

Innovate to Elevate: Orchestrating Success with AI (An NHRDN Student Chapter Event)



Mr. Pandi Alagu Raja Mahamuni
AGM – HR
Segula Technologies

Pandi Alagu Raja Mahamuni, an esteemed expert in the HR field, recently graced our institution with an enlightening lecture on the Role of AI in HR. Breaking the ice, he engaged us in a discussion about AI buzzwords, gaining insights into our perspectives on this transformative technology.

During an informal debate, opinions varied on how AI might impact the workforce. However, he emphasized that AI is a tool designed to enhance and simplify HR roles, debunking the misconception that it will replace jobs.

Highlighting the myriad benefits of AI in HR processes, he further elaborated on how it can automate repetitive tasks, create improved job descriptions, guide training materials, formulate policies, and provide a personalized employee experience. Automation extends to HR services such as answering employee queries and streamlining onboarding processes, ultimately boosting learning and development initiatives.

Citing statistics from reputable sources like Gartner, Oracle, SHRM, and ServiceNow, presented compelling figures, including the prediction that 75% of HR tasks will be handled by chatbots and an expected growth in the AI HR market from USD 3.89 billion to USD 17.61 billion. Notably, ServiceNow reported that 13% of HR teams have already embraced chatbots, and McKinsey's findings indicate that 50% of HR tasks can be automated.

According to Northeastern University, 54% of HR professionals don't view automation as a threat. Deloitte, CareerBuilder, Nuclear Research, and Frevo further contributed to the conversation.

In concluding his lecture, he stressed the relevance of acquiring specific skills for management students. He highlighted the emerging opportunities in AI HR, such as roles for employee branding professionals and social media experts, emphasizing that "LinkedIn is the new resume."

This enlightening session provided us with a clearer understanding of the pivotal role AI plays in shaping the future of HR. As AI continues to evolve, embracing these technological advancements is crucial for staying at the forefront of the ever-changing business landscape.

-Nandhini

Industry Pulse: What's Hot Now Navigating Challenges, Insights into B-School Placements in India - PlaceCom MBA 2022-24

In 2023, B-school placements in India face significant hurdles, as revealed by a recent survey conducted by InsideIIM. Let's delve into key insights to better understand the landscape and support our community effectively.

Unplaced Graduates: Across various campuses including IMI, GLIM Chennai, and SIBM Bengaluru, a concerning trend emerges – more than 50% of students remain unplaced, posing uncertainty for their future careers.

Limited Job Opportunities: A scarcity of job openings contributes to dismal placement figures, with only a fraction of students securing positions in their desired fields. Some companies, like Accenture & KPMG, hire as few as 5% of the batch, intensifying the challenge.

Deferred Offers and Transparency Issues: Deferred offers from companies like Thoucentric and Bain & Co. add to the uncertainty. Lack of transparency exacerbates the situation, leaving graduates in the dark about their prospects.

Stipends and Salary Reductions: While some secure internships, many face low stipends, limiting their choices. Additionally, CTC packages from esteemed companies like Deloitte and JP Morgan see significant reductions, affecting overall compensation.

Dearth of Diversity in Job Profiles: The job market lacks diversity, particularly in finance and marketing roles, posing challenges for students with varied career aspirations.

Pressure on Placement Committees: Placement committees' shoulder immense pressure to secure opportunities, often resorting to direct interventions in interviews to ensure placements.

Amidst these challenges, determination remains essential. SSN School of Management has once again delivered impressive placement results this year, showcasing our resilience and commitment.

Stay tuned for an in-depth analysis of our placement data of batch 2022-24 in the next edition!

Faculty Corner Unlocking the Beauty and Power of Optimization: Transforming Personal and Professional Success



Dr. Vani Haridasan
Associate Professor

In our relentless pursuit of excellence and fulfilment, we often overlook a powerful partner within our reach: Optimization. Whether in our personal endeavours or professional pursuits, optimization holds the key to unlocking new levels of efficiency, effectiveness, and achievement. In our personal lives, optimization manifests in many ways, from managing time and resources to nurturing relationships and pursuing passions. Consider an individual, striving to balance a demanding career with a fulfilling family life. By optimizing their schedule, they carve out dedicated time for work, quality time with loved ones, and self-care activities. Through thoughtful prioritization and boundary-setting, they achieve harmony between their professional ambitions and personal well-being. Take the example of someone aiming to achieve financial freedom. By meticulously budgeting expenses, investing wisely, and eliminating unnecessary purchases, they optimize their financial resources to secure a brighter future.

In the professional arena, optimization catalyzes innovation, growth, and competitive advantage. Consider the forward-thinking entrepreneur seeking to streamline operations and maximize profitability. Through process

optimization, they identify inefficiencies, streamline workflows, and leverage technology to automate repetitive tasks. As a result, they not only enhance productivity and customer satisfaction but also position their business for sustainable growth and scalability. In the realm of project management, optimization plays a pivotal role in delivering results on time and within budget. Project managers adept at resource allocation, risk mitigation, and stakeholder management optimize every aspect of their projects, ensuring seamless execution and successful outcomes. By leveraging tools such as critical path analysis and agile methodologies, they navigate complexities with ease, driving project success and client satisfaction. At its core, optimization is more than just a set of techniques; it is a mindset—a commitment to continuous improvement and excellence. Whether in personal or professional settings, those who embrace the ethos of optimization are perpetual learners, constantly seeking ways to refine their strategies, enhance their skills, and adapt to changing circumstances. By embracing this ethos and applying it with intentionality and perseverance, we unlock new opportunities, overcome challenges, and realize our fullest potential on the journey to success.

Upcoming Events (Click to know more)

Stock
Simulation

International Research Conference

TATA Crucible

AVANTAA'24

Mastering Management: Lessons from India’s Ancient Thrones



Mr. Suganth Kannan
President
American STEM Institute

In a recent corporate lecture series, Mr. Suganth Kannan delved into the realm of ancient Indian rulers—Cholas, Cheras, Pallavas, and Pandyas—unearthing invaluable managerial insights for contemporary professionals. He touched upon the following historical aspects to drive home the importance of indigenous management thought. **Rajaraja Cholan’s Diplomacy:** The conquests of Rajaraja Cholan highlights the importance of articulating achievements without undermining others, a crucial lesson in diplomacy and leadership. **Cholas’ Innovative Spirit:** Cholas’ futuristic

thinking and innovative projects, particularly their pioneering water resource initiatives, underscore the significance of innovation in driving organizational success.

Decentralized Leadership of the Cheras: From the Cheras, we can draw the lessons on decentralized governance and autonomy for middle-level managers, this ensuring empowerment and trust within hierarchical structures.

Pallavas’ Strategic Planning: Strategic planning and market expansion strategies of the Pallavas, showcase the importance of foresight and adaptability in achieving long-term organizational goals.

Pandyas’ Fort Building Strategies: One can draw parallels between ancient fort building techniques of the Pandyas and modern cybersecurity practices, highlighting the importance of robust defence mechanisms and proactive risk management in today’s digital landscape.

By excavating these timeless management principles from India’s rich historical tapestry, Mr. Suganth Kannan offers a roadmap for success rooted in centuries-old wisdom yet remarkably relevant in today’s fast-paced business environment.

- Dwarkeesh

Delivering Compassion as a Service in Healthcare Sector



Dr. Prabakar Kuppuswami
Services Operations Management
Apollo Hospitals

On 19 February 2024, Placecom organized, as part of its Corporate Lecture Series, a discourse on the topic “Services Operations Management at Apollo Hospitals: How Does it Create Differentiation?”, featuring Dr. Prabakar Kuppuswami, Head of Academic Affairs at Apollo Hospitals Educational and Research Foundation (AHERF). Dr. Kuppuswami shed light on the distinctive features of India’s growing healthcare sector. With an array of services including hospitals, pharmacy chains, primary care and diagnostic centres and an application, he introduced the unique position of Apollo as an ‘integrated health service provider’ among other hospitals. With rich experience in setting up hospitals across many cities, Dr. Kuppuswami undeniably considers service operations management as the fulcrum of healthcare industry and he based the same on three significant elements: patient well-being, operational efficiency, and continuous

improvement. He likened the process of constant improvement in healthcare services to the way a student prepares for exams by adopting PDCA (Plan-Do-Check-Act) model. Dr. Kuppuswami emphasized that the success of healthcare service delivery lies in its incorporation of technology into service operations, adherence to quality standards and effective communication channels.

He also added that today’s customers are more “aware” than ever. This poses an opportunity as well as a challenge to the sector as they expect quality and value for the money paid. Therefore, he asserted that healthcare sector must take a patient-centric approach in optimizing its operations so as to provide personalized experience to its patients to achieve excellence in services and maximize patient retention. From this viewpoint, he provided key insights into the way Apollo works to differentiate its services from the rest by transforming daily transactions into memorable stories to capture patient experiences and through making post-discharge calls to ensure patient well-being. These measures create lasting impacts on patients and drive value in the long run, he added.

In a nutshell, Dr. Kuppuswami delivered an impactful address on establishing sound service operations management in healthcare sector to cater to the expanding needs of patients.

- Shirly Jim



Aswin R
SSN MBA 2017-19

SSN SoM was honoured to have hosted Mr. Aswin R, Assistant Brand Manager at Amrutanjan Health Care Limited, as the distinguished speaker for our Alumni Talk Series, held on 24th February 2024. With a nominal academic background from SSN School of Management, Mr. Aswin embarked on a captivating journey, sharing invaluable insights about the dynamic business world.

During the session, Mr. Aswin illuminated the audience with his personal narrative, underscoring the significance of overcoming academic challenges and the pivotal role of internships in shaping his career trajectory. Drawing from his experiences, he emphasized the transformative power of internships in instilling confidence and uncovering one's passion.

Delving deeper into the realm of brand management, Mr. Aswin elucidated the challenges associated with

-Sarojini

Connecting continents: A Journey of Inspiration & Insight



Scindia Balasingh
SSN MBA 2009 - 11

The Alcom session on 2nd February 2024, for the 2023-2025 batch featured Ms. Scindia Balasingh, who kick started the session with an interactive anecdote about herself. It was more of an interaction than a regular alumni address. From her insights it is clearly proven that she prioritizes her interests and role rather than salary.

In her opening remarks, Ms. Scindia Balasingh discussed her professional

enhancing existing products versus launching new ones. He highlighted the importance of product trials, competitive pricing strategies, and the nuanced understanding of regional preferences in driving brand success.

Additionally, Aswin shed light on the indispensable role of marketing and media in brand proliferation, discussing key metrics such as AD spends, Gross Rating Points (GRP), spots, and prime time slots. His insights provided a comprehensive understanding of the intricacies involved in devising effective marketing strategies for OTC products.

In summary, Mr. Aswin's session was not only informative but also highly relatable, offering attendees a glimpse into the dynamic intersection of academia and business. Through his compelling narrative and real-world business scenarios, he left a lasting impact, equipping the audience with invaluable perspectives into the ever-evolving landscape of brand management and marketing strategies for OTC products.

background and accentuated the need of pursuing positions that are in line with one's passion in order to advance in one's career. She discussed why she chose to specialize in MBA program, underlined the value of LinkedIn interaction, and urged people to follow and actively consume content from thought leaders in the field. The core belief behind this is that it will help broaden our understanding of how business leaders tackle challenging situations. And To advance marketing skills, she emphasized the value of SEO and the benefits of earning a Google Analytics and Ads certification. She looked at how introverts fit into teams, how to communicate across cultural boundaries, and how to handle criticism. Examining various partnership models such as technology, affiliation, and reselling, she stressed the significance of choosing appropriate business partners. The inspirational part of Ms. Scindia's speech was, "Don't focus on the personality, rather focus on the issue; never leave a chance to prove yourself." She ended by quoting the importance of fusing art and science in marketing.

This truly sparked the imagination of the younger generation. She believes it is important to prove oneself in every possible circumstance. She has imparted on us these thought-provoking ideas.

- Sowmya R

Meet Nigarika

Internship: HR Talent Acquisition at VA Wabag



Nigarika G
SSN MBA 2022-24

Nigarika is currently specializing in finance and business analytics. She secured an internship opportunity at Wabag through campus placement, where she made significant contributions to their operations within the Human Resource Department's talent acquisition team. During her tenure at VA Tech Wabag, she focused on sourcing and screening resumes, enhancing her attention to detail and research skills to identify quality candidates. Observing experienced employees further honed her abilities and allowed her to update her resume effectively. The internship provided valuable insights into the recruitment process from a recruiter's perspective, as well as opportunities to improve her communication and presentation skills through delivering presentations during the onboarding process. Additionally, her involvement in the background verification process provided a holistic understanding of the onboarding process. Nigarika also appreciated the company culture and the refreshments served during her time there.

In my internship, I sought to broaden my experience beyond finance and analytics major by exploring HR, embracing the opportunity to gain diverse skills and insights across different domains. Irrespective of domain just explore and gain experience of corporate culture. One thing which i would like to address to my juniors would be choose the Job description which suits your interest and look which is booming or emerging sector.

- Sanjana

Student Corner

Cusmatize - How Five Girls Crafted a Valentine’s Venture



The girls of Cusmatize

In the month of February, along with Valentine’s Day, bloomed a new business at SSN School of Management as five friends (Amala Rashmi, Beulah Catherin Jayanthi, Logadharshini, Narmatha Manohar and Varshini B) united their creative minds and skillful hands together to share love and happiness through their artistic handiworks. “The desire to start an entrepreneurial adventure existed only in our heads”, recounted Logadharshini, “until it took its form with Cusmatize”. The name that started as a funny mistake later became their witty marketing strategy as it turned heads toward their exquisite craftworks. With “Gift vaangitingala?” becoming the buzzword across the school’s chatroom and with pink posters that carried pretty paper hearts and stars adorning the walls of the school corridors, Cusmatize kicked off with a captivating entry. The invaluable guidance and support they received from SSN iFound helped the team earn returns as many students enthusiastically placed orders with them to surprise their loved ones with beautiful letters and handmade gifts. However, the team agreed with one accord that it was not merely the profits earned but the contentment they derived from delighting their customers that sweetened their service and gave a new layer of meaning to it. Beulah added that it gave great joy to know that Cusmatize had become “a part of their memories” now.

They also found Cusmatize to be a wonderful learning experience as it helped them see every management and entrepreneurship class in a new light, with practical implications to impart deeper nuances to their business activities. Narmadha remarked that right from buying the materials required to delivering the finished handicrafts to their customers, the entire journey is one big business lesson learnt.

The friends also reflected on group dynamics and how they navigated through their differences successfully to find strength and encouragement in each other. And now, each with their own role to play in the budding business, they plan to extend it in the coming days. With Women’s Day approaching, Cusmatize is getting ready with their next theme for a comeback!

- Shirly Jim

Placement Corner

Miles to go before I sleep

Srinithi is a second year MBA student of SSN SoM. She is currently interning in HPE. She specialises in operations and marketing. She was also the head of Content Writing team, MBAA-2023.

1. How did you prepare yourself for placements?
And just like that, the most awaited placement season was there. The preparation for placement wasn't from much of any training sessions. It was more of preparing a battle-facing mindset. Right from the beginning, the fear of recession got us off guard. I was very keen on not letting go of any opportunities. First things first, I made the basics strong:

- Basic aptitude
- Current affairs
- Pointers with data for a few most popular, frequently asked GD topics
- In-depth understanding of resume
- Taking mock interviews with seniors
- A clear written document on self-introduction, basics, and frequently asked interview questions.

These were the few to only preparations I did. In interviews, what you say never matters, how you say does. So, for even the basic questions I prepared pointers for what I'd say, that way it was easier to talk my mind without getting stuck in between and without being diverted from the question. More than all of these, it's the personality and learning ability and willingness of the candidate that is going to make him/her want in the organization. Content + Communication is the key for today. Be precise, be you, embrace your personality with dignity and respect.

2. What is the interview process involved and how's your experience?
HPE's interview process wasn't very tedious. However, we had a self-testing process on the go.

- * Online assessment
- * Managerial interview
- * A small HR discussion

My experience throughout these processes was amazing as I got to have a face-to-face interview in the beautiful office premises with a physical panel of

2 and a panel of 4 online. It was completely resume and situation-based, with a little bit of domain-oriented questions and a stress interview. The assessment was a little tougher than I thought. Other than that, the process was technically seamless.

3. What is your role in HP?
I'm just kickstarting my internship period with HPE under Global Operations(GO). For now, it's more like a training period, only after that I will be allocated to my team and will know my exact role. The businesses HPE are in is magnificent and the GO plays a pivotal role in the implementation of strategic imperatives of the business. It’s exciting to be a part of and to know more about it.

4. Do you have any advice for your juniors?
It's not the end game, it's the start and we all have a long way to go in life. Give your best in the interviews, talk very confidently, and dress up professionally not for the look but for the personality lift that it gives. Be very positive and work towards your passion for the long run. Wishing everybody only the best in their lives. You've got this, best wishes. Srinithi Jeyaprakasam

*“The woods are lovely, dark and deep,
But I have promises to keep,
And miles to go before I sleep,
And miles to go before I sleep.”*

- Krishikaa



Srinithi Jeyaprakasam
SSN MBA 2022-24

Achievements



Vaishnavi , Sureshkumar , Sabari Manikandan , Suruthi Priya & Hari Prasad
2023-25
1st Place, Mission Possible: Special ops event, PSG College, Coimbatore



Harini G, Logadarshini M & Narmatha M
MBA 2023 - 25
1st Place, (H)Ren – AI – ssance, Chrysalis, LIBA



Divya Sanjana T, Dhivyaa T & Yasar Arabath J
MBA 2023 - 25
1st Place, Emporia Marketing Event, Thiagarajar School of Management



Rahul Dilip & Vignesh S
MBA 2023 - 25
1st Place, AI-Xperience, Chrysalis, LIBA



Krishikaa S & Shirly Jim
MBA 2023 - 25
1st Place, Byte Brains, Chrysalis, LIBA

The Team

Faculty Coordinator
Dr. Thiruvenskadam

Sumithra Thillaikannu Pavithran Divya Barathi Krishikaa Sowmya Nandhini
Dwarkeesh Beulah Sanjana Sabari Manikandan Shirly Jim