

SRIHER

# InSight

**A Bi-annual Newsletter from  
Sri Ramachandra Faculty of Management Sciences**

Volume 1  
Issue 1

October 2020



**SRI RAMACHANDRA**

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**

(Category - I Deemed to be University) Porur, Chennai

## TABLE OF CONTENTS

Message from The Editor	1
Message from The Chief Patron	1
Message from VC and Dean of Faculties	2
SRIHER Convocation	2
HACON 2020 and Management Meet 2019	3
Management Meet 2020	4
Student achievements	5
Outreach activities	6
Distinguished Lecture Series	7
Entrepreneurial Talk	8
Alumni Talk and Industrial Visits	9
Research Contribution	10
Faculty as Resource Person	11
Faculty Paper Presentation	12
Visiting Faculty Members	13
Alumni Activities	14
Celebrations	15
New Programme Launched	16
About Us	17

### EDITORIAL BOARD:

**Dr. Selvam Jesiah** - Editor

**Ms.T.Bharathi** - Managing Editor

**Ms. K Rohini** - Associate Editor

Student Editorial Board

**Mogana Renga Raja. M** - MBA, Final Year

**Geethika. K.** - MBA, Final Year

**Hajeema. S** - BBA, Final Year

**Mitthra. B** - BBA, Final Year



## Message from The Editor

### Greetings!

I am glad to announce the launch of our newsletter, I know it'll succeed and I'm hoping only the best for the newsletter - in fact, what you're reading right now is the maiden issue. Every six months, you can expect a few of our top stories delivered right to your inbox. In this issue, a lot of our coverage is limited to our campus but in future we have plans to include more coverage on our fraternity. We hope to be the bridge to connect you with people to reach with news and information you may not be getting anywhere.

It is indeed a great honor to be the Editor for the Newsletter of Faculty of Management Sciences, SRIHER and it is an immense pleasure to launch this first edition for 2020. In this issue, we will recount various activities of FMS wherein the members have been actively involved since January 2019.

A huge thanks to all the persons who contributed the inspiring articles, without which there wouldn't have been this newsletter issue.

Last but not the least, I would like to thank The Chancellor, Pro-Chancellor, Vice-Chancellor, Dean of Faculties, Dean-Research, Registrar, Advisers and the Faculty members of SRFMS for their everlasting support throughout the creation of this edition. I do hope that this edition makes an interesting start. Please feel free to offer any suggestions for improvement.



-Editor

## Message from The Honourable Chancellor

Dear friends,

I congratulate the Faculty of Management Sciences for unveiling its maiden issue of newsletter with the objective of connecting their insights and achievements with various stakeholders. This Newsletter touches on a few of the exciting developments that took place in FMS. I have been moved by the ways that so many have contributed to try to keep that mission going under difficult conditions in this challenging time. I am also confident of this newsletter to bring out a new dimension to FMS as it has a plan of becoming one of the best B Schools in India.

My best wishes to the editorial team, staff and students of FMS for this initiative.



V.R. VENKATAACHALAM  
CHANCELLOR

## Message from The Honourable Vice-Chancellor

Dear Readers:

I am happy to congratulate Sri Ramachandra Faculty of Management Sciences(SRFMS) for bringing out their newsletter, a maiden issue with effect from this academic year, 2020-21 which is full of anxieties and uncertainties due to COVID-19 pandemic. Sustaining a Faculty that enables all of its members to fulfill their potential is my top priority as Vice-Chancellor and I see this initiative at this juncture as a welcoming move to bring FMS of SRIHER closer to its stakeholders, largely the learning community. Hope this newsletter will cover the activities of SRFMS that may kindle positive image in our target audience. I appreciate the efforts of Editorial team and look forward to reading fascinating news in the future.

**Dr. P. V. VIJAYARAGHAVAN**  
**VICE-CHANCELLOR**

## Message from The Dean of Faculties

I have great pleasure in placing on record my greetings and appreciation to Sri Ramachandra Faculty of Management Sciences for its commitment at this crucial time to launch the inaugural issue of Newsletter, "InSight" which is specifically designed to disseminate the information relating to their work, activities and achievements among the stakeholders who show sincere interest at the growth and development of the Faculty. The new form of Faculty of Management Sciences is full of newer thoughts. Dynamic communication and network within and outside the organization is one thought which this newsletter will stand vouching for.

I wish the editorial team, staff and students of Faculty of Management Sciences all the best upon this initiative which I think may help the Faculty gain a good networking and connectivity with the community.

**Dr. MAHESH VAKAMUDI**  
**DEAN OF FACULTIES**

## SRIHER CONVOCATION 2019

Sri Ramachandra Institute of Higher Education and Research, Chennai held 30th Convocation on 14th of October, 2019. The convocation was declared open by Thiru.V.R.Venkataachalam, Chancellor, Sri Ramachandra Institute of Higher Education and Research, Chennai. 29 students were conferred Masters in Business Administration, Ms. Sanghavi received Murali Manohar Joshi Gold Medal and 32 students were conferred Bachelors in Business Administration. The Chief Guest for the Convocation was Prof. D. P. Singh, Chairman, University Grants Commission, Government of India.



**Ms. T. Sangavi receiving Murali Manohar Joshi Gold Medal**



## HACON 2020

What a doctor is to a patient, a hospital administrator is to a medical facility. Healthcare Administrators untiringly work for the betterment of the hospital and patient experiences. In this context, a Fifth Annual Hospital Administrators Conclave–HACON2020 was organized by Sri Ramachandra Medical Centre and Faculty of Management Sciences, SRIHER on 11th of January, 2020 to understand healthcare administration and collaborate with Healthcare professionals. The event was inaugurated by Dr.J.Radhakrishnan, IAS, who also delivered the keynote address. The Conclave was presided over by our Honourable Vice-Chancellor Dr.P.V.Vijayaraghavan.



*HACON 2020 Team*



*HACON 2020 felicitations*

## MANAGEMENT MEET 2019

The SRFMS organised its Annual Management Meet, ETHOZ' 19 on 29th of March, 2019. 110 participants from various colleges attended the event. The meet conducted competition such as Adzap, Adaptune, Best Manager, Business quiz, Connections, Block and Tackle. The Department of Occupational Therapy, SRIHER, bagged the First prize, whereas, St. Joseph's College of Engineering, Chennai stood second. Ms. Kalabalasundaram, Founder Trustee and President of ALERT delivered the inaugural address and Mr. Nihal Kapoor, Director of HNS Hotels and Dr. P.V. Vijayaraghavan, Vice-chancellor; SRIHER gave away the cash rewards and prizes to the winners. Dr. K. V. Somasundaram, Adviser (Academic), Dr. A. Rajagopalan, Principal and Dr. Selvam Jesiah, Vice-Principal, SRFMS facilitated.



*Prize Distribution of Management Meet 2019*



## MANAGEMENT MEET 2020

Ethoz 2020 is the 7th National level Management meet organized by SRFMS on 21st of February, 2020. The Management Meet was inaugurated by Mr. Sastharam Ravendran, Serial Entrepreneur and COO, Sarash Group and Mr. Ganesh Chidambaram, Director – Kamala Cinemas. The Management meet aimed at bringing together not only management students but also all other students who wanted to explore themselves to managerial skills which to help in their career. The Events like Best Manager, Business Quiz, Ad-zap, Corporate Walk, Treasure Hunt, Connexions, Adapt Tune and Photography were organized with the objective of providing platform for students to expose their creativity, analytical, technical and inter personal skills.

To pick the best one out of the crowd and to make it an exciting experience, Judges from various fields were invited and the details are as follows: Best Manager - Ms. Vishnu Priya M (GM-HR- SRM), Dr. Babu Joseph (CEO-FIUTSHER Enterprises), Mr. Kennet Alphy Lamby C (Founder – eBrandocx), Business Quiz - Mr. Vikash B (PG-Film Making), Adzap - Mr. Arun & Mr. Aravind (Casting Directors), Corporate Walk - Ms. Devimeena S (ACE Certified Personal Trainer), Mr. Jenson Sebastian (Fashion Model) and Mr. Rithik Elango (Fashion Model), Adapt Tune - Mr. Mithran S J (Choreographer), Mr. Viswa (Choreographer). To make the Event special, "Super Singer Fame" Ms. Nithyashree Venkataraman & Mr. Ajay Krishna, "Vijay TV fame" Mr. Anand Kumar and "Sun Singer Fame" Ms. Reshma Shyam were part of Ethoz 2020 as Walk-in Celebrities. At last, the big day came to an end with distribution of prizes for the Event Winners and Runners by the Honorable Guest Mr. Isreal Jebasingh, Indian Educator and Former IAS officer. The Overall Winner and Runner Trophies were presented to Sankara Nethralaya Academy and SRM (Ramapuram Campus) respectively.



*Glimpse of Management Meet 2020*



## STUDENTS REACHING AN EXTRA MILE

Ms. P. Hindhuja, I BBA (2019-2022 Batch) SRFMS won Silver medal in Team kumitee category at All INDIA INTER UNIVERSITY Karate tournament held at Sathyabama University, on 8th of January, 2020



*BBA Student achievement in co-curricular activity*

Students participation in the International Colloquium on Quality Healthcare jointly organized by ANT Educational Medical & Social welfare Trust and various events organized by Bon Secours College for Women brought laurels to our institution. The details are as follows:

1. Quiz Competition - First prize winner Ms.Naraharisetti Vooha Prasanna Lakshmi BBA II Year (2018-2021 Batch)
2. Debate - Second Prize winner Ms.Soniya.K BBA II Year (2018-2021 Batch)
3. Paper presentation- Second prize winners Ms.Sarath Chandrika and Ms.Naraharisetti Vooha Prasanna Lakshmi BBA II Year (2018-2021 Batch)



*SRFMS students display their co-curricular talents*

### Excelling Performance of SRFMS

Winning Position	Sports/ Cultural	Date	Name of the student and batch
2 <sup>nd</sup> Place	Paper Presentation at Saveetha School of Management	26/02/2019	Ms.Baby (2016-19 batch)
2 <sup>nd</sup> Place	Meme Master at Saveetha School of Management	27/02/2019	Anandraj K, Jagan M, Wiswa M (2017-20 batch)
2 <sup>nd</sup> Place	Quiz at New College	04/03/2019	Jagan.M, Wiswa. M (2017-20 batch)
3 <sup>rd</sup> Place	Block & Tackle at MNM Jain Engineering College	09/03/2019	Meera Aishwarya (2017-20 batch)
1 <sup>st</sup> place	Searchathon at Easwari Engineering College	12/03/2019	Shiny Hephzibah, Yogalakshmi K R, Shradha Govindarajan (2017-20 batch)
2 <sup>nd</sup> place	Grab the Brush at SSN College of Engineering	08/03/2019	Swetha T, Naseema Fathima T J, Dahanyasree A S (2017-20 batch)
1 <sup>st</sup> place	Mehandi at SSN College of Engineering	12/03/2019	Naseema Fathima TJ (2017-20 batch)
1 <sup>st</sup> Place	Brainstorming at Meenakshi Engineering College	01/03/2019	Swetha T (2017-20 batch)
1 <sup>st</sup> place	Paper presentation at ANT Educational Medical and Social Welfare Trust	23/02/2019	Visali KV (2017-19 batch)
1 <sup>st</sup> Place	Bharathidasan Tamil Poetry Recitation Competition	24/08/2019	R.B. Akshaya (2019-22 batch)



## REACHING THE UNREACHED

The SRFMS organized a medical camp on 19th of July, 2019 in collaboration with the Greater Chennai Corporation and CTS, a global IT major, as an outreach program to provide medical screening of sanitary workers in the Perungudi area of Chennai.

The Camp was conducted to test 500 sanitary workers belonging to the Greater Chennai Corporation for whom the Faculty of Medicine of SRIHER provided free consultation with the help of 10 doctors and 15 nursing staff in the areas of General Medicine, Orthopedics, Ophthalmology, ENT, Chest & TB, Dermatology, and conducted investigations such as CBG, PFT and ECG.

The Camp was inaugurated by Mr. G. Prakash, I.A.S., Commissioner, Greater Chennai Corporation, in the presence of Dr. Alby John Varghese, Deputy Commissioner, South Region, Greater Chennai Corporation, and Dr. K. V. Somasundaram, Professor of Eminence & Adviser (Academics), SRIHER.

The Camp was organized in the newly constructed premises of Urban Community Health Center, Perungudi, Chennai", while the students of Management, SRIHER, provided voluntary administrative assistance.



*Serving the community in collaboration with CTS and Greater Chennai Corporation*



## CONNECTING WITH THE INTELLECTUALS

SRFMS, Chennai organized a guest talk under its distinguished lecture series on 27th of February, 2019 at Harvard Auditorium where Dr. Jebamalai Vinanchiarachi, Former Principal Adviser to the Director General, UNIDO, Vienna delivered his speech on "The Future of World Business". He emphasized for the production by mass rather than mass production while elaborating different business strategies to meet out the challenges of world business. Dr. P.V. Vijayaraghavan, Vice-chancellor, SRIHER felicitated the chief guest. Prof. K.V. Somasundaram, Professor of Eminence, SRIHER, Dr. Krishnan Baskar, Former Vice-Chancellor, Manonmaniam Sundaranar University, Dr. Perumalsamy, Vice-Chancellor, Noorul Islam University graced the function. Dr. A.R. Rajagopalan, Principal welcomed the gathering and Dr. Selvam Jesiah, Vice-Principal extended a vote of thanks.



*Dr. Jebamalai Vinanchiarachi's distinguished lecture series*

SRFMS organized a Guest lecture on "A Modern System for Improving Quality in Healthcare" on 3rd of April, 2019 at Central Library Auditorium. Dr. Mahesh Vakamudi, Dean of Faculties, SRIHER (DU) welcomed and felicitated the Chief guest Dr. M. Hemadri, Consultant General Surgeon, NHS, England.

The Session by Dr. Hemadri focused on the need for Healthcare specific methods for Healthcare quality improvement and people management. Concepts such as cost-quality relationship, using evidence, shared baselines, modelling processes, measurements, process behaviour tracking, and healthcare specific leadership was elucidated. The participants obtained new insights into quality and implementable concepts through simple narration using stories. Dr. M. Hemadri was open to questions raised by Heads of Departments, Administrators, Executives, Faculty members and Students of SRIHER. This was followed by thanks giving by Medical Director, Medical Superintendent and Chief of Quality of Sri Ramachandra Medical Centre. The session was highly intense and informative and ended with a vote of thanks.



*Dr. M. Hemadri delivering lecture at Central Library Auditorium*

SRFMS, organised a guest talk, on the topic, "SPIRITUALITY IN MANAGEMENT", by Dr. A. P. Padhi, Executive Council Member, NAAC, UGC and Former Vice-Chancellor of Berhampur University, Odisha at Central Library Auditorium, SRIHER Campus on 25th of November, 2019



*Prof. Vijay Govindarajan visit to SRFMS*



SRFMS, organized a guest talk under its Distinguished Lecture Series on 20th of January, 2020 at the Main Auditorium where Prof Vijay Govindarajan (VG), Coxe Distinguished Professor of Strategy and Innovation, Tuck School of Business, Dartmouth College, U.S.A, emphasized that strategy through innovation and breakthrough is possible in every industry. He categorized India into three strata according to population and per capita income.

The 3 Box Balance Strategy manages the present, selectively forgets the past and creates the future. The first box is about optimizing the current system, competition for the present, closing the performance gap and linear innovations. The second and third boxes are about competition for future, closing the possibility gap and non-linear innovation. Customers in emergent markets are different from those in developed or developing countries. Dr. P.V. Vijayaraghanvan, Vice-chancellor, SRIHER felicitated the chief guest, Prof. K.V.Somasundaram, Professor of Eminence & Adviser (Academic), SRIHER, Prof. T. K Partha Sarathy, Chief Adviser Director – International Relations were also present. Dr. Selvam Jesiah, Vice Principal welcomed the gathering and Dr.A.R.Rajagopalan, Principal extended a vote of thanks.

SRFMS organized a series of distinguished lectures for the students to gain knowledge on real-time management strategies:

Date	Name of the Speaker	Designation & Affiliation	Topic
25.09.2019	Dr. R. Mahalakshmi	Coordinator, Faculty of Clinical Research	Quality in Healthcare
25.09.2019	Dr. P. Sudha	Senior Lecturer	Radiation Hazards
26.09.2019	Mr. V. T. Narendhiran	Senior Advocate	Negotiable instruments and COPRA
26.09.2019	Mr. Thenarasu	Fire Safety Officer, SRMC	Fire drill (Classes of Fire and type of Extinguisher demo)
21.11.2019	Prof. Ashok Thiagarajan	Vice president, Westminster	Personal selling
09.12.2019	Dr.R.Chandrasekar Menon	Dean-School of Business, Kalasalingam University	Emerging Opportunities in Healthcare Industry
10.02.2020	Mr.Sriram Balakrishnan	Partner, Ernst & Young India	Union Budget Proposals 2020-21
	Prof.Ganesh Subramaniam	Chartered Accountant & Faculty in Finance	

Entrepreneurs and their experiences:

Date	Name of the speaker	Designation	Topic
31.08.2019	Mr.G.Senthilkumar	Founder & Chief Board Gamer, MADIEE	Creating awareness on start-ups and Boards Games
21.09.2019	Ms.Archana Stalin	Co-founder & Growth Champion, My Harvest Farms, Chennai	Agricultural Entrepreneurship
14.02.2020	Ms.Devimeena Sundaram	Fitness Entrepreneur	Entrepreneurship as a Fitness and Health Coach Profession
06.03.2020	Dr.Babu Joseph	Founder, Fiutsher Enterprises	Entrepreneurial Opportunities in Healthcare



Alumni knowledge sharing sessions:

Date	Name of the speaker	Designation	Topic
22.07.2019	Mr.Hari Balaji VR	National Consultant – Disaster Management and Humanitarian Response	Disaster Management
07.09.2019	R.J.T.Nirmalraj	Assistant Professor, Hindustan Institute of Technology & science (Deemed to be University)	Emotional Resilience
01.02.2020	E.Nirmal	Project Manager Madras Diabetes Research Foundation (A Unit of Dr.Mohan’s Diabetes Specialties Centre)	Perspectives in Public Healthcare in India

The students of SRFMS visited various hospitals and industries to witness the daily routine of the organization and its leadership style and culture.

Date	Place of visit	MBA	BBA
08.08.2019	TI Cycles of India	✓	
04.10.2019	Integral Coach Factory , Chennai	✓	
18.10.2019 to 22.10.2019	Aster Medcity, Kochi	✓	
24.01.2020	Gleneagles Global Healthcity, Chennai		✓
28.11.2019 to 30.11.2019	Omni Hospital, Hyderabad		✓



Industry – Institution Interface 2019

# RESEARCH CONTRIBUTION

## Dr. SELVAM JESIAH

1. Kumarakanan, Selvam Jesiah & Abhinay Devi (2019), Spill over effects of developed economics on Indian stock market. Unnayan International Bulletin of Management and Economics, Vol.X, Issue.2 (UGC listed No. 644245).
2. Kumarakanan & Selvam Jesiah. (2019). Co integration of developed economics and Indian stock market after economic reforms. IUP Journal of Financial Risk Management, Vol. IX. (UGC listed No.46858).

## Dr. P. AMALANATHAN

1. Mr. Punit Kumar & Dr.P. Amalanathan (2020), Risk Optimization Analytics-A Case Study on Brown Research Associates India, International Journal of Social Ecology and Sustainable Development (IJSESD), Vol.20 (2), June, Scopus Indexed Journal, ISSN No. 1947-8402, Impact Factor-0.29.

## Dr. A. BHOOMA DEVI

1. A. Bhoomadevi, M. Ganesh & N. Panchanatham (2019), Improving the healthcare using perception of health professional and patients: Need to develop a patients centered structural equation model, International Journal of Healthcare Management, DOI: 10.1080/20479700.2019.1607014 (Scopus indexed)

## Dr. G. JABARETHINA

1. Catakam Keshika, Dr. G. Jabarethina(2019), Emotional Touch Points as a Predictor of Service Quality in a Tertiary Care Hospital, Chennai, International Journal of Recent Technology and Engineering (IJRTE), ISSN: 2277-3878, Volume-8 Issue-4S3, December 2019.P.No.134-138. Retrieval Number: D10171284S319/2019@BEIESP DOI:10.35940/ijrte.D1017.1284S319. (UGC-CARE SCOPUS INDEX –Sr.No.206).

## Ms. K. N. PRIYA

1. K.N.Priya (2020), Blue Ocean Strategy in Healthcare, Mukta Shabd Journal, ISSN NO. 2347-3150, Pg: 3832 – 3836 (UGC Care)
2. P.Jakulin Divya Mary and K.N.Priya (2019), Roles and Challenges of HR in Healthcare. International Journal of Recent Technology and Engineering, Volume-7 Issue-5, Pg: 434-436.

## Ms. T. BHARATHI

1. T. Bharathi, (2019), A study on cost minimization in operating room through team learning at tertiary care hospital of South India. *Indian Journal of Public Health Research & Development*, (Scopus Indexed) Sep 2019.



## FACULTY AS RESOURCE PERSON

SRFMS faculty members were invited as resource person for various events, which are listed below:

Dr. Selvam Jesiah, Vice-Principal visited "Knowledge Institute of Technology" at Salem, Tamilnadu on 27th of September, 2019, as a Resource Person to guide them in the NAAC Certification process. He also delivered a lecture for the NAAC sponsored conference at St.Thomas College on 13th of February, 2019.

Dr. A. Bhooma Devi, Associate Professor participated in the panel discussion at 5th Medetalks International Conference 2019, on 26th of January, 2019, at Hotel Savera, Chennai, Tamilnadu.

Dr. A. Bhooma Devi delivered a session on the topic, "Quality tools and an insight on JCI", for one day National colloquium on innovational Hospital administration, organized by ANT Educational Medical and Social Welfare Trust, on 23rd of February, 2019 at Madurai. She also served as Resource person for the value added course conducted online on the topic "Health and Hospital Management" by the Department of Biomedical Engineering, Karunya Institute of Technology and Sciences, Coimbatore from 22nd of June, 2020 to 24th of June 2020.

Dr.Bhooma delivered a session on "Team building and working on the way forward for the HEI Swacch Campus" at the Swacchta Action Plan Online workshop conducted by Mahatma Gandhi National Council for Rural Education on 23rd and 25th of June 2020 for Tamil Nadu State Faculty Members of Higher Education Institutions.

Dr.G.Jabarethina, Assistant Professor visited Ethiraj College for Women (Autonomous), Chennai as a guest faculty to address students on the topic "Skewness" on 11th of October, 2019. She was invited as a Resource Person to deliver a Guest Lecture on "Statistical tools and Data Analysis using Excel and SPSS" on 06th and 12th of March, 2020 at Ethiraj College for Women (Autonomous), Chennai

Dr.A. Subashree, Assistant Professor honoured by Lions Club of Silver Pearls for her session on "Internet Security" on 4th of January, 2020 at Chennai.

Ms.K.N.Priya, Lecturer, took part as a panelist to discuss on the topic, "Health insurance issues regulations and future", for one day National colloquium on innovational Hospital administration, organized by ANT Educational Medical and Social Welfare Trust, on 23rd of February, 2019 at Madurai.

She was invited as a speaker for the one day International colloquium on Quality Healthcare, to discuss on the topic – "Patient Experience and Quality" organized by ANT Educational Medical and Social Welfare Trust, on 13th of March, 2020 at Thanjavur, Tamilnadu.

She was a part of panel speakers in a webinar organized by ANT Educational Medical and Social Welfare Trust on "Social impact of Covid-19", on 22nd of April 2020

# FACULTY PAPER PRESENTATION

## Dr. SELVAM JESIAH

Presented a paper titled "Customer Knowledge Management via Website: How far are Indian Bricks and Mortar Retails from online retails" in the International conference on Smart Marketing in the Digital Age at North American Society for Marketing Education in India-Information System (IIMI-NASMEI Summer Marketing-IS) on 26th -28th of July, 2019.

## Dr. G. JABARETHINA

Presented a paper on the title "Emotional touch points as a predictor of Service Quality in a Tertiary Care Hosital, Chennai" in the International Conference on Transformation in Industry in an era of Digitalization: Challenges and Opportunities at Guru Nanak College, Chennai on 28th of September 2019.

## Dr. S. SRINIVASAN

Presented a paper entitled, "Co-Movements of Indian Pharmaceutical Firms with World Healthcare Index: An Empirical Study" at the Fifteenth International Seminar on Financial Markets: Issues and Challenges [FIM IC-2020] organised by the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli on 11th and 12th of January, 2020.

## Dr. A. SUBASHREE

Presented a paper titled "Evolution of a paradigm shift in learning - Impact of Corona" in the web conference on "Skill Enhancement / Reskilling during the lock down period" held on Saturday, 2nd of May, 2020.

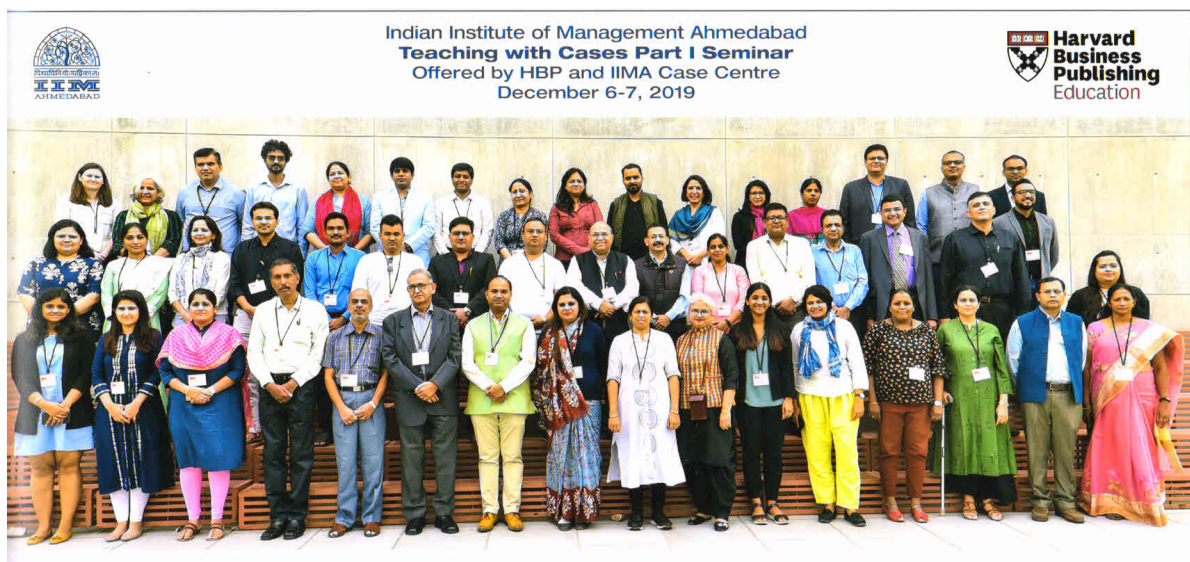
## Ms. K.ROHINI

Presented Paper titled "Exploring the transfer of emotions in Patient-Nurse relationship in Oncology "at the AIMS International Conference on Management at IIM, Kozhikode held on 2nd to 4th of January, 2020

## Ms. S.NITHYA PRIYA

Presented paper on " Effective doctor patient communication in a multispecialty hospital" in the one day National Colloquium on Innovation Administration, Pillar Centre, Madurai on 23rd of January, 2019.

Three Faculty Members, Dr. S. Srinivasan – Assistant Professor, Ms. K. Rohini – Senior Lecturer, Ms. K. N. Priya – Lecturer deputed by SRFMS has successfully completed 2 days "Teaching with cases Part I Seminar" offered by Harvard Business Publishing Education and IIM Ahmedabad Case Centre on 6th and 7th of December, 2019 at IIM Ahmedabad



*Faculty members never stop learning*



# CONTINUOUS LEARNING PROCESS

Dr.Selvam Jesiah, Vice-Principal, SRFMS attended 11 days Faculty Development Programme on Design and Development of Self Learning Materials: In Spirit of UGC (ODL) Regulations, 2017, organized by Staff Training and Research Institute of Distance Education, held on 13th of November, 2020 to 23rd of November, 2020 at Indira Gandhi National Open University, New Delhi



Eminent Faculty Members across the country who handled classes for MBA students are listed below:



**Dr. K.V.Ramani**  
IIM Ahmedabad  
Professor (Retd) and SRIHER  
(Advisor)  
Course: Hospital Management



**Prof. Arshinder Kaur,**  
IIT Madras  
Department of Management Studies  
Course: Supply Chain Management



**Dr.LS. Ganesh**  
IIT Madras  
Department of Management  
Studies  
Course: Business Analytics



**Dr. Vijaya Sunder. M**  
IIT Madras  
Department of Management Studies  
Course: Operations Research



**Mr. Rajarajan. S,**  
Senior Vice President,  
QorHealth India  
Course: Innovation and Design  
Thinking



**Dr. G. Srinivasan**  
IIT Madras  
Department of Management  
Studies  
Course: Operations Research



**Dr.S. Srinivasan**  
Freelance writer  
Course: Written and Oral  
Communication



# ASSOCIATING WITH ALUMNI

SRFMS organised the Alumni Meet for the academic year 2019-2020 on 17th of August, 2019 at Seminar Hall, Fourth Floor, Smt. Kamalam Ramasamy Udayar Block ,SRIHER.Alumni of various batches participated and glorified the event. The gallery of images exhibits the students interaction with the distinguished alumnus during an interactive session led by Mr. Somasundaram (2002-2004 batch) who is currently working as Quality Officer and Strategic Planner at Imam Abdul Rahman Bin Faisal University, Saudi Arabia.





# CELEBRATIONS



*Unity in Diversity – Pongal Celebration*



*Unity in Diversity – Onam Celebration*







## About SRIHER

Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-2) by National Assessment and Accreditation Council (NAAC) with CGPA of 3.62 on a four-point scale at 'A' Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of hospital & health systems management.

## About SRFMS

Sri Ramachandra Institute of Higher Education and Research appreciated the need for capable Health care administrators who can relieve the administrative burden of the doctors and help enhance the service potentials of the Hospital and came up with the idea of introducing a 2- year Full Time MBA ( Hospital and Health Systems Management) programme approved by AICTE , New Delhi and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice based credit system at Sri Ramachandra Faculty of Management Sciences (SRFMS), a constituent college of Sri Ramachandra Institute of Higher Education and Research.

The M.B.A. programme has been approved by the All India Council for Technical Education, New Delhi and is popularly sought after by aspiring youngsters. The placement record of the Department has been consistently high, right from its inception.



## Vision

To make the Sri Ramachandra Faculty of Management Sciences, a potential global centre of excellence in education, healthcare and research

## Mission

- To educate and develop individuals to be Professionally ethical and socially responsible
- To provide a culture of care and empathy committed to Innovation and adoption of new and cost-effective technology.
- To undertake quality research, consultancy and training programs.
- To collaborate with stakeholders for support and participation in its program in education, service, outreach and research
- To strive for the promotion of health and wholeness in individuals and the community at large with special concern for the differently-abled and underprivileged.



If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,  
Sri Ramachandra Institute of Higher Education and Research, Porur,  
Chennai – 600 116



## Social Media

<https://www.facebook.com/SRIHER.Official/>  
[https://twitter.com/SRIHER\\_Official](https://twitter.com/SRIHER_Official)  
<https://www.instagram.com/sriher.official/>  
<https://www.linkedin.com/school/sriher-official/>

Signup on the Website or App and stay connected with Sri Ramachandra University Alumni Network. Download the app from from this link - <http://l.wkrt.in/sruaa>

Mail your comments and feedback to: [insightsriher@sriramachandra.edu.in](mailto:insightsriher@sriramachandra.edu.in)