

Volume 2 Issue 9 January to June 2022

Proclaim

the voice of the aimers



supply chain management (SCM)

In commerce, supply chain management (SCM) deals with a system of procurement (purchasing raw materials/components), operations management, logistics and marketing channels, through which raw materials can be developed into finished products and delivered to their end customers. A more narrow definition of supply chain management is the "design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronising supply with demand and measuring performance globally. This can include the movement and storage of raw materials, work-in-process inventory, finished goods, and end to end order fulfilment from the point of origin to the point of consumption. Interconnected, interrelated or interlinked networks, channels and node businesses combine in the provision of products and services required by end customers in a supply chain. Supply chain management strives for an integrated, multidisciplinary, multimethod approach. Current research in supply chain management is concerned with topics related to resilience, sustainability, and risk management, among others. Some suggest that the "people dimension" of SCM, ethical issues, internal integration, transparency/visibility, and human capital/talent management are topics that have, so far, been underrepresented on the research agenda. SCM is the broad range of activities required to plan, control and execute a product's flow from materials to production to distribution in the most economical way possible. SCM encompasses the integrated planning and execution of processes required to optimize the flow of materials, information and capital in functions that broadly include demand planning, sourcing, production, inventory management and logistics—or storage and transportation.

RESHMA P

MBA GENERAL



Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is often referred to as a process, strategy, or software/technology that enables organizations to manage relationships with their customers, vendors, and suppliers.

In this article, we will look at CRM as a technology that helps businesses maintain customer data, track customer interactions, and improve customer relationships.

The Essential CRM Glossary

Before we delve further into CRM, let's understand the meaning of commonly used terms in the CRM realm. You may not come across all the terms mentioned here in this article, but it's worth to know these terms as you continue to learn about CRM:

360-degree Customer View: This is an exhaustive view of a customer, including their contact details, past communication, campaign history, and other pertinent information.

Automation: Sales and marketing activities such as email campaigns, contact management, activity tracking, etc. that can be constantly monitored by the system.

Contact: An entry that stores an entity's name, email address, phone number, physical address, and other information. The entity could be a customer, prospect, company, partner, or a vendor.

Contact Management: It refers to organizing, updating and storing contact information in the CRM software.

Dashboard: It's the landing page when a user logs into the CRM software. The dashboard displays crucial analytics information and sales data and navigation options.

Deal: Also known as an opportunity, a deal is a potential sale that has moved to the last stage of the sales funnel.

Integrations: This is a feature that lets you connect the CRM software with other software applications in your MarTech stack to enable seamless data import and export. For example, you can integrate your CRM system with a Marketing Automation Platform (MAP), social media management tool, etc. to get a holistic picture of the customer.

Lead: A lead has expressed their interest in your offerings. Leads are generally at the first stage of the sales funnel.

Lead Conversion: Lead conversion signifies the conversion of a lead into a customer.

Lead Management: Lead management/nurturing activities help users stay in touch with leads to ensure that they don't drop-off from the sales funnel.

Pipeline: Sometimes referred to as a funnel, a pipeline shows various stages of the purchase journey. A pipeline is generally divided into four stages, viz. lead generation, qualification, proposal, and sale.

P. IMMANUEL RAJA
MBA-IIYEAR



ETHICAL ISSUES IN HUMAN RESOURCES

Ethical issues in human resources (HR) management are numerous and can arise at various stages of the employment lifecycle. Some common ethical issues in HR include:

Equal Employment Opportunity: Ensuring fair treatment and equal opportunities for all employees regardless of their race, gender, age, religion, disability, or other protected characteristics.

Diversity and Inclusion: Promoting diversity and creating an inclusive workplace culture that respects and values differences among employees.

Discrimination and Harassment: Preventing discrimination, harassment, and bullying in the workplace based on protected characteristics such as race, gender, sexual orientation, religion, etc.

Fair Compensation and Benefits: Ensuring that employees receive fair compensation and benefits packages in line with their skills, experience, and contributions to the organization.

Whistleblowing: Encouraging employees to report unethical behavior or violations of company policies without fear of retaliation.

Recruitment and Selection: Conducting recruitment and selection processes in a fair and transparent manner, avoiding biases and favoritism.

Training and Development: Providing employees with opportunities for training and development to enhance their skills and advance their careers without discrimination or favoritism.

Performance Management: Conducting performance evaluations objectively and providing constructive feedback to help employees improve their performance.

Social Responsibility: Ensuring that HR policies and practices align with the organization's commitment to social responsibility, sustainability, and ethical business practices.

BY

N.RATHIKA

II-MBA(GENERAL)



| | |
|--------------------------------|---|
| Name of the Activity | LUMOS - 2022 |
| Type of Activity | Career Guidance Programme |
| Date & Time | 08.04.2022& 10:00 a.m. – 05:00 p.m |
| Details of Participants | 520 |
| Coordinator | Dr. C.K. Muthukumar, Professor |
| Organizing Department | Alagappa Institute of Management |
| Description | Alagappa Institute of Management organized the career guidance programme "LUMOS 2022" with meticulous planning and execution. Spearheaded by the MBA students of the department under the mentorship of Dr. C.K. Muthukumar, the event aimed to enlighten and inspire. The students took charge of securing sponsorships from various organizations, showcasing their proactive approach and organizational skills. |
| Outcome | <p>The highlight of the event was the presence of experts from diverse fields who delivered motivational speeches, encouraging the participants to explore career paths as entrepreneurs, government officials, and in white-collar jobs. With over 200 participants from Sivaganga and surrounding districts, the programme successfully engaged and motivated its audience.</p> <p>To ensure a rewarding experience, the organizers arranged for refreshments and lunch for all participants. The programme was structured into three interactive sessions, allowing for meaningful discussions and exchanges. The interactive nature of the programme was well-received, evident from the positive feedback received from participants at the conclusion of the event.</p> |

Photo



New Marketing Strategies for the Modern Landscape

Here are a few fresh marketing strategies that leverage current trends and technologies:

1. Interactive Content Marketing:

- Go beyond static content like blog posts and infographics. Create interactive experiences like quizzes, polls, and calculators that engage the audience and provide them with personalized recommendations or insights.

2. Hyper-Personalized Customer Journeys:

- Utilize marketing automation and customer data platforms (CDPs) to personalize the customer journey across all touchpoints. This includes tailoring website content, email marketing offers, and social media messaging to individual preferences and purchase history.

3. Shoppable Livestreaming:

- Host live shopping events on social media platforms like Instagram or TikTok. This allows viewers to interact with the brand and products in real-time, ask questions, and make purchases directly through the stream.

4. Community Building & Advocacy:

- Foster a strong online community around your brand on platforms like Discord or Facebook groups. Encourage user-generated content, co-creation initiatives, and brand advocacy programs to build deeper connections and organic reach.

5. Ethical & Sustainable Marketing:

- Consumers are increasingly conscious of social and environmental responsibility. Integrate ethical and sustainable practices into your marketing strategy by highlighting your commitment to fair labor, eco-friendly packaging, or charitable causes.

6. Metaverse & AR/VR Integration:

- As the metaverse and augmented reality (AR) technologies evolve, explore ways to incorporate them into your marketing mix. This could involve creating virtual experiences, AR product visualizations, or interactive games.

By
Balan.k



PERFORMANCE MANAGEMENT

Performance management is a comprehensive process that involves setting goals, monitoring progress, evaluating performance, providing feedback, and making adjustments to improve organizational effectiveness and individual employee performance. It encompasses various activities and initiatives aimed at aligning individual and organizational objectives, enhancing employee productivity, and achieving strategic goals. components of performance management:

- 1. Goal Setting:** Performance management begins with setting clear, specific, and measurable goals that are aligned with the organization's strategic objectives. Goals should be SMART (Specific, Measurable, Achievable, Relevant, Time-bound) and reflect both individual and organizational priorities.
- 2. Performance Planning:** Once goals are established, performance planning involves outlining the actions, resources, and timelines required to achieve those goals. This may include identifying key performance indicators (KPIs), milestones, and performance standards to measure progress.
- 3. Performance Monitoring:** Performance management involves ongoing monitoring of employee performance against established goals and KPIs. This may include regular check-ins, progress reviews, and performance assessments to track performance trends and identify areas for improvement.
- 4. Feedback and Coaching:** Providing regular feedback and coaching is essential for guiding employees towards achieving their goals and improving performance. Managers should provide constructive feedback, recognize achievements, and offer support and guidance as needed to help employees succeed.
- 5. Performance Evaluation:** Performance evaluations are formal assessments of employee performance conducted at regular intervals (e.g., annually or biannually). Evaluations may involve self-assessments, peer evaluations, and manager assessments based on established performance criteria and KPIs.
- 6. Performance Appraisal:** Performance appraisals involve reviewing and documenting employee performance, identifying strengths and areas for development, and discussing performance ratings and feedback with employees. This process helps in identifying training needs, career development opportunities, and performance improvement plans.
- 7. Rewards and Recognition:** Recognizing and rewarding high performance is an important aspect of performance management. Rewards may include salary increases, bonuses, promotions, or non-monetary rewards such as recognition awards, certificates, or public praise.

8. Performance Improvement Plans (PIPs): In cases where performance does not meet expectations, performance management may involve developing and implementing performance improvement plans (PIPs) to address areas of underperformance. PIPs outline specific actions, goals, and timelines for improvement, along with support mechanisms and accountability measures.

9. Career Development and Training: Performance management also includes supporting employee development and career growth through training, coaching, and professional development opportunities. This helps employees acquire new skills, enhance their performance, and progress in their careers within the organization.

10. Continuous Improvement: Performance management is an iterative process that requires continuous monitoring, feedback, and adjustments to improve performance over time. Organizations should regularly review and refine their performance management processes to ensure they remain effective and aligned with organizational goals.

By effectively implementing performance management practices, organizations can foster a culture of accountability, continuous improvement, and employee engagement, ultimately driving better organizational performance and achieving strategic objectives.

BY: R. Naveen

II MBA

Features of Capital Market

Securities Market

The dealings in a capital market are done through the securities like shares, debentures, etc. The capital market is thus called securities market.

Price

The price of the securities is determined based on the demand and supply prevailing in the capital market for securities.

Participants

There are many players in the capital market. The participants of the capital market include individuals, corporate sectors, Govt., banks and other financial institutions.

Location

Capital market is not confined to certain specific locations, although it is true that parts of the market are concentrated in certain well-known centers known as Stock Exchanges. It has its impact in the overall economy, wherever suppliers and users of capital get together and do business.

Market for Financial Assets

Capital market provides a transaction platform for long term financial assets.





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&
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Cordially invites you to

KNOWLEDGE EXCHANGE - AVENUES IN AGRIPRENEURSHIP

On Friday, 11th March 2022 at 10:00 a.m. @ Seminar Hall, AIM

- Welcome Address : **Prof. C. K. Muthukumar**
Alagappa Institute of Management
Faculty Co-ordinator
- Thematic Address : **Prof. S. Rajamohan**
Director - AIM
Dean - Faculty of Management
- Presidential Address : **Dr. R. Swaminathan**
Member - Syndicate
Member of the Vice-Chancellor's Officiating Committee
Alagappa University.
- Inaugural Address : **Prof. S. Karuppuchamy**
Member - Syndicate
Member of the Vice-Chancellor's Officiating Committee
Alagappa University.
- Felicitating Address : **Prof. N. Anbazhagan**
Head - Department of Mathematics
Business collaboration Centre - Co-ordinator
- Special Address : **Mr. S. Vasanthan**
CEO - EDII-PHBIF
(EDII Periyakulam Hotri Business Incubation Forum)
- : **Dr. P. Balathandayuthabani**
Co-founder of B&B Organics, Trichy
- Vote of Thanks : **P. Lakshmi Priya**
Student Co-ordinator, 1st Year -MBA
Student Co-ordinator

Mr. M. Tamilselvan, Ms. P. Lakshmi Priya

Prof. C. K. Muthukumar
Faculty Co-ordinator

Prof. S. Rajamohan
Director – AIM

Dr. N. Anbazhagan
Dr. V. Sugumar
BCC

Prof. C. Sekar
Registrar (i)



Glimpses of Knowledge Exchange Avenues in Agripreneurship

Date: 11th March 2022

Department: Alagappa Institute of Management

Program Coordinator: Prof. C.K. Muthukumaran, AIM

Guest Speakers: Mr. S. Vasanthan, CEO, PeriyakulamHorti Business Incubation Forum

Dr. Balathandayuthapani, CEO and Co-founder of B&B Organics, Trichy

The program was skillfully organized by the MBA students of the Alagappa Institute of Management. Prof. C.K. Muthukumaran played a pivotal role in guiding and coordinating the efforts of the students throughout the event. Prof. C.K. Muthukumaran delivered the welcome address, setting the tone for the event and expressing gratitude for the presence of the participants. Prof. S. Rajamohan, the Director of AIM, gave the presidential address, highlighting the significance of the program and its relevance to the students. Mr. S. Vasanthan, CEO of PeriyakulamHorti Business Incubation Forum, shared valuable insights during his special lecture. Dr. Balathandayuthapani, CEO and Co-founder of B&B Organics, Trichy, also delivered a keynote address focusing on the vast opportunities available in agricultural entrepreneurship. Both speakers emphasized the potential for students in the field of agripreneurship, shedding light on various aspects such as innovation, technology integration, and sustainable practices in agriculture. They provided practical examples from their own experiences, offering a realistic perspective on the challenges and rewards in this sector. The students in attendance showed great enthusiasm and motivation, actively engaging with the speakers through questions and discussions. The program successfully ignited a sense of curiosity and interest among the students regarding potential opportunities in the field of

agriprenurship. The event served as a valuable platform for knowledge exchange, allowing students to gain profound insights into the agriprenurship domain. Students left the program equipped with not only theoretical knowledge but also a heightened motivation to explore and venture into the agricultural entrepreneurship sector. The Knowledge Exchange Avenues in Agriprenurship program was a resounding success, thanks to the collaborative efforts of the organizing team, the guidance from Prof. C.K. Muthukumaran, and the insightful contributions from the distinguished speakers. The event has contributed significantly to the educational experience of the students, broadening their horizons and inspiring them to consider agriprenurship as a viable and rewarding career option.



ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY, KARAİKUDI – 630003



TWO DAY COMPETENCE BUILDING

&

SOFT SKILL DEVELOPMENT PROGRAM

24th March 2022

Resource Person:

Dr. A. Victor ValanArasu

Asst. Professor at School of Human Excellence, Loyola College, Chennai

Organizing co-ordinator:

Dr.M.AYISHA MILLATH, ASSISTANT PROFESOR,ALAGAPPA INSTITUTE OF
MANAGEMENT

MAIN OBJECTIVE

To develop students competence and soft skill through 2days training program

PURPOSE

To build confidence among students

To strengthen their communication skills

To develop leadership qualities and Professional Skills

To help them achieve their desired vision

To imbibe more insights on Life Coping Skills

PARTICIPANTS–69, MBA students of ALAGAPPA INSTITUTE OF MANAGEMENT



ALAGAPPA UNIVERSITY

(A State University Established in 1985)

KARAIKUDI - 630 003, Tamil Nadu, India

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2018



Swachh Camp
Rank : 4

2021



(University
Category)
Rank : 36

2022



Asia Rank: 220

ALAGAPPA INSTITUTE OF MANAGEMENT

Cordially Invites you to the Inaugural function of

TWO DAY COMPETENCE BUILDING

&

SOFT SKILL DEVELOPMENT PROGRAM

Venue: Seminar Hall, AIM, Alagappa University

Date: 24th March, 2022

Time: 9.30 a.m.

Dr. M. AYISHA MILLATH

Assistant Professor, AIM, Alagappa University

Welcome Address

Prof. S. RAJAMOHAN

Senior Professor & Director - AIM

Dean - Faculty of Management, Alagappa University

Presidential Address

Dr. A. VICTOR VALAN ARASU

Assistant Professor, Loyola College, Chennai

Inaugural Address

A. VISHNUPRIYA

Student Co-ordinator

Vote of Thanks

Dr. M. AYISHA MILLATH

Organizing Co-ordinator

Prof. S. RAJAMOHAN

Director - AIM

Prof. C. SEKAR

Registrar i/c



Glimpses of Two-day soft skill training program

Committed to elevating the capabilities of its MBA students, Alagappa Institute of Management initiated a dedicated skill enhancement program. Aligning with this strategic skill development objective, the department orchestrated a comprehensive two-day training program focused on soft skills and competence-building. Dr. M. Ayisha Millath, an Assistant Professor at the institute, played a pivotal role in organizing and leading this initiative. The training program yielded substantial benefits, markedly augmenting the participating students' skills. Consequently, the final-year students emerged well-prepared to navigate the competitive professional landscape. The emphasis on soft skills and competence acknowledges their critical importance in today's dynamic environment, and this training has effectively equipped the graduating students with these essential capabilities.



Alagappa Institute of Management

Alagappa university, Karaikudi – 630004

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Newsletter of Alagappa Institute of Management

Volume 2 Issue 9 January to June 2022

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