

Volume 2 Issue 1 January to June 2018

Proclaim

the voice of the aimers



BEHAVIOURAL SCIENCE IN HR

Behavioural Science ?

In simplest terms - behavioural science is the study of the brain and looks to discover how human psychology works and what the brain needs. According to Hilary Scarlett in a CIPD podcast, a deeper dive into the study emphasizes what puts the brain in an excellent place to think, where it can focus and where it is open to knowledge sharing.

Leading Companies Using Behavioral Science as HR Initiatives Google

Google takes an evidence-based approach called “People Operation” to their decision-making. They did this by creating the People Innovation Lab imported and conducting new research to draft the correct hypothesis and conclusions that enriched Google’s practices. It improved on many HR fronts with products that assisted with leadership development, effective teamwork, employee wellbeing, onboarding, and so much more.

Capital One

Capital One enhanced their leadership effectiveness with their employees by evaluating the scientific evidence on what behaviours were associated with outstanding leadership. They identified 13 behaviours and integrated them into their leadership program for all new managers.

Hani Nabeel, Chief Behavioural Scientist at iPsychTec, described one company he worked with performing a security review of their processes. Deciding to apply behavioural science in their review, they could determine that people process their technology and that people are weak. So, with that understanding, their security review showed that some technology needed changing, and they could execute adjustments to expand their security.

A.Janani, MBA II



Change Management

Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of change management is to implement strategies for effecting change, controlling change and helping people to adapt to change.

5Cs of Change Management

1 C - Communicate with Clarity:

I believe this is one of the most important aspect in any change management. Often we communicate less during any major change initiatives. Even if we communicate we focus on periphery and not on the real purpose of why we are driving the change. Quite often we miss the clarity in our communication. Lets not shy away from the real objectives of change. People are smart enough to discover. Be Credible in communicating the objectives of changes even if its hard on people.

2 C - Consistency:

Be Consistent in approach and thinking. Stick to the plan and course of action. Yes there may be mid course corrections required but not major ones, no surprises or shocks. Consistency in approach, thoughts and communication brings in credibility and that helps in accepting the changes at all levels. It also boosts confidence.

3 C - Confidence:

Take measures to build confidence amongst people at all levels. Prepare them for embracing the change by bridging the gaps - be it skills or communication. Help people understand the significance of change and whats in it for them. Have personalise sessions at all levels to build confidence and reduce the period of anxiety.

4 C - Commitment:

This is on critical path. Get the commitment!! Top management, Middle management, Front line leaders, Stakeholders, Untitled Leaders. Unless we have a buy in and a committed lot any change is hard to settle in. It will just be an initiative. Get the commitment through scorecards, milestones reviews. Measure it and remember what gets measured gets done. Celebrate the milestones and communicate them.

5 C - Care in Concern:

Change is difficult to handle and be compassionate. Show the attitude of care n concern even if there are tough measures required. Be graceful to people. Its not the actions that affects but the manner in which we take actions or communicate. Be respectful to people and acknowledge the fact that it can be painful for someone.



<p>S</p> <p>Specific</p> <p>Be specific about what you want to achieve</p> <p>Ask yourself questions about your goals following the five W's - Who, What, When, Where, and Why</p> 	<p>M</p> <p>Measurable</p> <p>Make sure that you can measure your success</p> <p>You'll be able to track your progress by answering questions like how will you know when your goal is complete?</p> 	<p>A</p> <p>Achievable</p> <p>Ensure your goal is realistic and achievable - don't set yourself a goal that's too easy or too difficult to complete</p> <p>Look at your current situation and make sure you have what you need to achieve</p> 	<p>R</p> <p>Relevant</p> <p>Set yourself a goal that's relevant to you</p> <p>Is your goal worthwhile to you? Are you the right person to achieve it? Is your goal applicable to your current situation, or is it unrealistic?</p> 	<p>T</p> <p>Time-bound</p> <p>Assign a start and end date to your goal to encourage yourself to reach it with a deadline</p> <p>Think about what you can do today, tomorrow, months from now to achieve your goal</p> 
--	--	---	---	---

Launching a new product successfully requires a well-defined marketing process. Here's a breakdown of the typical steps involved:

1. Market Research and Target Audience

Understand your market Conduct research to identify existing market trends, competitor analysis, and potential customer needs.

Define your target audience: Identify the specific group of people most likely to buy your product. This involves creating buyer personas, detailed profiles that represent your ideal customer.

2. Product Positioning and Messaging

Value proposition: Clearly define what makes your product unique and valuable to your target audience. What problem does it solve, or what need does it fulfil?

Messaging: Craft a compelling message that resonates with your target audience and effectively communicates your product's value proposition.

3. Marketing Strategy and Planning:

Set marketing goals: Determine what you want to achieve with your marketing campaign, such as brand awareness, lead generation, or sales targets.

Channel selection: Identify the most effective marketing channels to reach your target audience. This could include social media, email marketing, content marketing, influencer marketing, or traditional advertising.

Develop a marketing mix: This refers to the "4 P's" of marketing: product, price, place (distribution), and promotion. Determine the right combination of these elements to achieve your marketing goals.

4. Product Launch and Evaluation:

Create pre-launch buzz: Generate excitement and anticipation for your product launch through teasers, social media campaigns, or influencer partnerships.

Execute your launch plan: Implement your marketing plan and monitor its effectiveness.

Gather feedback and iterate: Continuously gather feedback from your target audience and make adjustments to your marketing strategy or product based on their input.

Utilize the product development process: Integrate marketing efforts early on in the product development process to ensure the product aligns with market needs and customer desires.

Leverage data and analytics: Use data and analytics to track your marketing performance, measure success against your goals, and optimize your campaigns for better results.

Maintain brand consistency: Ensure your marketing efforts are consistent with your overall brand identity and messaging.

By following these steps and continuously adapting your strategy, you can increase your chances of successfully launching and marketing your new product.



TRAINING AND DEVELOPMENT

Investing in training and development fosters a culture of continuous learning, equipping your workforce with the skills and knowledge needed to thrive. Through targeted programs, employees gain the confidence and capability to excel in their current roles, embrace new challenges, and contribute meaningfully to the organization's success. This ongoing process fosters a more engaged, adaptable, and future-proof workforce, driving innovation and propelling your organization forward.

By providing employees with the skills and knowledge they need to excel, you foster a culture of continuous learning, improve performance, and drive innovation. This translates to increased productivity, employee engagement, and ultimately, business success. Training and development (T&D) encompass activities that equip employees with the knowledge, skills, and attitudes needed to perform their jobs effectively and contribute to their overall professional growth.

- **Training:** Focused on acquiring specific skills or knowledge for immediate job tasks. (e.g., learning new software, mastering a technical procedure)
- **Development:** Broader focus on long-term growth, fostering critical thinking, leadership skills, and adaptability. (e.g., attending conferences, participating in mentoring programs)

Benefits:

- Improved employee performance and productivity
- Enhanced innovation and problem-solving
- Increased employee engagement and morale
- Reduced turnover and improved recruitment
- Stronger company culture and brand image

Types of T&D programs:

- **Formal:** Classroom training, workshops, online courses
- **Informal:** On-the-job coaching, mentoring, peer learning
- **Self-directed:** Independent learning through books, articles, online resources



RASHMA N
MBA- 2nd year

DIGITAL ANALYTICS

Digital analytics is the process of analyzing digital data to gain insights into user behavior, interactions, and patterns across various digital platforms, such as websites, mobile applications, social media, and online advertising campaigns. It involves collecting, measuring, analyzing, and interpreting data to optimize digital strategies and achieve business objectives.

Components of Digital Analytics:

1. Data Collection: Digital analytics starts with collecting data from various digital touchpoints using tools like Google Analytics, Adobe Analytics, or custom-built tracking systems. This data can include website visits, page views, clicks, conversions, and user demographics.

2. Data Measurement: Once data is collected, it needs to be measured and organized to make it meaningful and actionable. This involves setting up key performance indicators (KPIs) and defining metrics that align with business goals, such as conversion rate, bounce rate, average session duration, and revenue.

3. Data Analysis: Analyzing data involves examining patterns, trends, and correlations to understand user behavior and identify opportunities for improvement. Techniques like segmentation, funnel analysis, cohort analysis, and A/B testing are commonly used to uncover insights and optimize digital experiences.

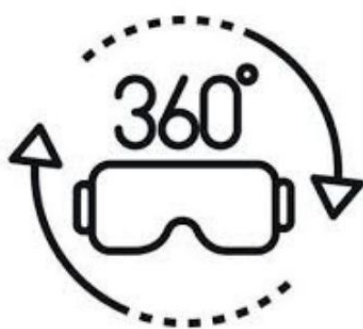
4. Data Interpretation: Interpreting data involves making sense of the analysis results and translating them into actionable recommendations. This often requires collaboration between data analysts, marketers, UX designers, and other stakeholders to understand the implications for digital strategies and decision-making.

5. Reporting and Visualization: Communicating insights effectively is crucial for driving action and decision-making. Digital analytics reports and dashboards are used to present data in a clear, concise, and visually appealing manner, using charts, graphs, and other visualizations to highlight key findings and trends.



By,
HARIPRIYA . R II YEAR MBA

VIRTUAL REALITY	AUGMENTED REALITY
<ul style="list-style-type: none"> ü Virtual reality (VR) immerses users in entirely computer-generated environments, blocking out the physical world. ü VR typically requires specialized headsets that track head movements and display 3D visuals, creating a fully immersive experience. ü VR often creates entirely synthetic environments ü VR is commonly used in gaming, simulation, and training 	<ul style="list-style-type: none"> ü Augmented reality (AR) overlays digital content onto the real world, enhancing the user's perception of reality. ü AR experiences can be accessed through smartphones, smart glasses, or headsets, blending virtual elements with the physical environment. ü AR supplements the existing world with digital information, graphics, or interactions. ü AR finds applications in navigation, education, retail, and industrial settings.
<p>Both VR and AR technologies continue to advance, offering unique experiences and expanding possibilities for entertainment, productivity, and innovation.</p>	





Alagappa Institute of Management Alagappa university, Karaikudi – 630004

Proclaim – The voice of Aimers

Newsletter of Alagappa Institute of Management

Volume 2 Issue 1 January to June 2018

Editorial Board

Chief Editor

Prof.S.Rajamohan

Associate Editors

Dr.S.Chandramohan & Dr.S.Sudhamathi

Editorial Team

Dr.C.K.Muthukumar

Dr.G.Ilankumaran

Dr.M.Ayisha Millath

Dr.P.S.Nagarajan

Dr.K.Chandrasekar