School of Management

The Chief

Current trends – **H**ouse of Contemporary Learning - **I**nsider events - **E**xecutive Exchange - **F**aculty and Student Corner

Issue: 013 | 30th SEPTEMBER 2024

August Chain it ! Winner

Karthik
MBA 2024-26

Ans:
Warren Buffet

Note from Director's Desk

Dr. K. Hariharanath
Director SSN SoM

It is my pleasure to write this message on the eve of the First Anniversary of The Chief.

The newsletter launched by MBA 2023-25 batch has earned an outstanding credibility for the information that is being published for all internal and external stakeholders. The newsletter has earned significant followers on our social media posts.
I congratulate the team that is working on this for this tremendous success!

The second year publication will start with a bang as we have wide coverage of activities in odd semester. While academics are progressive, a host of new generation employment opportunities are knocking the students. With 25% of the batch placed in the first few companies, we are up for a good season ahead.
I wish all the best.

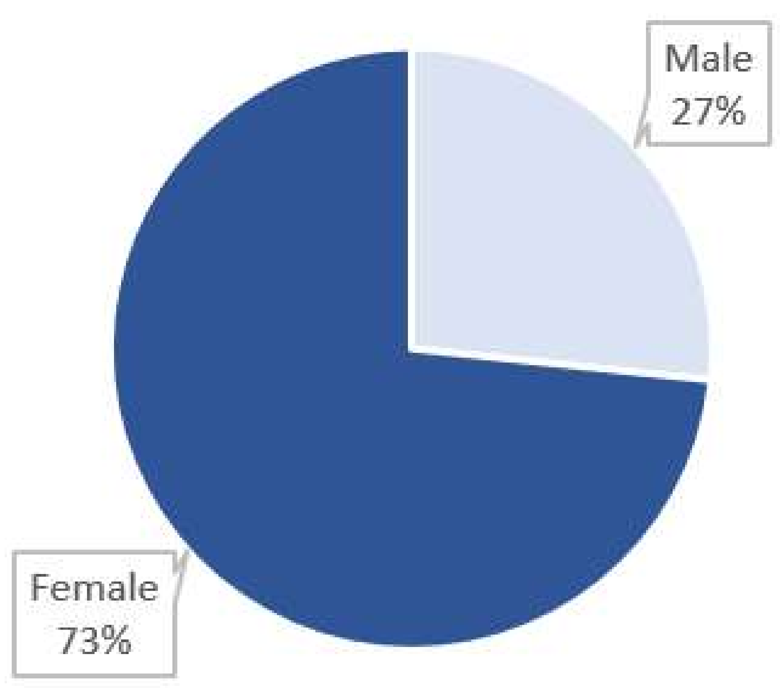
Placement Corner

Towards a Brighter Future: A Promising Start

This year's placement season at our institution has started earlier than usual, kicking off in August instead of the typical mid-September. By the end of September 2024, eight companies from diverse sectors, including IT-SaaS, IT-BFSI, Consulting, Manufacturing, Real Estate, and IT-Hardware, have visited the campus. These companies have offered a variety of exciting roles, reflecting the growing demand for talent across industries. So far, 30 students have been successfully placed, with 22 female and 8 male candidates securing positions. With 25% of the students already placed, competitive momentum is building as we approach the peak of the placement season. Notably, niche roles are also being offered by select companies, adding to the diverse career opportunities available this year.

As we look ahead, the placement team is optimistic about the future. With several prominent companies lined up for campus visits, it is expected that 50% of the students will be placed by the end of October. The ultimate goal is to achieve 100% placements, and the current trends are encouraging.

Hearty congratulations to all students who have been placed, and best wishes to those who are continuing their placement journey.



2023-2025 Batch Placement – 25% Placed Students Composition

Let's aim high for a successful season ahead!

- Krishikaa

Industry Pulse: What's Hot Now

Hope in a Jar - The Price of Health and Happiness

Dr. Tanmay Chattopadhyay
Head Marketing, Amararaja Batteries
Prof. of Practice, Strategic Brand Management (for 2023-25 Batch)

Way up in the Himalayas, in northern Nepal, there grows a small, magical berry called goji. Chinese have used it to protect liver, improve eyesight and boost immunity for ages. Today the berry is squashed, pulverized and crushed to make a juice sold at organic food stores, priced at Rs. 2000 per litre. A global market potential over Rs. 10,000 crores!!

So, does this pricey juice have real proven health benefits? A study (Reeve et al, 2010) found that hairless mice who were served the juice showed fewer incidences of sunburn, leading to believe that 'the juice may provide photoprotection to susceptible humans.' While that is fantastic news for mice, what about humans? There is no scientific evidence that goji does something exceptional (other than costing a lot of money). This raises an obvious question – how are we brainwashed to buy this product?

Brains form mental shortcuts linking cues from our physical to emotional states. Shrewd companies plant them in our minds, by creating positive association between emotions and products. So how does it work for goji berry? It is found in Tibet which is linked to the Himalayas. What comes to mind when we say Tibet – the Dalai Lama, of course. So, it is Buddhism and everything it symbolizes – purity, compassion, wisdom, self-enlightenment. Marketers know this; thus, they carefully prod our brains to associate the product with spiritual properties. How? By emphasizing the berry's Far Eastern heritage in packaging and advertising – showing snow dusted Himalayas in the background and a cluster of blood red goji on a gently bent, leafy stalk dangling in the foreground.

Whether a brand's promise is health or happiness, the marketing ploys employed speak of our desire to return to the earth; to reclaim an innocence untainted by money or stresses or contemporary life. They are about selling us hope – inner peace, spiritual fulfilment and better life. Hope is the loan we take for our perfect home – we dream of living in one day. Hope is joining a health club to get the perfect body one day. It is this aspect that marketeers build on.

A Note from Our Senior

Ignorance is the curse of God;
knowledge is the wing wherewith
we fly to heaven. – William Shakespeare

Srinithi J
MBA 2022-2024

The journey of SSN SOM's newsletter has been a knowledge-provoking avenue for all the insiders to learn, to participate, to publish, and to perform greater each day. I am in awe of the way the team, the faculties, and the management have driven this initiative with utmost professionalism and consistency. It's with immense honor and pride that I take this opportunity to congratulate the entire team for this thoughtful initiative, and it's been a great privilege for me to have named our very own Newsletter "THE CHIEF" in September 2023, and it's very close to my heart as I feel personally connected to it. A year has passed with 12 insightful editions, and the quality has improved with every publication. As a fellow alumna from batch 2022-2024, I can imagine the workload of my immediate juniors. Despite every other task, they have successfully managed to pull off this great work without compromising on content and quality. The newsletter has served to be an amazing platform to exhibit talents, applaud winners, learn from faculty, speakers, and alumni experiences, and an opportunity to document celebrations and to know what's new. I am certain that this adventure has laid a solid tenet to enter the corporate world by boosting confidence and by the learnings throughout this journey. I am looking forward for the legacy to be transferred and taken above and ahead, a long way for all the years to come.

Business Insights

Behindwoods Business Summit 2024

**SSN SoM MBA 2024-2026 Students at
Behindwoods Business Summit 24’**

On September 11-12, 2024, at the Behindwoods Business Summit 2024, 40 MBA students from the 2024-2026 batch, accompanied by Dr. T. Thiruvenkadam, had the incredible opportunity to interact with over 20 entrepreneurs and industry leaders. Among the key moments, Mr. Velumani, founder of Thyrocare, delivered a humorous yet deeply insightful talk on entrepreneurship, sharing anecdotes that made complex business principles relatable.

Another highlight was the session with the owner of Aarthi Scans, who opened up about the hurdles he faced in building his successful business, providing invaluable lessons on decision-making and problem-solving. We also had an informal yet inspiring discussion with the founders of Nellai Karupatti Coffee, whose journey offered insights into branding and customer engagement. Their openness fostered a casual learning environment that left a lasting impact on us.

A recurring theme from all speakers was the emphasis on taking risks—a message that resonated with every attendee. This summit not only enriched our understanding of business strategies but also provided direct learning from seasoned entrepreneurs, preparing us to face real-world challenges with confidence. It was a deeply rewarding experience that will surely influence our future endeavours in business and leadership.

- MBA 2024-2026

VAC Insights

Industry 4.0 - Enhancing Operational Excellence

- Sowmya

**SSN SoM MBA 2023-2025 Students at
TANSAM Center of Excellence, Tidel Park**

The 2nd year MBA Operations students along with a few first-year students attended a two-day value-added course on Industry 4.0 conducted by the TANSAM Center of Excellence at Tidel Park on the 22nd and 23rd of September 2024, under the coordination of Dr. Vani Haridasan, Associate Professor at SSN School of Management. The course was well planned to provide the students with experience in using sophisticated simulation software and a real-life look into operation management. The program mainly concentrated on plant simulation through the Technomatix Plant Simulation Tool by Siemens. This tool is well known for modeling, simulating, and optimizing the production processes, and, therefore, students can observe the consequences of their decisions in the designed system. Students were guided through constructing and simulating plant layouts, evaluating different cases, and defining possible constraints to the production flow. This practical training prepared them for how to approach different industries and analyze their operations, making them knowledgeable in one of the significant areas of operations management.

In addition to the simulation, the course included elaborate sessions on different operational technologies such as 3D printing, AI/ML-based traffic sensors, and robotics. The information provided by the experts enriched the students’ knowledge about actual issues and effective strategies in operations management. An exciting activity that was done during the course was a Virtual Reality plant tour on the last day of the course. This kind of learning made the students move to a virtual environment where they were able to learn how plant operations worked as if they were physically there. Apart from making the experience more engaging, this unique learning method also helped them see how things like virtual reality are changing the face of operations management. In conclusion, the value-added course was a great informative and practical experience that enhanced the students’ knowledge and skills to become operation leaders in the future.

Faculty Corner

The Power of CX: How Customer Experience Drives Brand Loyalty and Success

**Dr. T. Thiruvenkadam
Associate Professor
SSN SoM**

Business is evolving, and the era when the seller was king is long gone. Today, the customer reigns supreme, empowered by the widespread use of smartphones and the internet. In India, factors such as rising per capita income, growing middle class, changing family dynamics, increased participation of women in education and employment, and shifts in tastes and preferences are transforming the market. We are moving from traditional brick-and-mortar stores to click-and-mortar models, and from e-commerce to the fast-paced world of quick commerce.

Companies are racing to deliver products and services at lightning speed, while simultaneously striving to reduce costs and boost efficiency. Yet, despite these efforts, today’s customer is hard to please. Modern consumers are not just seeking products or services; they want a memorable experience. Businesses that can deliver exceptional customer experiences (CX) will thrive, while those that cannot, will struggle. A prime example is multiplex theaters, which have thrived by offering enhanced experiences, while traditional theaters are fading, often repurposed as malls or residential complexes. There are companies extremely doing well in creating excellent Customer Experiences such as Amazon, Apple and Airbnb. Amazon offers a seamless shopping experience with personalized recommendations, one-click purchasing, fast delivery through Amazon Prime, and hassle-free returns. Its focus on convenience and efficiency has built strong customer loyalty. Apple’s customer experience goes beyond its products. Its retail stores are designed to offer a premium experience with hands-on access to devices, personalized customer service, and support through the Genius Bar. The intuitive design of their products and services like AppleCare add to the overall positive experience. By creating a community-based platform, Airbnb has revolutionized travel experiences. The company focuses on user-friendly booking processes, offering diverse accommodation options, personalized recommendations, and 24/7 customer support, ensuring a seamless and enjoyable travel experience.

Customer experience encompasses every interaction a consumer has with a brand, from initial awareness to purchase and beyond, including loyalty or churn. It is shaped by brand perception, a simplified sales process, easy navigation, and excellent customer service.

Positive CX leads to happy customers, while negative experiences result in frustration, lost business, and reputational damage. Companies that excel in CX will lead the market!

Upcoming Events

(Click on the icons for more info)

Loreal Sustainability Challenge

Drishti – IIM B

Vishleshan: Case Competition TISS

Asian Paints Alchemy 2024

Alumni Talk Series

Embracing Agile in Project Management

- Beulah

Prof. Natrajan & MBA 2018-20 Alumni

An informative session about Agile in Project Management was organized and facilitated by Prof Natarajan for the operations students of batch 2025 on 26th September 2024. The speakers of the session were two remarkable SSN SoM alumni from the 2018–2020 batch, Mr. Anirudh Srinivas, Project Manager, HCL Tech and Ms. Alagu Annamali, Associate Consultant, KPMG. They conducted an engaging discussion on their duties as Project Management Officers (PMO) and shared about their unique experiences from their work lives. The session essentially highlighted the advantages of the new agile methodology adaptation over the traditional approaches. They discussed in detail on Agile techniques and emphasised how important they are given the present state of operations.

They also provided us with information about their day-to-day duties performed by PMOs, and it proved to be very beneficial in gaining insights about agile in the operations sector and its significance in project management. Furthermore, they engaged the students with their comprehensive knowledge about corporate life, guided all the students, and answered all of their questions with patience. The session additionally comprised guidance about the career path of an MBA graduate in the corporate world.

People Power

Risk, Credit & Evolving Banking Landscape

- Sumithra

Mr. Benjamin Frank
Retd. Group Head of Wholesale Credit, HDFC Bank

On September 26th, 2024, a highly insightful session on "Risk and Credit Management" was delivered by Mr. Benjamin Frank, a retired Group Head of Wholesale Credit from HDFC Bank. Mr. Frank began by explaining the various types of risks that businesses face, including credit, market, operational, and liquidity risks. He outlined the essential steps involved in risk management, from identifying and assessing risks to mitigating and monitoring them. He also delved into the governance mechanisms necessary to ensure effective risk management.

Shifting focus to credit management, Mr. Frank discussed the crucial steps in the credit process, emphasizing the roles of the credit approver and credit manager in ensuring the quality and safety of credit portfolios. He highlighted how these roles are essential in maintaining financial stability within institutions.

In the later part of the session, he addressed key topics like securitization, the rise of digital banking, and the growing influence of AI and machine learning (AI/ML) in shaping banking practices. Additionally, he explored Environmental, Social, and Governance (ESG) factors, identifying them as vital considerations for the future of banking in a rapidly evolving financial landscape.

Industrial Visit

Transforming Lives

- Vigneshwar

MBA 2023-2025 Students at Akshaya Patra Foundation, Bangalore

The Akshaya Patra Foundation, offers one of the largest mid-day meal programs in the world. It is the beacon of hope for millions of children in India since its inception in 2000. During an insightful industrial visit to its centralized kitchen in Bangalore on 4th September 2024, the scale and efficiency of its operations were clearly demonstrated, emphasizing how this organization seamlessly addresses child hunger and promotes education.

The visit commenced with a guided tour of the food preparation process. Akshaya Patra's kitchen adheres to the highest hygiene standards, with workers donning sanitized uniforms, hair nets, and gloves to avoid contamination. Their use of steam-based cooking ensures energy efficiency while preserving the nutritional value of meals. The meals, which include rice, sambar, chapatis, and vegetable curries, are cooked in bulk, maintaining both quality and taste. In the vegetable processing section, advanced technology and machinery are employed for efficient sorting, washing, and cutting. The kitchen also follows sustainable waste management practices, composting organic waste to minimize environmental impact.

Akshaya Patra's food processing and storage systems are meticulously organized. The inventory management system tracks stock levels, ensuring a consistent supply of raw materials. State-of-the-art cold storage facilities maintain the freshness of perishable items, with energy-efficient cooling systems and segregated compartments to avoid cross-contamination. Logistics are equally well-managed, with meals packed in stainless steel containers and transported in specialized vehicles to schools across Bangalore. These vehicles ensure the food reaches children in a fresh and timely manner.

The visit provided a deeper understanding of the foundation's commitment and Akshaya Patra’s model stands as an inspiration for large-scale food production, making a significant impact on the lives of children across India.

Meet Ms. Nivashini

Expanding Horizons

Nivashini, a second-year MBA student at SSN School of Management, recently completed an impactful internship with Kanini Software Solutions, contributing to their strategic expansion into the UK and European healthcare markets.

Ms. Nivashini
MBA 2023-2025

During her internship, she gained a comprehensive understanding of Kanini’s suite of services, which enabled her to dive deep into the UK healthcare landscape. She analyzed key industry players, emerging trends, and market opportunities, with her responsibilities extending to identifying prospective healthcare companies and evaluating how Kanini’s solutions could address their specific needs to enhance operational efficiency.

One of the highlights of her internship was utilizing LinkedIn and Sales Navigator to connect with decision-makers in the healthcare sector. Through crafting personalized outreach messages that resonated with their business challenges, she successfully connected with 27 professionals over two months. This experience highlighted the importance of tailored communication and personalization in professional networking.

Throughout the journey, she developed a strong understanding of the healthcare market and honed critical skills in market research, business strategy, and professional communication. She also learned the importance of adapting business solutions to fit the unique needs of different markets, particularly in competitive sectors like healthcare.

For juniors, she offers valuable advice: embrace every learning opportunity, whether in the classroom or during internships. She encourages them to push beyond their comfort zones and engage actively in networking and relationship-building, as these will be essential for both personal and professional growth. The knowledge, skills, and connections developed during this phase will be key assets for their future careers.

- Nandhini

“Never start a business just to make money. Start a business to make a difference.”
- Ratan Tata

Click here for Chain It!

NHRD Meet

Fostering Holistic Employee Wellness

SSN SoM MBA Students at NHRD Meet on Wellbeing Evangelism at Workplace

At a recent NHRD event held at Savera Hotel on 24 September 2024, Niroopa Paulson, the Head of Safety and Well Being at TCS Chennai, addressed the growing importance of employee wellness in today's digital and technology-driven era. She outlined that wellness extends beyond just physical health, encompassing emotional, social, financial, spiritual, intellectual, and environmental dimensions. These aspects, she emphasized, are essential for fostering a well-rounded and thriving workforce.

Niroopa highlighted five core pillars of well-being: social, financial, physical, mental, and community. She encouraged HR professionals to adopt a holistic approach to wellness, integrating mental, physical, and occupational health initiatives. To support employee well-being, HR leaders should actively stay connected with their workforce, fostering open communication and understanding individual needs. A significant part of her talk focused on creating a workplace culture where it is acceptable for employees to express when they are not feeling okay. Niroopa stressed the importance of raising awareness about mental health and stress management and highlighted the need for Employee Assistance Programs (EAPs) as vital resources for supporting staff.

By becoming advocates for wellness, HR professionals can lead the way in promoting healthier, more supportive work environments that not only prioritize productivity but also ensure that employees' overall well-being is nurtured. On a whole she emphasized us to be a Well-being Evangeline.

- Dhivyaa T

Achievements

Dr. Kavitha Muthukumaran (on the left) **and Dr. T. Thiruvenkadam** (on the right) **were awarded the Best Teacher Award for the academic year 2023-24.**

Hearty Congratulations!!

Freshers' 24

The Team

Faculty Coordinator
Dr. T. Thiruvenkadam

Sumithra Thillaikannu, Pavithran, Divya Barathi, Krishikaa, Sowmya, Nandhini, Beulah Catherin Jayanthi, Sanjana, Sabari Manikandan, Priya Shanthini, Shirly Jim