

SRIHER

# InSight

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

Volume 4  
Issue 1

July 2023



**SRI RAMACHANDRA**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

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## INSIDE THIS ISSUE

Message from the Editor	1
A Milestone	1
Recent happenings in the industry	2
Article Corner	3
Our students as graduates	6
Events conducted	6
Faculty members' achievements	8
Students' achievements	9
Alumni Corner	10
Alumni contributions	11
Alumni achievements	11
Placement Corner	12
Research Corner	14
Paper Presentation	14
Research Articles published	15
Recognition as Invited Speakers	16
Continuous Learning	16
Suggestions / Comments	17
About SRFMS	18

## Message from the Editor

Dear Readers,

It is indeed an honour to publish the seventh issue of this Newsletter 'Insight' on behalf of SRFMS. This is a glimpse of the achievements and accomplishments of SRFMS and I take an opportunity to commend the faculty members and students of SRFMS for their dedication and mammoth hard work. They were diligent in the performance of their duties to organize MDPs, publishing research articles, presenting research papers and many others beyond their accustomed jobs and it was a very extensive contribution by all of them. I am sure this issue lays a strong foundation for future achievements. With best wishes to all the members of the editorial board, reviewer panel, and authors, I present the Volume 4, Issue 1 for your thoughtful reading.

- *The Editor*

## A Milestone

SRFMS introduced a new foreign collaborative twinning programme in line with National Education Policy 2020.

## B.Com Honours Twinning with Bentley

- ♦ Placement Opportunity at USA
- ♦ Free Entry without any stringent admission procedures such as SAT, IELTS & TOEFL
- ♦ On Campus housing
- ♦ Specialisation in Three streams such as Corporate Finance, Capital markets and Personal Financial Planning
- ♦ After completion of B.Com (Hons) Leading to 1 Year MS - Finance or MS - Financial Analytics at Bentley

**U.S. News & World Report, Times Higher Education and Bloomberg Businessweek recognised Bentley as a globally ranked institution.**



# RECENT HAPPENINGS IN HEALTHCARE INDUSTRY

## Docs see an increase in Type 1 diabetes in kids, post Covid



Since the Covid-19 pandemic, type 1 diabetes (T1D) cases have increased among children. Diabetologists and paediatricians are now starting to observe the indirect effects of coronavirus on children's health. The rate increased roughly 10% to 15% compared to the pre-Covid period among children between 6 and 12 yrs. This issue might also lead to experiencing diabetic ketoacidosis (DKA), a fatal condition where the body begins to metabolise fat at an excessively rapid rate.

Researchers have developed an air monitor to detect the SARS-CoV-2 virus variant in a room for about five minutes. This concept was developed by Washington University in St. Louis, USA. This is developed by combining advanced aerosol sampling technology and an ultrasensitive biosensing technique. This device can be used in hospitals, healthcare facilities, schools, and public places. It can detect other respiratory viruses such as influenza and respiratory syncytial (RSV).

### Genetic tests help devise treatments for children

A medical genetic outpatient department has been initiated by the Government of Goa at the Department of Paediatrics, General Medical Council (GMC). Patients have been evaluated for various genetic diseases and genetic testing is provided through the Centre of DNA Fingerprinting and Diagnostics, Hyderabad. This will help in curing the genetic abnormalities in a child before born or at the early stages of growing. It also helps a couple to shape their decision upon having their next child, if they plan to have one.

Reference: <https://health.economictimes.indiatimes.com/>

## Electricity Subsidy Scheme: is it sustainable?

Dr. Salman Haider  
*Assistant Professor*

There is an ongoing debate on freebies given by the ruling government either at the centre or state. *Prima fascia*, is intended to improve the well-being of the low section of society.

Besides that, it serves the purpose of political parties to sustain their power. It is where the recent debate sparked. Since it is a long-drawn culture of our system across states without any pre-determined set of rules. Hence categorizing freebies into good and bad is an impossible task. While the intention of governments on freebies cannot be objectively identified. Political parties proclaim that they are spending for the social well-being of the citizens. Moreover, State governments have the fiscal autonomy to implement their social welfare scheme and manage its finance.

Reserve Bank of India in a report connected the poor fiscal health of some states with a large chunk of spending on freebies - like free electricity and water. Based on this argument, it is not justifiable for financially stressed states like Rajasthan and Punjab to imitate any such social welfare scheme. The fiscal health of the Delhi government is quite impressive despite running a large number of freebies. It manages almost a balanced budget with a minor deficit of 0.85% and 1.58% in the past two years. Hence it also has minimal outstanding liabilities at around 4.1 % of GSDP in 2019-20. This may be eye-opening for other states not just copying the freebies model of Delhi but achieving similar fiscal health first. The government of Delhi provided many social welfare schemes like the Muhalla clinic, free education, electricity, water, etc. to the people of every income group. Among others, the free electricity program remains the most in the debate as the current government tries to imitate it in the newly wined state of Punjab. It cannot be a straightforward task; Punjab has its own set of problems associated with free electricity like over-exploitation of groundwater, additional financial burden, and so on. Delhi government proclaimed free electricity as an important social safety net but remain unreachable to people who reside in slum area as they do have not proper electricity connection. While benefits to people stay as a tenet depends on availabilities of separate connections for tenants. The scheme is targeted to benefit 90% of poor households but its benefits depend on the usage of electricity by poor and rich households. Looking at the scale of the scheme, it seems to have greater welfare effects, but the answer depends on whether households are using it as a necessity or a luxury. If we look at the environmental angle, such a scheme may incentivize irresponsible use of electricity that comes with huge air pollution. Hence, we need to balance the benefits with the overall consequences. Energy subsidies have their merit but remain largely inefficient and regressive. The rationalisation of such subsidies is a delicate economic and political task that requires some trade-offs. One way to rationalize is to provide such freebies to specific group that require it. The subsidy on petroleum products is phasing out, while the government continues to modulate the effective price of subsidised domestic LPG. The Central Government is continuously cutting down the budgetary allocation on energy subsidies. It is now the turn of state governments to align their fiscal objectives. The basic aim of giving energy subsidies to reduce pervasive energy poverty particularly prevails across poorer states and rural areas. It is not meticulous to provide such a large unconditional electricity subsidy in a capital region.

Apart from the huge burden of the fiscal exchequer, electricity is largely procured from coal-fired thermal power plants having greater external costs. It is appreciable that solar power units with a total capacity of 193 MW had been installed in Delhi but need to be scale up given the average demand of 5,287 MW as the Delhi government took an upfront position for incentivizing electric vehicle demand. In a similar line, improving green energy efficiency is crucial to taper down energy demand in the residential sector. It will be sustainable to manage residential electricity demand with optimal pricing and increase the mix of clean energy. It can use part of its revenue for scaling up production and adoption of energy-efficient appliances like Brushless Direct Current (BLDC) fans and several other energy-efficient products coming to markets. It will create a market for energy-efficient appliances which will be a crucial and cost-effective option to save electricity. Subsidy on electricity consumption is purely revenue expenditure which neither creates any productive assets nor returns and leads to over-consumption through energy wastage.

## Access to healthcare

- Lt Col Ashwin Sunder  
*MBA II Year*

"The Hippocratic Oath is a historic oath of ethics taken by physicians, emphasizing their commitment to providing healthcare and upholding ethical standards. In India, the medical profession has traditionally been highly respected, with selection based on merit and aptitude. However, changes in medical education and the rise of private medical colleges and corporate hospitals have had an impact on the profession.

In the past, medical education was not in high demand, and high standards were required for passing out. Doctors were committed to their profession and considered it a service-oriented profession. However, with the emergence of private medical colleges and corporate hospitals, the cost of medical education and treatment increased. Doctors who invested heavily in their education and worked in private hospitals had to charge higher fees to cater to their clientele. At the same time, government hospitals faced challenges in providing proper posting of doctors and combating corruption. Empathy and the ability to be a compassionate and caring doctor were sometimes compromised. Additionally, the selection process for medical education focused heavily on high marks and quotas, leading to questions about the spiritual and social aspects of being a doctor.

To address these issues and make medical facilities accessible to everyone, several recommendations can be made. Firstly, the selection process for medical education should consider aptitude in addition to marks. Secondly, insurance schemes should be made available at government hospitals to ease the financial burden on patients. Thirdly, the doctor to patient ratio needs improvement to allow more personalized care. Fourthly, one-on-one contact should be promoted, as seen in private nursing homes. Fifthly, pharmaceutical companies should be encouraged to reduce expenses for doctors and stop funding them for personal benefits. This would result in more affordable medicines for the general population. Lastly, standardized charges should be implemented for investigations, scans, surgery, and consultation fees.

Taking inspiration from the Tamil Nadu government's medical care system, other states can strive to provide high-quality healthcare services to the common man. By focusing on hospital maintenance, equipment upgrades, and accessible care, the overall well-being of society and the nation can be improved.

# An Overview of the Health Care Sector - Rapid Growth and Potential

- Ms. Shakthi B  
*BBA I Year*

A merging of technical developments, rising demand for high-quality care, and an ageing population have all contributed to the healthcare sector; recent unheard-of expansion. The way healthcare is provided and the landscape of medical services around the world are being transformed by the incredible advances taking place in this growing sector. In addition, the swift adoption of technology in healthcare is one of the main factors behind the boom in the healthcare industry. Patient care has been transformed by innovations like telemedicine, artificial intelligence, and electronic health records, making it more effective and available. The accuracy of AI-powered diagnostic systems has increased, enabling earlier and more accurate disease identification.

Remote consultations are now in practice between patients and medical professionals which also eases the burden on physical institutions, which was possible only due to telemedicine. On top of that, the need for high-quality healthcare services has increased, in part due to the rising incidence of chronic diseases and ailments linked to modern lifestyles. The demand for specialized care and medical interventions has increased significantly as populations get older. In response, healthcare providers are increasing their capacity and investing in cutting-edge facilities to keep up with the rising demand.

Furthermore, the booming healthcare industry has generated large investments from both public and private sources. Startups and established businesses are investigating cutting-edge solutions in industries like biotechnology, drugs, and medical equipment. Governmental programs and supportive regulations have additionally stimulated investment in medical research and infrastructure, supporting further development.

Nevertheless, this swift growth is not without its difficulties. Due to rising healthcare expenditures, several population segments are worried about accessibility and affordability. Moreover, data security and privacy concerns have emerged as technology takes centre stage in healthcare.

In a nutshell, technological improvements, rising demand for high-quality care, and significant investments are all driving the healthcare sector unprecedented increase in growth. While this increase offers chances for enhancing healthcare outcomes and the state of the economy, it also demands appropriate management to deal with the problems driven by such rapid growth. The healthcare sector can continue to grow and offer communities across the world a more positive and healthier future by skilfully managing these hurdles.

# OUR STUDENTS AS GRADUATES

SRIHER, Chennai held its 35<sup>th</sup> Convocation on 12<sup>th</sup> April, 2023 and the Graduation Day on 13<sup>th</sup>, April, 2023. The Convocation was inaugurated by Thiru.V.R.Venkataachalam, Chancellor, SRIHER, Chennai. 55 Students from MBA Batch (2020-2022) were conferred the Master of Business Administration and 2 Students from BBA Batch (2019-2022) were conferred the Bachelor of Business Administration. Dr.Rakesh Aggarwal, Director, Jawaharlal Institute of Postgraduate Medical Education & Research (JIPMER), Puducherry was the Chief Guest of the Convocation and delivered the Convocation Address. Ms. Harini received Murali Manohar Joshi Gold Medal. Thiru. Sandeep Rai Rathore, I.P.S., Commissioner of Police, Avadi, Chennai was the Chief Guest on the graduation day and distributed the Degree Certificates.



## EVENTS ORGANIZED



Sri Ramachandra Faculty of Management Sciences organised an MDP programme with the Institute of Cost Accountants of India (ICAI) on Healthcare Costing and Healthcare Finance on 18<sup>th</sup> February, 2023. The speakers were CMA P Raju Iyer, Immediate Past President, ICAI, CMA Sankar Panicker, Chairman, ICAI, CMA [Dr] K C A V S N Murthy, Central Council Member, ICAI; Dr CMA CA V Murali, President, All India Tax payer's association, CMA A Vijay Kiran Agastya, Secretary - Southern India Regional council.

The Certificate Course in Healthcare Finance, which was launched on 3<sup>rd</sup> November 2022, received tremendous response from the Cost and Management Accountants and Medical Professionals from various hospitals across the Country. The certificate distribution ceremony for the first batch was held on 18<sup>th</sup> February, 2023.







Sri Ramachandra Faculty of Management Sciences in collaboration with Sri Ramachandra Hospital organized a MDP on “Nursing Stewardship” for the Nursing Supervisors and Ward-In-charges of SRH to provide essential skill set that a nursing leader shall possess to manage their team better. The third batch with 14 participants attended a three-day programme from 21<sup>st</sup> March to 23<sup>rd</sup> March, 2023 designed by Dr.K.Rohini. The key topics of the programme were Personality Type Identification, Role Clarification, Collaboration, Motivation, Conflict Management, Motivation and Positive Stroking. Dr.Selvam Jesiah, Principal and Dr.K.Rohini, Assistant Professor were the resource persons for the programme.



Faculty of Management Sciences organised “International Yoga Day 2023 – Yoga for Vasudhaiva Kutumbakam” on 22<sup>nd</sup> June, 2023. The event started with a warm-up session and, subsequently, Dr. Manimegalai, Assistant Professor of Yoga, SRFMS, the trainer of the event enlightened the participants with different types of asanas namely, Utkasana, Tadasana, Shashankasana and breathing exercises. 40 students along with the faculty members took part in the event.



SRFMS organised an Alumni Talk by Ms. Vidya Mani (2006-2008 batch), Head – Quality, Fortis Healthcare, Chennai on 11<sup>th</sup> May, 2023 on the topic “Industry Expectations from Freshers”. She addressed the gathering and shared her experiences. She emphasized the importance of networking and skills to be acquired through certificate courses. The students raised questions related to placement opportunities for freshers and Ms.Vidya answered all the queries patiently. The program was well attended by 140 students with enthusiasm.



SRFMS organised an Alumni Talk by Ms. Roja (2015-2017 batch), Senior Analyst, Acentra Health, Chennai on 30<sup>th</sup> June, 2023 on the topic "Opportunities in Healthcare IT". Ms.Roja addressed the gathering and shared her experiences. She emphasized the importance of the skills required to become a healthcare professional. She conducted activities for the students to enact the role of a client, Business Analyst, Project Manager, Quality assurance, and Developer. The students actively participated and collected the needed information besides getting to know their roles and responsibility of holding various positions in healthcare IT. Students raised questions related to placement opportunities for freshers and Ms.Roja answered all the queries patiently. The session was informative and inspiring to the students. The session ended with a vote of thanks. The programme was well attended by 82 students, who participated enthusiastically and interacted with the speaker.

## FACULTY MEMBERS' ACHIEVEMENTS



Dr. Selvam Jesiah, Professor and Principal, SRFMS received the "Academic Marketing Leader" award at the Adoption of Social Media in Academia (ASMA) Higher Education Summit on "Reimagining the Scope of Higher Education in 2030", held at IITM Research Park, Chennai on 21<sup>st</sup> April, 2023.



Dr. A. Bhoomadevi, Associate Professor was recognised for her Q1 publication titled, "Improving the healthcare using perception of health professional and patients: Need to develop a patients centered structural equation model", during the Science Day celebration held at SRIHER.

# STUDENTS' ACHIEVEMENTS



Ms. Harini S (MBA 2020-2022) of SRFMS won the coveted 'Business Standard Best B-School Project Award 2022'. Her project on 'Application of Yield Management in Multi-Speciality Hospital: A Case Study' was shortlisted out of 187 projects received from 109 B-Schools PAN India for the final round of presentation to a panel of elite juries. Ms. Harini was felicitated with a winner's certificate, a cash prize of Rs.1 lakh along with a trophy. Mr. Jayaraam S, Deputy Manager – Market Development, Business Standard handed over the Rolling Trophy to SRFMS officials.



A total of 25 students from SRFMS, 23 from MBA I Year and BBA II Year, participated in the Inter-collegiate cultural event, organized by Amity Global Business School, Chennai on 24<sup>th</sup> March, 2023. They took part in various events like Crime Scene Investigation, Business Quiz, Best Manager, Dance and IPL auction. Two teams secured 1<sup>st</sup> place in two separate events, namely, Business Quiz (Mr. S.Thamizhvaanan, Ms. Varsha Nair and Ms. Zaina Mariam) and Dance (Mr. M. Arun Kumar, Mr. Rahul D, Dr. V.Vishalini, Ms. Claudia.J and Ms. A.Lithikasri). SRFMS team also secured the Overall Runnerup.



Ms. Samiksha. S.M, BBA II year secured third place in the "Creative Writing Competition" conducted by Anna University on 28<sup>th</sup> April, 2023 on the theme 'Astronomy'.



The Vellore Institute of Technology (VIT), Chennai conducted its inter-collegiate cultural fest, DITANS 2023 on 30<sup>th</sup> March, 2023. Dr Rishali Mudaliar, Dr Sudharshan S, Dr Vishalini V, Dr Sushumuna Sapuroo, from MBA I Year, won first place in the 'Business Plan' event, wherein they proposed a Business Idea of a 'Mobile Dental Clinic in collaboration with Corporates'.

Mr.S.Satheesh, BBA II year won first prize in a National Level Technical Symposium conducted by Chennai Institute of Technology on "Online Game Tournament" on 18<sup>th</sup> March, 2023.

Shakthi B, BBA I year won first prize in poetry competition conducted by Sri Ramachandra Centre for Womens' Advancement, as a part of International Womens' day and Environmental day "DigitALL: Innovation and technology for gender equality" on 26<sup>th</sup> March, 2023.

Shakthi B, BBA I year won second prize in slogan writing competition on Campus Environmental day events conducted by Sri Ramachandra Centre for Women's Advancement, as a part of International Womens' day and Environmental day "DigitALL: Innovation and technology for gender equality" on 26<sup>th</sup> March, 2023.



Ms. Priyanka.S, Ms. Roshini.K , Ms.Lithikasri.A from BBA III year were recognized during their summer internship with an award and stipend for participating in MEPZ camp where 10,000 people got benefited.

## ALUMNI CORNER



Collage Courtesy: Mr. Satheesh, BBA II Year



SRFMS organized alumni meet on 18<sup>th</sup> March, 2023. Ms. K.N. Priya, Alumni Coordinator, presented the milestones of SRFMS Alumni. She focused on Alumni Association of SRIHER initiatives for PG and PhD scholarships, community projects and achievements of the alumni were canvassed. She shared her views on the various prominent alumni visits and interactions conducted in SRFMS. Each alumnus shared their experiences with our students. They shared their expertise which embraces the available placement opportunities in the Healthcare sector. Our Principal felicitated our alumni with a memento. Alumni feedback was recorded for future development.

## Alumni Contributions

- ◆ Ms.Sajimma Joseph (MBA 2001-2003), Healthcare Business Functional Head – Advisory; Consulting, UST – Healthproof, Ernakulam. Eight students got selected for UST –Healthproof
- ◆ Ms.Pavithraa.M (MBA 2019-2021) Business Analyst, Thryve Digital, Chennai. Three students got selected in Thryve.

## Alumni Achievements



# PLACEMENT CORNER



Ms.CINDHIYA .I



Ms. THULASI MALAVIKA .M



Mr. NANDHAKUMAR .D



Ms. SRINIDHI



Ms. LAVANYA



Ms. SRISTI



Ms. LAVANYA



Ms. SRISTI



Dr. SRIPATHY



Ms. SWETHA



Ms. UTHRA



Dr. SRIPATHY

## U S T



Ms. ANEESHA



Ms. SWETHA



Ms. SWEDHA



Ms. KEERTHANA



Ms. KRITHIKA



Ms. SARANYA



Ms. DHUSHANTHINI



Mr. ABISHEK

**Congratulations for your multiple placements**



Ms. SWETHA



Ms. LAVANYA



Ms. SRISTI



Dr. SRIPATHY

# RESEARCH CORNER

**Ms. Zerin Ziaudeen**, Full-time Research Scholar, Founder-Chancellor Shri.N.P.V.Ramasamy Udayar Research Fellow from SRFMS was recognised for her contribution as the **Central Sterile Supply Department (CSSD) auditor** for the Awareness, Compliance, Excellence (ACE) program at the 7<sup>th</sup> edition of CAHOCON 2023, held at Hyderabad on 15<sup>th</sup> and 16<sup>th</sup> of April, 2023.



She was also awarded **Fellowship by the International Society for Quality in Healthcare (ISQua)**. ISQua is a member-based, non-profitable organisation dedicated to promoting the quality and safety of Health Care worldwide for over 30 years in the Health Care sector. ISQua network of Healthcare Professionals spans over 70 countries and 6 continents.

**Ms. Zerin Ziaudeen**, Full time Research Scholar, SRFMS, **Dr. Selvam Jesiah**, Professor and Principal, SRFMS and **Dr. Anuradha Pichumani**, Executive Director, Sree Ranga Hospital, Chengalpet, co-authored a case study titled "Impact of failure mode and effect analysis (FMEA) on the Pharmacy stock audit process for a small healthcare Organisation in a tire -2 town in rural India", published in the book, "**Case Studies in Management**", published by Infinite Learning Solutions, First Edition 2022, ISBN: 978-81-959621-2-9.

Abstract, titled "**Insights for a Safer Future: A Comprehensive Summary of Medical Devices Alerts in India**", authored by **Ms. Zerin Ziaudeen**, Full-time Research Scholar, SRFMS, has been selected for presentation at the 22<sup>nd</sup> Annual Meeting of the International Society of Pharmacovigilance (ISoP). The abstract will be published in the conference's online edition of Drug Safety, ISoP's official journal.



## PAPER PRESENTATION

**Dr. G. Jabarethina**, and **Dr.K.C.John**, Associate Professor and Director, co-authored a paper on the topic, **"Emergent telemedicine practice in India: Challenge and response"**, and the same was presented at INDAM 2023 of SBM-NMIMS Mumbai, on 06<sup>th</sup> to 08<sup>th</sup> January, 2023.

**N Kavipriya**, Research Scholar, presented a paper on the topic **"Will Telemedicine become a future preference of People Over in-person encounters going by the Physician's perspective?"** at the International Conference on Emerging Trends in Business; Management (ICETBM 2023) - Part of Springer Nature proceedings organized by SSN School of Management on 24<sup>th</sup> and 25<sup>th</sup> February, 2023.

**Ms. S. V. Indu** and **Ms. Ishrath Basheer**, III Year BBA and **Dr. S. Manimegalai**, Assitant Professor presented an article titled **"To understand the various Green Human Resource Management Practices in the IT Sector: A Qualitative Study"** at the International Conference on Emerging Trends in Social, Business, and Management Science Research (ICSBMR- 2023) organized by VIT Business School, Vellore Institute of Technology, Chennai during 4<sup>th</sup> and 5<sup>th</sup> May, 2023.

**Ms. A. Lithikasri** and **Ms. N. Aasima**, III Year BBA and **Dr. S. Manimegalai**, Assitant Professor presented an article titled **"An Exploratory Study on the Various Green HR Practices among Manufacturing Firms"** at the International Conference on Emerging Trends in Social, Business, and Management Science Research (ICSBMR- 2023) organized by VIT Business School, Vellore Institute of Technology, Chennai during 4<sup>th</sup> and 5<sup>th</sup> May, 2023.

**Ms. S. Vinisha Aarthy**, and **Ms. R. Rohini**, III Year BBA and **Dr. S. Manimegalai**, Assitant Professor presented an article titled **"To Explore Green human resource Practices among Chennai-based Hospitals"** at the International Conference on Emerging Trends in Social, Business, and Management Science Research (ICSBMR- 2023) organized by VIT Business School, Vellore Institute of Technology, Chennai during 4<sup>th</sup> and 5<sup>th</sup> May, 2023.

## RESEARCH ARTICLES PUBLISHED

**Dr. Poornima. A.S** (2023), published an article entitled **"Actor network theory, Social networks and Marketing of mutual funds"**, The Management Accountant, A Journal of the Institute of Cost Accountant of India (Statutory body under an Act of Parliament); Print ISSN:0972-3528, January-2023 , Volume-58, No.01.

**N. Kavipriya** and **Dr. Selvam Jesiah** (2023), published an article entitled **"Telemedicine: A must for Digital Health in India"**; The Management Accountant, A Journal of the Institute of Cost Accountant of India (Statutory body under an Act of Parliament); ISSN no 0972-3528, vol 58, No. 05.

**N. Kavipriya** and **Dr. Selvam Jesiah** (2023), published an article entitled **"Will Telemedicine become a future preference of People Over in-person encounters going by the Physician's perspective?"**; International Conference on Emerging Trends in Business; Management (ICETBM 2023) - part of Springer nature proceedings. ICETBM 2023, AEBMR 242, pp. 232-242, 2023. [https://doi.org/10.2991/978-94-6463-162-3\\_21](https://doi.org/10.2991/978-94-6463-162-3_21).

## RECOGNITION AS INVITED SPEAKERS

**Dr. Selvam Jesiah**, Professor and Principal delivered a keynote address on the theme: Digital Transformation for Organizational Sustainability at the International Conference on Emerging Trends in Social, Business and Management Science Research, ICSBMR-2023 organised by VIT Business School, Vellore Institute of Technology, Chennai on 4<sup>th</sup> and 5<sup>th</sup> May, 2023.

**Dr. Selvam Jesiah**, Professor and Principal delivered the inaugural address at MBA Star Summit 2023 (Saveetha Transdisciplinary Annual Research Summit), organised by Saveetha School of Management. Chennai on 23<sup>rd</sup> and 24<sup>th</sup> June, 2023.

**Dr. G. Jabarethina**, Associate Professor delivered a session on 'Research Design' as a guest faculty at Ethiraj College for Women on 22<sup>nd</sup> April, 2023.

**Ms. K.N. Priya**, Assistant Professor served as Resource Person for Upskilling Workshop on the title "The art of Effective Mentoring: Contemporary Models for Sustainable Mentoring Phase – II" held on 21<sup>st</sup> March, 2023 at SRM Institute of Science and Technology.

**Dr. K. Rohini**, Assistant Professor delivered a session on 'Personality assessment and moulding to leadership demand' as a resource person as part of the ANS Induction Program organised by SRH on 27<sup>th</sup> March, 2023.

**Dr. Rajalakshmi Vel**, Assistant Professor chaired a Session on Finance in the National Conference "Business Intelligence: Paradigm Shift Towards Sustainability" held on 24<sup>th</sup> May, 2023 at the Department of Management Studies, Vel Tech Rangarajan Dr.Sagunthala R & D Institute of Science and Technology, Avadi.

## CONTINUOUS LEARNING

**Srinivasan S**, Assistant Professor participated in two days workshop on "**Systematic Review and Meta Analysis**" organized by Faculty of Nursing during 3<sup>rd</sup> and 4<sup>th</sup> March 2023.

**Srinivasan S**, Assistant Professor attended online certificate course on "**Data analysis and Modelling using MS-Excel**" by VIT Summer training school from 22<sup>nd</sup> to 26<sup>th</sup> May 2023.

**Srinivasan S**, Assistant Professor attended five-day workshop on "**Research Methodology and Academic Writing with Hands-on SPSS**" organized by Edmaestro private limited during 13<sup>th</sup> to 17<sup>th</sup> March 2023.

**Srinivasan S**, Assistant Professor participated in Seven days workshop on "**Data Analysis for Multi Disciplinary Research 2.0**" from 24<sup>th</sup> to 30<sup>th</sup> June 2023 organised by VIT Business School, Vellore.

**Ms.K.N.Priya**, Assistant Professor has successfully completed various Modules of the National Initiative for Technical Teachers Training.

**Ms.K.N.Priya**, Assistant Professor participated in the workshop on "**Conducting Ethical Research using ChatGPT: Best practices**" held on June 2023 organized by Method Simplify.

# CONTINUOUS LEARNING

All Faculty members of Sri Ramachandra Faculty of Management Sciences attended a joint MDP programme with the Institute of Cost Accountants of India (ICAI) on Healthcare Costing and Healthcare Finance on 18<sup>th</sup> February, 2023

# SUGGESTIONS / COMMENTS

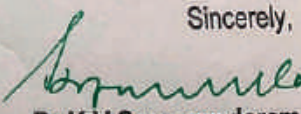
To  
Principal Sri Ramachandra Faculty of Management Sciences,

Sir,

Thankfully received "InSight" dated January 2023.

Overall, the colour was pleasing and easy to read. It was good and covered a wide area – served its stated purpose. May be some could have been highlighted e.g. monogram, Teaching award from Lions Club. Highlight on Non- Conventional Teaching methods and online classes. Anything to say about physical games, meditation, innovation (etc)?  
Good and Complete.

Best Wishes.

Sincerely,  
  
Dr.K.V.Somasundaram  
The Professor of Eminence and Advisor Academic

# OUR NETWORK

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## MOUs WITH



# ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is a unit in 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-3) by National Assessment and Accreditation Council (NAAC) with A++ Grade and placed in category-I Universities in India by the UGC and ranked 57 among Universities in NIRF-2023. 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. SRFMS has been ranked 13<sup>th</sup> position among business schools from south zone & 37<sup>th</sup> position in the national ranking (IIRF-2023).

SRFMS offers a Two-year Full Time MBA (Hospital and Health Systems Management) programme approved by AICTE, New Delhi in December, 2001 and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice Based Credit System, with a wide range of electives to suit industry requirement. It also offers full time and part-time Ph.D programmes. Teaching and learning process is characterized by strong practical exposure thanks to summer internship, hands-on posting and project work. Two hospitals, SRMC & University Hospital within the campus are a great advantage providing hands-on training to students. Visiting faculty members from IIMs and IITs add a great value to the academic standing of SRFMS.

SRFMS has been rated as one of the best management schools in the State by Business Standard B-School Survey, since 2018. It has continuously been placed under "Platinum Category" by AICTE-CII Industry-Institute Survey since 2019. It forges partnership with outstanding academic institutions and healthcare organizations like ICAI, XLRI, Qur Health, Mellon Ai to learn and acquire knowledge and practices for the benefit of students and fosters collaborative research and training for mutual benefit. The faculty has now stepped up to offer executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

## **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 education, service, outreach and research program.

To strive to promote health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged.

## Programme Educational Objectives (PEOs) of MBA

PEO1 Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.

PEO2 Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.

PEO3 Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.

PEO4 Graduates will excel in a competitive environment through extraordinary communication and teamwork.

PEO 5 Graduates will have a leading role in corporates and life-long learning to contribute to the society.

## Programme Outcomes (POs) of MBA

The following are the Program Outcomes of the MBA programme

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop Value based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning.

## Programme Specific Outcomes (PSOs)

PSO1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

PSO2: Demonstrate problem solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations.

## PEO and Pos of BBA

Programme Educational Objectives (PEOs)	Programme Outcomes (POs)
BBAPEO 1: Graduates will possess the competent skills required for applying the concepts of management principles, financial aspects, quality standards, statistical implications, human resource management, marketing management and healthcare laws to hospital and health systems management.	PO1: Enhancing the competencies required to adopt the principles and practices of management in business. PO2: Develop the ability to apply analytical and critical thinking abilities for problem solving and information based decision making.
BBAPEO 2: Graduates will demonstrate strong analytical acumen that can aid in the design and development of interdisciplinary and innovative practices.	PO3: Enhancing leadership skills to lead themselves and others in achievement of project and organizational goals. PO4: Inculcate the knowledge on the need to conform business affairs with respect to economic, societal, environmental, legal and ethical issues.
BBAPEO 3: Graduate will exhibit effective communication skills, analytical and critical thinking abilities, leadership qualities, entrepreneurial skills for a successful career in any industry.	PO5: Acquire effective team communication. PO6: Recognition of the need to engage in independent entrepreneurial and life-long learning.

# Programmes Offered at SRFMS

**MBA** 2-year  
Full Time  
AICTE Approved

**Hospital and Health Systems Management**

## ELECTIVE STREAMS:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

## Eligibility

- Any Degree with minimum 50% (45% for SC/ST) from a recognized University
- Good score in MAT / CMAT / XAT / CAT / ATMA or any other nationally recognized Management Admission tests
- Good score in SRFMS MAT (will be conducted as per university schedule)

**BBA** 3-year  
Full Time

**Hospital and Health Systems Management**

## Eligibility

- Candidate should have secured at least 50% pass in the HSC/CBSE/ISC or equivalent examination.

## EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT

In Association with Sri Ramachandra Medical Centre & AHPI (Association of Healthcare Providers India)

## Eligibility

Any Healthcare Professional with Graduate or Post - Graduate Degree from a recognized university in any discipline and having minimum experience of 1 year in healthcare organization.

## CERTIFICATE COURSE IN HEALTHCARE FINANCE

*In collaboration with*  
**The Institute of Cost Accountant of India(ICAI)**

## Eligibility

- Any degree with a minimum of 50 percent marks
- UG /PG students pursuing their final semester

## DIFFERENTIATING FACTORS

- Exposes students to real-life situations in SRIHER and in nearby hospitals and with service providers of healthcare.
- Case study method of instruction to meet international standards
- Develops analytical abilities and research skills.
- Students also gain hands-on training through "postings" on a rotation basis in various departments of the multi-specialty hospital on campus known as Sri Ramachandra Medical Centre.

## WHY MBA & BBA AT SRIHER

- Excellent learning environment
- ICT enabled learning
- World-class teaching by experienced and dedicated faculty
- Eminent visiting faculty from IIM's, IIT's and from the industry
- Industry-oriented moving curriculum
- Innovative pedagogy
- Intensive hands-on posting
- Group discussions
- Digital classrooms
- State-of-the-art computer laboratory
- Well-stocked central and the faculty libraries
- Modern sports facilities and cafeteria
- Separate in-campus hostels for men and women
- Excellent placement records



Guest Lecture



Sports



Computer Lab



University Hall

# B.Com Honours

## AT SRIHER

### DURATION

4 years with an option to exit at the end of three years, in which case a 3-Year B.Com degree shall be conferred provided fulfilling all the eligibility for the award of degree.

### ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

### SHORTLISTING CRITERIA

- Merit ranking in H.Sc examination

### USP's

- Curriculum based on Industry requirements
- Practitioner-teacher model
- Intense in terms of practicum
- Blended learning-online classes and use of LMS
- Job centric

### CAREER PROSPECTS

- Financial Planning & Consulting
- Gateway to CA/CS/CFA/CMA/CPA
- Taxation Associate
- Banking Operations
- Financial Analyst

# B.Com Honours

## TWINNING WITH BENTLEY

### DURATION

8 semesters: 6 Semesters at SRIHER and 7th and 8th Semesters at Bentley, USA.

### ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

### SHORTLISTING CRITERIA

- Merit ranking in H.Sc examination.

### USP's

### BENTLEY ADVANTAGE:

- Placement Opportunity at USA
- Free Entry without any stringent admission procedures such as SAT, IELTS & TOEFL
- On Campus housing
- Specialisation in Three streams such as Corporate Finance, Capital markets and Personal Financial Planning
- After completion of B.Com (Hons) Leading to 1 Year MS - Finance or MS - Financial Analytics at Bentley

### CAREER PROSPECTS

B.Com (Hons) Bentley graduates can have placements in USA and will be coordinated by the Bentley Placement Office.



SRI RAMACHANDRA INSTITUTE OF  
HIGHER EDUCATION AND RESEARCH



BENTLEY UNIVERSITY



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