SSN School of Management

The Chief

Current trends – House of Contemporary Learning - Insider events - Executive Exchange - Faculty and Student Corner

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28th FEBRUARY 2025

February Chain it ! Winner

Nithya Manikandan
MBA 2024-26

Ans:
Falguni Nayar

SSN-CUMI Phase - II

Emerging Leaders Program: Advancing Leadership Excellence

The SSN-CUMI Emerging Leaders Program (ELP-2024) continued its transformative journey with Phase II, held from 10th to 13th February 2025. Designed to equip mid-level managers of Carborundum Universal Limited (CUMI) with cutting-edge skills, this phase deepened their understanding of leadership, strategy, and technological advancements. The program, a collaboration between SSN School of Management (SoM) and CUMI, reinforced its commitment to bridging industry and academia.

SSN CUMI Phase - II Program

Phase II offered an intensive four-day experience at the SSN School of Management (SoM). Participants engaged in a blend of theoretical insights, hands-on activities, and strategic discussions, ensuring a holistic leadership development approach. Through immersive sessions and industry-oriented training, the program provided an invaluable platform for refining leadership capabilities, fostering innovation, and strengthening business acumen.

The second phase commenced on 10th February 2025 with Design Thinking (DT), emphasizing customer-centric problem-solving techniques. This session encouraged participants to adopt an innovative mindset and approach business challenges with structured creativity. This was followed by Business Communication (BC), a session designed to enhance managerial communication skills, equipping leaders with the ability to articulate ideas effectively in corporate settings. The evening session focused on Understanding Business Strategy (UBS), where participants analysed real-world case studies and industry dynamics. By engaging in strategic discussions, attendees developed a nuanced understanding of competitive positioning and long-term business planning.

On 11th February 2025, the focus shifted to Essentials of Leadership (EL), covering decision-making, emotional intelligence, and team dynamics. These critical components enabled participants to cultivate resilience and adaptability, essential traits for high-performing leaders. The day progressed with an industrial visit to TANSAM, where participants explored Manufacturing 4.0 and Industry 4.0 Technologies. Through firsthand exposure to IoT applications in manufacturing, they gained insights into digital transformation and operational efficiencies.

The third day, 12th February 2025, opened with Motivation & Influential Skills (MIS), exploring leadership psychology and behavioural strategies to inspire and influence teams effectively. This was followed by Data Analytics and Visualization (DAV), providing participants with the ability to interpret data for informed decision-making. The session highlighted practical applications of data analytics in optimizing business performance and improving efficiency. Later in the day, Mr. Ananda V Raman N, Assistant Director of Marketing at SSN, delivered an insightful session on Building a Socially Responsible Brand, emphasizing corporate social responsibility and brand ethics. The day concluded with an extended session on Understanding Business Strategy (UBS), where participants engaged in group work and case study analysis, further refining their strategic thinking capabilities.

The final day, 13th February 2025, featured parallel sessions on Financial Acumen for Business (FAB), Manufacturing 4.0 (MFR4), and Branding & Marketing (BAM), offering in-depth expertise tailored to diverse business domains. These specialized sessions allowed participants to explore financial decision-making, digital manufacturing advancements, and contemporary branding strategies. A standout session on AI Use Cases in Manufacturing & Supply Chain by Mr. K P Bharathy Venu Prakash, Director, TechnomaX, provided a forward-looking perspective on AI-driven business optimization. The program concluded with reflections on key learnings, reinforcing SSN and CUMI's mission of developing future-ready leaders. The collaborative efforts of industry experts and academic mentors ensured that participants left with actionable insights, ready to drive innovation and excellence in their respective fields.

Phase II of ELP-2024 demonstrated the power of experiential learning, equipping CUMI's managers with strategic foresight and technological expertise. As the program advances, participants continue their leadership journey, ensuring lasting impacts on their careers and organizations. SSN SoM and CUMI remain committed to fostering leadership excellence through innovative industry-academia collaboration, setting new benchmarks for professional growth and corporate leadership.

- Karthik Sivanesan M

Industry Pulse: What's Hot Now

Future of Marketing: AI as Your Competitive Advantage

Marketing has continuously adapted to technological advancements, but Artificial Intelligence (AI) plays an import role to create competitive advantage. According to Grand View Research, the global AI in marketing is expected to reach $26.99 billion by 2025, growing at a CAGR of 25% from 2025 to 2030. AI refers to a set of technologies that enable machines to stimulate human intelligence, including tasks like learning, problem-solving and pattern recognition. AI marketing is the process of using AI capabilities to deliver customer insights and automate critical marketing decisions. As we progress through 2025, the digital marketing arena is experiencing transformative shifts.

Dr. Sudarsan Jayasingh

AI plays an important part in transforming the future of digital marketing by enabling businesses to automate content creation and enhance personalization. AI-powered writing assistants like Jasper and Copy.ao can generate high-quality written content in minutes, what once took hours or days to produce. AI tools can analyse vast amounts of customer browsing habits to purchase history and generate personalized content for individual users. AI enables marketers to create highly relevant and customized content at scale. The AI can also able to evaluate the content performance by tracking engagement metrics like click-through rates, conversion rates and user interactions. AI can offer actionable insights that help refine content strategies.

AI is widely used in advertising to generate ad creative copy, optimize ad budgets and predict advertising campaign performance. Google's Responsive Search Ads (RSAs) use AI to test and learn which combinations of headlines and descriptions perform best for different queries. This helps to deliver more relevant ads to customers. Mars Inc. able to predict whether a particular ad will lead to a purchase by using AI tools to analyse customer data like eye tracking and facial expressions. Conversational artificial intelligence (AI) refers to technologies, such as chatbots or virtual agents, that users can talk to. Amazon recently launched generative AI shopping assistant Rufus to simplify customer shopping experience. The advent of gen AI agents that assist consumers in their purchasing journeys, will shift in the balance of power away from retailers and towards brands and AI-agents. Augmented Reality (AR) technology provides immersive experiences that go beyond traditional advertising, engaging consumers in a manner that is both novel and deeply engaging. The potential for AR to influence consumer behaviour and shift brand perceptions is immense.

The future of marketing is not just about reaching consumers but connecting with them on a profoundly personal level, and AI is the key to unlocking this future. AI doesn't replace traditional marketing strategies; it enhances them. According to Statista, AI-driven automation is expected to reduce marketing costs by 30% by 2025. McKinsey report reveals that companies able to increase their revenue by 15-20% by integrating AI into their marketing processes. However, limitations persist, including ethical and data privacy concerns and the need for more sophisticated algorithms to handle complex consumer behaviours. To overcome these challenges, marketers should focus on building genuine relationships with their audience through authentic and transparent communication. Finally, AI's ability to analyse massive data sets is set to improve marketing strategies will help the companies to stay ahead of the curve and also redefine the marketing landscape.

Upcoming Events

Delta Headlines

Markshetra

Corporate Crusade

The Missing Link in Business Excellence

Value Added Courses

Innovate, Strategize, and Mitigate: Elevating Learning

SSN School of Management continues its commitment to holistic learning by offering three enriching Value-Added Courses (VACs) from February 26 to March 1, 2025. These specialized courses were designed to equip students with industry-relevant knowledge and skills, enabling them to stay ahead in an evolving business landscape.

MBA Batch 2024 - 26 Students at Product Design VAC

Guided by Mr. Duraisamy Palani Rajan, the course on Product Design provided students with essential product design skills, emphasizing design thinking, human-centered design, and problem-solving strategies. Participants explored key topics such as product life cycle, design principles, the Double Diamond method, and the Designer's Mindset. The interactive sessions encouraged students to approach design from a strategic and innovative perspective, preparing them to create impactful and market-driven products.

Conducted by Mr. Pandi Alagu Raja, the course on Strategic HR Partner focused on the evolving role of HR as a strategic business enabler. Students gained insights into HR budgeting, policy-making, financial planning, workforce agility, and performance management. Core concepts such as HR auditing, benchmarking costs, recruitment and training budgets, RoI analysis, and the PMS process were covered in depth. This course empowered participants with the ability to align HR strategies with organizational objectives, reinforcing the significance of HR as a key driver of business success.

Led by Dr. Srinivas Gumparthi, the course on Mastering Risk Management prepared students to navigate risks in today's VUCA (Volatile, Uncertain, Complex, and Ambiguous) world. It covered risk identification, assessment, mitigation, and monitoring through frameworks such as the Delphi technique, SWOT analysis, risk matrix, and reducing variables method. Discussions included financial risk management, operational risk, branding risk, and monopoly trade risk policy, equipping participants with the strategic foresight to handle business uncertainties effectively.

These Value-Added Courses provided a unique opportunity for students to gain specialized knowledge, interact with industry experts, and apply their learning to real-world scenarios. By fostering a culture of continuous learning and skill enhancement, SSN School of Management reaffirms its dedication to shaping competent, future-ready professionals.

- Karthik Sivanesan M

ICETBM 2025

Revolutionizing Business: Key Takeaways from ICETBM 2025

The International Conference on Emerging Trends in Business and Management (ICETBM 2025), hosted by SSN School of Management, commenced with the traditional lighting of the lamp. The event featured addresses by the Principal, Dr. Radha, and Dr. Hariharanath, who officially declared the conference open. Dr. Theerthaana welcomed the attendees, emphasizing the significance of this platform in fostering collaboration. Centered around the theme "Fostering Resilient Management and Sustainable Environments in the Age of AI and Digital Transformation," the conference aimed to explore innovative solutions for the evolving business landscape. It was successfully conducted by Dr. Theerthaana, Dr. Sriji, and Dr. Girija, whose tireless efforts paved this new way for knowledge exchange.

Inauguration of ICETBM '25

The conference featured thought-provoking speeches by eminent speakers. Dr. Justin Paul highlighted how technology has revolutionized daily life, from digital transactions to enhanced connectivity. He noted that South Korea and Europe prioritize industry leaders and academic contributions for offering Doctorate. Recalling his time in Japan, he emphasized the nation's disciplined approach, technological advancement, and adherence to the 5S principles. While India has progressed with innovations like Digi Yatra and UPI, workplace challenges such as jealousy persist. He also distinguished between bosses and leaders, stressing that true leaders inspire and nurture talent, unlike bosses who rely on control.

Bibiana Lim Chi Yong spoke about the evolving role of sustainability and artificial intelligence in business. AI, she noted, is integral to industries, handling basic tasks while still requiring human input for refinement. She cited examples where AI replaced thousands of jobs, emphasizing the need to embrace AI rather than fear it. She also urged educational institutions to update curricula to encourage critical thinking.

Dr. Rishikesh K.B. highlighted the role of sustainable business practices, describing organizational culture as "civilization in the workplace." He referenced globally recognized companies like Tata Group and Patagonia and cited Ricardo Semler's Semco as a model for ethical leadership. Reflecting on Anita Roddick's contributions through The Body Shop, he emphasized the role of human values in business decision-making.

Following these sessions, the conference transitioned to the editorial meet, where key discussions continued. Participants then presented research papers, sharing insights on emerging business and management trends. The event saw 100 attendees, including nearly 40 from SSN School of Management, contributing diverse perspectives. ICETBM 2025 provided a dynamic platform for knowledge exchange, inspiring innovative ideas and meaningful discussions.

- Reethi Sri N

Workshop - Power BI

Empowering Data Analysis and Visualization Skills

A workshop on Power Business Intelligence (Power BI) was conducted at SSN School of Management to equip students with essential skills in data analysis and visualization. The session was led by Mr. S. Muthuraman, Analytics & Data Science Manager, LatentView who provided deep insights into the principles of data visualization, storytelling with data, and practical applications using Power BI and Tableau. The workshop was coordinated by Dr.Girija T and Dr. Kirubhaharan B, who played a key role in organizing the event.

MBA Batch 2024 - 26 Students at Power Bi Workshop

The session began with an introduction to the principles and concepts of data visualization, emphasizing the importance of presenting data effectively for better decision-making. Storytelling with data was another key highlight, where students learned how to transform raw data into compelling narratives that drive insights.

Moving forward, the workshop provided a hands-on introduction to visuals in Power BI, including charts, reports, and dashboards. Mr. Muthuraman demonstrated the power of interactive reports and how businesses leverage Power BI for data-driven strategies. Additionally, students had the opportunity to gain practical experience in Tableau dashboard creation, further enhancing their visualization skills.

The workshop was highly engaging and interactive with participants actively exploring real-world datasets and applying their learning to build insightful visualizations. By the end of the session, students gained a comprehensive understanding of business intelligence tools and their role in modern data analytics.

Overall, the workshop was an informative and enriching experience, providing valuable exposure to industry-leading tools like Power BI. It equipped students with essential skills to analyze and visualize data effectively, making us better prepared for careers in data analytics and business intelligence.

- Jovina Salome R

Workshop - Critical Thinking

Navigating Uncertainty: A Game-Based Workshop from the VUCA World

On February 8th, 2025 first year students had the opportunity to attend a workshop on 'Critical Thinking & Decision-Making in a VUCA World' with our esteemed guest Ilango, Fellow of BCI and Founder of SANdbOX (Business Games and Simulation) as the resource person. The session was conducted in an interactive and interesting way by introducing Gamified factor which helped the students get a taste of the real world business problems that require critical thinking.

MBA Batch 2024 - 26 Students at Critical Thinking Workshop

The session began with Mr. Ilango outlining the rules, after which students were divided into small groups. They engaged with business case studies presented on a gamified platform, where they had to analyze scenarios and think creatively to develop innovative solutions. One line said by Mr Ilango in the beginning of the session that left an impression was, "Some groups may have an advantage over the others with the case content which may sound unfair, but the groups have to face it because so is the real world"

The workshop was an engaging three-phase gaming competition that put students' critical thinking and analytical abilities to the test. Covering crucial areas such as supply chain operations, data privacy, and cyber fraud, the event challenged participants to navigate complex, real-world scenarios filled with uncertainty and incomplete data—mirroring the challenges of a VUCA world.

Working in teams, students tackled these high-stakes problems by fostering collaboration and strategic decision-making under pressure. Beyond the competition, the experience emphasized the significance of adaptability, teamwork, and problem-solving in unpredictable business environments.

The workshop left participants with a deeper understanding of real-world challenges while enhancing their ability to think critically, make data-driven decisions, and adapt to an ever-evolving business landscape.

- Swathi G

NHRD Event

Empowering Students Through Self-Defense: A Shorinji Kempo Workshop

The NHRDN Student Chapter of SSN School of Management conducted its first event for the Batch of 2024-2026—a Shorinji Kempo Self-Defense Workshop—on February 26, 2025. Organized in collaboration with the Shorinji Kempo Madras Branch, the workshop was led by Sensei Muruganand Ambrose the Branch Coach, along with eight Kenshis, including Yugalakshmi, Secretary and Branch Master of Shorinji Kempo Madras.

Shorinji Kempo Self-Defense Workshop

Anand Sensei opened the session by explaining that Shorinji Kempo is about both self-defense and self-development, sharing the story of Doshin So, the founder of this martial art. A short video on Shorinji Kempo further engaged the audience, setting the stage for live demonstrations.

First, Yugalakshmi and Khadija performed a choreographed fight, impressing students with their precision. This was followed by Sensei and Kannan, who showcased real-time defense techniques, including powerful throws that left the audience in awe.

The interactive segment began with Kenshis teaching students how to escape grabs and apply locks, emphasizing that these moves required technique, not physical strength. Initially hesitant, students soon joined in enthusiastically, filling the seminar hall with energy and excitement.

One participant shared:
"The session was highly interactive, and students were enthusiastic to learn self-defense. It proved that martial arts are both essential and fun!"
The workshop was a resounding success, reinforcing confidence, awareness, and personal growth. SSN SoM looks forward to more such impactful sessions under the NHRDN Student Chapter!

- Yugalakshmi J

SyncHRonize ’25: Where Talent, Technology, and Transformation Converged

The NHRD Chennai Chapter successfully hosted SyncHRonize’25, an exclusive student conference held on February 28, 2025, at IIT Madras Research Park. Designed to bridge the gap between academia and industry, the event brought together industry leaders, HR professionals, and students for insightful discussions, inspiring sessions, and networking opportunities.

MBA Batch 2024 - 26 Students at SyncHRonize '25

The conference commenced with an electrifying inaugural session featuring Dr. Lakshmi RR, Vice President - HR, Fidelity Investments, who emphasized the need for next-generation leaders to lead with bold vision and purposeful innovation. Her address set the tone for the event, highlighting the evolving role of HR as a strategic enabler rather than a support function.

The event featured an inspirational talk by Sultan Refai, who shared his journey of resilience and perseverance, proving that success is not about avoiding setbacks but rising stronger each time. His story served as a powerful reminder that challenges are stepping stones to success.

In an era of digital transformation, Kumaran C, Founder of Wezume, emphasized how HR Tech is revolutionizing talent attraction, development, and retention. A thought-provoking session on AI in HR by Arun Prakash, Founder & CEO of Guvi Geek Networks, shed light on the impact of automation, AI-driven decision-making, and the importance of human intuition. Raj Ganpath, Co-founder of Quad, emphasized the role of fitness, environment, and community in enhancing overall well-being.

HR’s role is no longer limited to administrative tasks—it is an integral part of business strategy. A panel discussion on HR in the Digital Age explored how businesses must balance automation with empathy and agility.

With the shift from traditional to digital education, the role of educators is evolving. Dr. PSS Srinivasan emphasized how experiential learning is no longer optional but essential. Piyush Raghuvanshi, Head HR at Apna, provided invaluable career insights for aspiring HR professionals.

A highlight of SyncHRonize’25 was the launch of the Campus Champs initiative, aimed at empowering students to become HR ambassadors within their institutions. This initiative offers exclusive mentorship from HR leaders, hands-on exposure to HR trends, and a platform to drive innovation and thought leadership.

Two students from SSN School of Management, Reethi Sri N and Libiksha Babu B I, were selected as Campus Champs for the NHRD Chennai Chapter. This prestigious recognition marks the beginning of their journey as future HR leaders, bridging the gap between academia and the HR industry. Congratulations to them on this remarkable achievement.

- Karthik Sivanesan M

Placement Corner

From Shakespeare to Spreadsheets: How I landed My MBA Dream Job

Placements were the toughest part of my MBA journey. Coming from an English Literature background, I often felt like an outsider in a world of numbers and marketing strategies. The first year was a whirlwind of sleepless nights, endless assignments, and catching up with classmates who spoke business fluently. But I knew one thing, I wanted a career in marketing.

Ms. Gayathri N,
SSN SoM MBA Batch 2023 - 25

During my internship at Lucas Indian Services, I worked in procurement, negotiating with vendors and sharpening my communication skills. But when placement season arrived, reality hit hard. Most companies wanted engineers, and sales roles leaned towards male candidates. To make things worse, I struggled with aptitude tests, losing out on great opportunities.

Just when I was running out of options, Federal Bank showed up. With only three days to prepare, I pushed myself harder than ever—and cleared the test! The group discussion was intense, but I stayed sharp and spoke only when it mattered. The final interview turned into a stress test, with the panel questioning if I was the right fit. But I didn’t back down, I stayed confident, smiled through the pressure, and kept pushing.

When the results came in, I was shocked I got the job! I would like to tell my juniors what Rocky Balboa said, *"It ain't about how hard you hit. It's about how hard you can get hit and keep moving forward."*

Click here for Chain It!

Gamification in Action

A Real-Time Project by First-Year MBA Students

Gamification, the process of integrating game-like elements into non-game settings, was effectively utilized by first-year MBA students at SSN School of Management to cultivate reading habits among their peers. This innovative initiative, led by Yogeshwaran and supported by a dedicated team, was conducted from January 20 to February 1, 2025.

Gamification Team,
SSN SoM MBA Batch 2024 - 26

The team strategically planned and executed the project. Piriyan and Nivetha managed the circulation of Google Forms (G-forms), while Vasunthra and Shankar Ram developed content and questions. Yogeshwaran supervised the process, curating materials from The Wall Street Journal, The Economist, and Harvard Business Review, ensuring the inclusion of relevant technical terms.

To assess students' interest in reading, an initial G-form was circulated. Those willing to develop the habit were selected, forming a sample of 21 participants. The project spanned two weeks, during which curated newspaper articles and premium journal insights were shared. Generative AI helped condense the core content for better accessibility. Participants received the material in the morning, followed by a G-form in the evening to gauge comprehension and engagement. Improvements were made based on feedback.

In the second week, questions were provided on alternate days, gradually increasing the difficulty. Initially, responses declined due to academic workload, prompting an adjustment in content complexity. This led to a resurgence in engagement. By the project's end, participants appreciated the structured approach, which enhanced their reading habits and critical thinking skills.

The initiative proved to be a transformative experience for both the team and participants. With SSN School of Management fostering a space for exploration, this project showcased the power of gamification in driving engagement and learning.

- Shankar Ram

Industry Talk Series

The Future of Finance: AI, Automation, and the Evolving Job Market

The SSN School of Management (SoM) had the privilege of hosting Ms. CA Tejeswini Rao, Chief Financial Officer of SUPERBHUMANS, for an enlightening corporate lecture on "Navigating the Future: Finance, AI, Automation, and Emerging Job Markets." The session, held on February 15, 2025, provided deep insights into the evolving financial landscape and the role of technology in shaping the future of work.

CA Tejeswini Rao,
Chief Financial Officer at SUPERBHUMANS

Ms. Rao began by tracing the transformation of accounting from ancient manual ledgers and adding machines to modern ERP systems and Smart AI-driven solutions. She emphasized how businesses have moved from reactive decision-making to predictive and proactive financial strategies through AI and automation.

Observing market and AI trends, Ms. Rao highlighted the importance of adapting to change. She cited examples from history, such as the downfall of companies like Nokia, HMT Watches, Kodak, and Yahoo, which failed to evolve with technological advancements. She introduced the 3Cs Model—Consciousness (market awareness), Courage (to embrace change), and Courses (continuous learning)—as a blueprint for success in a rapidly evolving job market.

Ms. Rao illustrated how AI and automation have revolutionized finance, shifting roles from repetitive tasks to strategic functions. Automation handles invoice processing, payment reconciliation, journal entries, and fraud detection, while human intelligence is needed for strategy, innovation, leadership, and ethical considerations. Companies like Amazon enhances user experience through AI-driven personalization.

The session underscored the shift from passive to interactive financial management. AI now analyses data, predicts trends, and recommends actions, while human professionals make proactive decisions. However, she noted that AI's implementation should be optimized, as seen in the case of Bank of America's chatbots, which struggled with user engagement.

Ms. Rao discussed emerging job roles such as AI-Driven Finance Strategist, FinTech Innovation Expert, Risk & Compliance Officer, and Sustainability Finance Advisor. She emphasized the importance of skills like data literacy, numerical efficiency, AI & machine learning knowledge, and financial modelling.

The lecture concluded with a key takeaway: "AI will not take your job; the person who knows how to use AI will." The future belongs to professionals who can blend AI's efficiency with human creativity, strategic thinking, and emotional intelligence. The session left students with a renewed sense of enthusiasm and preparedness for the evolving job landscape. Through a blend of hard work, smart work, and adaptability, future financial professionals can navigate the ever-changing corporate world with confidence.

- Reethi Sri N

Alumni Talk Series

Crafting a successful Marketing Career: Insights and Strategies

As part of the Alumni Talk Series, SSN School of Management had the privilege of hosting Mrs. Scindia Balasingh, Enterprise Marketing (ABM) Leader at IBM and an esteemed alumna of the 2009-2011 batch. She delivered an insightful session on "Crafting Your Successful Marketing Career", shedding light on the dynamic world of marketing and the key skills required to build a successful career in the field.

Mrs. Scindia Balasingh,
SSN SoM MBA Batch 2009-2011
Enterprise Marketing (ABM) Leader at IBM

Mrs. Scindia emphasized that marketing is an evolving discipline, where success lies in embracing the journey rather than just focusing on the outcome. She highlighted how marketing influences perceptions, shapes decisions, and enables individuals to position themselves effectively. Addressing students keen on communication, strategy, and consumer behavior, she assured that marketing extends far beyond sales, offering diverse roles in market research, strategy, and data-driven analytics for those who prefer analytical roles over direct interaction.

Mrs. Scindia reassured students that AI is not replacing jobs but rather enhancing marketing strategies. Learning to leverage AI-powered tools will be crucial for aspiring professionals, as automation improves efficiency while still requiring human creativity and strategic thinking.

She encouraged students not to hesitate in taking up sales roles, as they offer hands-on experience and a strong foundation for future growth in branding and strategy. She advised that while digital marketing is an essential component, a holistic multi-channel approach is necessary for brand positioning and awareness. Setting clear career goals—whether in sales, brand positioning, or innovation—will help students make informed career decisions.

For those entering the marketing field, Mrs. Scindia highlighted the importance of mastering email marketing tools, AI applications, and research methodologies. She recommended obtaining certifications to enhance credibility and stand out in the competitive job market. She also stressed the need for adaptability and continuous learning, advising students to focus on building expertise rather than frequently changing jobs in the early years.

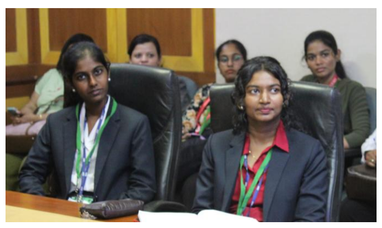
The session provided students with valuable industry insights, equipping them with the right mindset to navigate the ever-evolving landscape of marketing. With an emphasis on resilience, strategic thinking, and skill development, Mrs. Scindia's guidance left students inspired to carve their own path in the marketing domain.

- Swetha D

Internally Funded Project

The Shift in Fashion Consumption

What began as a casual discussion among friends about buying matching kurtis led me to a thought-provoking question—why do so many consumers prefer mass-produced fashion while also wanting to stand out?
This curiosity led me to explore consumer behavior in Fast Fashion. I was fortunate to collaborate with Jeyashree A.P., and under the guidance of Dr. Vani Haridasan, we embarked on a study titled "The Shift in Fashion Consumption: Exploring the Allure of Fast Fashion and the Demand for Unique Styles."



Ms. Jeyashree. A.P & Ms. Angella C,
SSN SoM MBA Batch 2024 - 26

Fast fashion offers affordable, trend-driven clothing, updated weekly to match the latest styles. Our research aims to understand the evolving preferences of consumers—why some embrace fast fashion while others seek exclusivity. These insights could help both fast fashion brands and independent retailers adapt to shifting market dynamics.
We are thrilled to share that our project has received the highest funding among MBA research projects for the academic year 2024-2026. We extend our gratitude to our Director Dr. Hariharanath. K and Dr. Kavitha Muthukumaran for their unwavering support in guiding us throughout the project.
Looking forward to uncovering valuable insights that contribute to the fashion and retail industry.

- Angella C

SSN School of Management Excels with 100+ Placements and Counting

SSN School of Management continues to shine as it achieves an impressive milestone of over 100 placements, with numbers still rising. Top recruiters include HCL Tech, Federal, Cprime, and Deloitte, showcasing the institution's strong industry connections and commitment to excellence.
A detailed report on the Placements is coming up in "The Chief Issue 019".

Sealing the Deal: The Winning Formula for Sales Success

The SSN School of Management hosted an engaging Alumni Talk Series session on 8th February 2025, featuring Mr. G. Sethu GokulaKumar, an esteemed alumnus from the 2001-2003 batch. The session, titled "Mastering the Pitch – The Strategy and Art of Selling Success," provided students with valuable insights into sales strategies and persuasion techniques. Mr. Sethu emphasized that sales is more than transactions—it is about trust and relationships.

Mr. G Sethu GokulaKumar,
SSN SoM MBA Batch 2001 – 2003,
Vendor Development Team Member at Mando Brakes.

He highlighted the dual objectives of revenue generation and trust-building, stressing the importance of confidentiality, technical expertise, and regular updates in maintaining long-term customer relationships.

He discussed negotiation as a key element, advocating a win-win approach where both buyer and seller benefit. Effective negotiation, he noted, is not just about price reductions but also about offering value additions like complementary provisions or enhanced features.For handling complex customers, he advised establishing personal connections and finding common ground. He also highlighted strategies for managing debtors, emphasizing patience and strategic follow-ups.

The session underscored the importance of passion, perseverance, and emotional intelligence in sales. Following up consistently, overcoming objections, and building trust were key takeaways.

Mr. Sethu concluded by reinforcing that sales is not just about persuasion but also about problem-solving, trust-building, and strategic thinking—critical skills for today's business professionals.

- Swetha D

The Team

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