.aim@gmail.com

SUMMARY OF PROCEEDINGS

ALAGAPPA UNIVERSITY

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MNCs nationally and globally.

OBJECTIVES

- ✓ To reap maximum benefits through hands-on sessions.
- ✓ To train the participants to use the AMOS statistical software.
 - ✓ To familiarize the participants with the Econometrics and E-views software data management.
- ✓ To acquaint the researches with applications of OLS.

EVENT SUMMARY

The workshop was inaugurated at 10.00 a.m., starting from the welcome address by me followed by the resourceful presidential address of Dr. R. Swaminathan, Member-Vice Chancellor Officiating Committee and energetic Inaugural address of Dr. S. Karuppuchamy, Member-Vice Chancellor Officiating Committee. Our Director of the Institute Dr. S. Rajamohan delivered the Thematic address while our professor Dr. S. Chandramohan delivered the vote of thanks to the gathering.

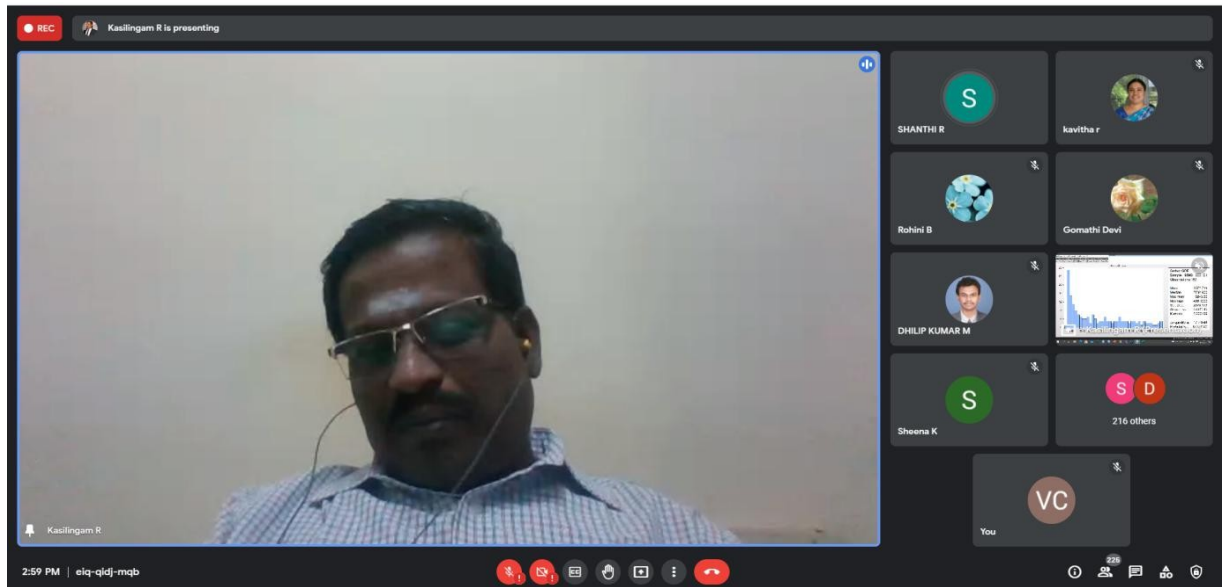


In the first session of day 1, Dr. D. Kumaresan Introduced the concepts of AMOS to the participants along with the basics of AMOS. In second session, he explained the path and network analysis along with hands on training for the participants with the use of several data sets.

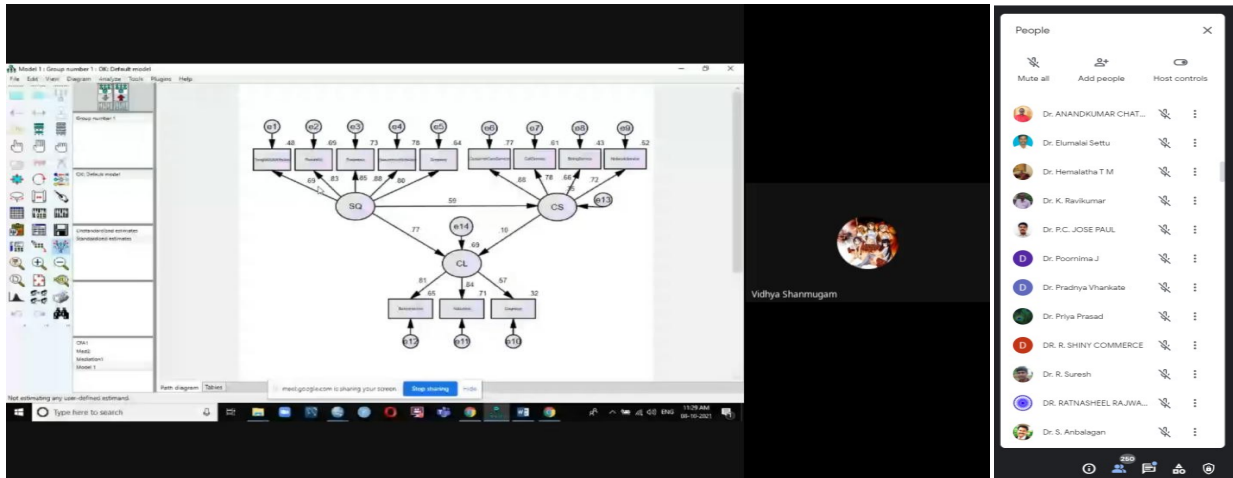


In the post lunch session of day 1, Dr. R. Kasilingam, started the session with detailed explanation on econometrics and its purposes, also introduced the E-views software data management techniques from the scratch to better equip the participants for further in-depth models analysis.

In the session 4, Dr. R. Kasilingam explained the **Ordinary least-squares(OLS)** models with the help of data sets (shared to the participants prior to the session through whatsapp), this has helped the participants to understand the models and interact with the resource person now and then.



On day 2, the fifth and sixth sessions of the workshop were handled by Dr. S. Vidhya, she described the various model sin AMO Sandal so gavestep by step procedure to develop those. models. In the second half of her session she discussed about the confirmatory factor analysis, mediating effect, moderation analysis and direct-indirect models, with hands on training on all the concepts explained by her through the use of different data sets provided to the participants.



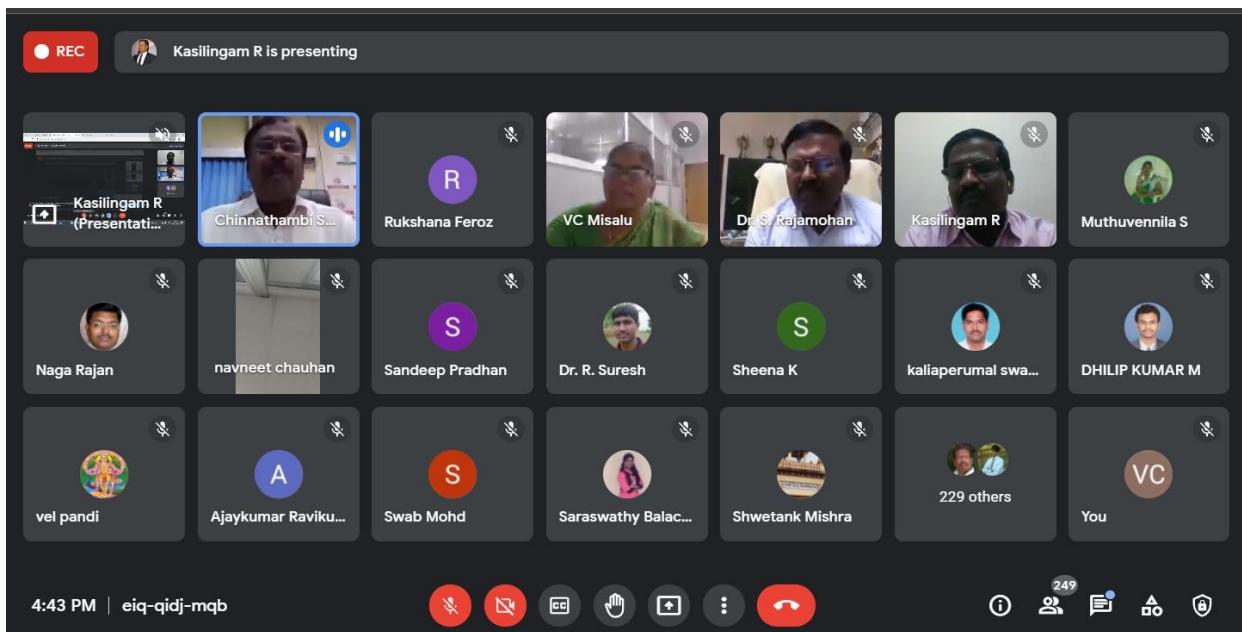
The seventh and eighth sessions of the workshop on day 2 were handled by Dr. R. Kasilingam. Where he explained critical models in econometrics such as the ARCH, GARCH models and concepts of cointegration with a very brief examples and hands on training were given to participants with the use of data sets shared for applying the above mentioned session.

The screenshot shows a Zoom meeting with a presentation slide. The slide title is "To test for stationarity". The content on the slide is as follows:

- (1) Using Autocorrelation Coefficients (ACs):
 - (i) For Stationary data, ACs drop to zero after m time lag;
 - (ii) For non-stationary data, they are significantly different from zero for several lags (they will show a trend going diagonally from right to left)
- (2) Using Statistical Tests (Unit Root test)

The right side of the screen shows a grid of participant avatars, including Swaruparani Kanta, dr kalpana chhetri, Ramaswamy gayathri, Muthuvennila S, Sheena K, DHILIP KUMAR M, Kasilingam R, and 166 others. A 'VC' (Video Call) icon is visible at the bottom right.

On the valedictory session of the programme, our Registrar Dr.C. Sekar, thanked ICSSR-SRC for sponsoring fund to the workshop and appreciated the Course Director Dr. M. Ayisha Millath for holding the interest of participants until the valedictory session, also quoted the full house participation in the google meet platform in every session. He stated that it was quite wonderful to see this much diverse in participants list and finally congratulated the efforts and contribution of the faculties of Alagappa Institute of Management, Alagappa University.



At the valedictory session, few participants gave feedback, especially a participant Ms.Lakshmidevi, Assistant professor in Economics department from Kerala presented her sincere gratitude in words to the course director, Alagappa University and ICSSR-SRC for organizingworkshoplikethistoenrichknowledge,wheretheparticipantsareallowedtopractice concepts and interact with the subject experts across states of the country.



ALAGAPPA INSTITUTE OF MANAGEMENT ALAGAPPA UNIVERSITY

(A State University Established in 1985)

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INAUGURATION AND ORIENTATION PROGRAMME

XXVIII BATCH MBA

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Glimpses of Orientation Program for 28th Batch MBA students

Alagappa Institute of Management

Date: 06th October to 9th October 2021

Program Coordinator: Dr.G.IIankumaran, Associate Professor, AIM

The Orientation Programme for the 28th Batch of MBA students at the Alagappa Institute of Management took place from October 6th to October 9th, 2021. Dr.G.IIankumaran, the Associate Professor at AIM, served as the Program Coordinator, ensuring the program was meticulously planned and executed. Dr.G.IIankumaran played a crucial role in organizing the orientation program with meticulous planning. His efforts ensured that the program ran smoothly, providing an excellent introduction for the 28th Batch of MBA students. Trainers from various fields were engaged to induct the new MBA students. This diverse approach allowed for a comprehensive introduction to the diverse facets of business management. Each trainer brought their unique expertise to the program. The trainers succeeded in enlightening the minds of the participants by providing valuable insights into different aspects of the business world. The orientation sessions covered a wide range of topics, offering a holistic view of the challenges and opportunities in the field of management. The program was designed to be highly interactive, allowing the new students to actively engage with the trainers. This interactive approach facilitated a dynamic exchange of ideas and encouraged the participants to ask questions, fostering a collaborative learning environment. The trainers, through their presentations and discussions, not only provided information but also enhanced the thoughts of the participants. The orientation program served as a platform for intellectual growth, enriching the minds of the incoming MBA students. The Orientation Programme for the 28th Batch of MBA students at Alagappa Institute of Management, under the guidance of Dr.G.IIankumaran, was a well-executed and valuable initiative. The inclusion of trainers from various fields, the interactive nature of the sessions, and the emphasis on mind enrichment contributed to a successful introduction for the new MBA students. This program not only equipped them with essential knowledge but also fostered a sense of curiosity and enthusiasm for the challenges ahead in their academic journey.



Alagappa Institute of Management
Alagappa university, Karaikudi – 630004

Proclaim – The voice of aimers

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A decorative graphic in the bottom right corner of the page, resembling a folded corner of a document, with a grey shadow effect.