



St. Xavier's College (Autonomous)

(Recognized as “College with Potential for Excellence” by UGC & Accredited at A⁺⁺ grade with CGPA of 3.66/4 in IV Cycle by NAAC)

Palayamkottai – 627 002

ANNUAL REPORT 2023-2024

DEPARTMENT OF BBA

The Department of Business Administration organized the Inauguration of the BBA Association “Planet Management” on 19.07.2023. Chief Guest Dr. M.R. Karthikeyan, Associate Professor from Aditanar College of Arts and Science, Tiruchendur gave the insights on “The Importance of Artificial Intelligence for a Business Organization”. Rev. Fr. Dr.S.Mariadoss,S.J.,Principal and the Deputy Principal Dr. B. Xavier Innocent felicitated the gathering.



- On 01.08.2023, an Intradepartmental “Management Meet” competition was organized by the association. Mr. S. Murugan, Manager of Asian Paints and our illustrious alumnus of BBA Department was invited to deliver a motivational lecture on “CAREER DEVELOPMENT”. It helped them to develop their Communication Skills and General Knowledge in the field of entrepreneurship.
- On 13.09.2023, an intradepartmental “Business Quiz” competition was conducted for the I BBA and II BBA students. A total of 10 teams with 20 students participated in the competition and the best performers were awarded.

- On 21.09.2023, the Association conducted an event named “Visual Vibezz”. The objective of the event was to enhance the skills of the students. A skit was also enacted on “Current World Investment Avenues” by 2nd year BBA students.
- On 29.11.2023, the Association Organized a Career Guidance Programme and Ad-zap competition. Mr.Rajappa, Block Development Officer elaborated the various opportunities in Government Sector and the ways for achieving the same. The advertisement exhibit was done by the students followed by the Panel Discussion.
- On 09.01.2024, Dr. Vijayakumar from securities and exchange Board of India delivered a lecture on “Investors Awareness and Investment avenues” To our IIIrd B.B.A. student. The Student got online certificate from SEBI for clearing their online examination.
- The Association of BBA organized a “Paper Presentation” event on 06.02.2024. Mr. Rex Angelo, Assistant Professor of B.COM (CS) was the judge for the Paper Presentation Competition. 4 students presented their content on Globalization, Importance of Advertisement for an Organization, Effects of Brand Image and Reputation for an Organization and Business in Digital Era.
- On 14.02.2023, the Association organized a Career Guidance Programme on TANCET and Government Examinations. 3 illustrious alumni of the department who cleared their TANCET examinations and Government Exams with high percentile were the speakers. Theyshared their experiences, struggles and achievement.
- On 17.02.2024, III BBA students went for a visit to LULU Mall, Trivandrum, the second largest retail industry in India, to learn about its Marketing activities.
- On 26.02.2024, II BBA students went for an Industrial Visit to Lakshmi Metals Private Limited, Pettai. They understood the manufacturing process of home appliances and their human resource practices.
- On 04.03.2024 the association valediction was organized and the students contribution in academic extracurricular activities and sports was honoured with momentos and medals Dr. Arockiasamy from Commerce department distributed the prices and shared his insight in the field of Business Administration.

On 05.03.2024 the student of BBA department participated in the management meet held at JP College Tenkasi and won the overall the championship award.

TABLE.8.a . PAPERS PUBLISHED IN JOURNALS (2023.2024)

S. NO	Name of the Teacher	Name of the Department	Title of the Paper	Name of the Journal	Volume No/ Issue No/ Page No /year	ISSN No. / e.ISSN No.	Cited in Web of Science / Scopus Indexed/UGC Approved / Not Found in UGC.CARE List	National / Internationa l	Impac t Factor	Mont h & Year of public ation
01.	Dr.P. Stella	Department of Business Administration	The Impact of Social Media Influencer on Consumers' Purchase Intention	Journal of the Oriental Institute	Vol.72, Issue.03, No.3, Page no: 36.39	0030.5 324	UGC CARE		July. Septem ber:202 3	
02.	Mr.S . R. Venkatesh Kumar	Business Administration	Influence Organisational Change Towards Employees Behaviour	Journal of Advanced Zoology	Volume 44 Issue S.5 Year 2023 Page 793 : 805	0253.7 214	Scopus	National	Oct 2023	
03.	Mr.S . R. Venkatesh Kumar	Business Administration	Impact of Organisational Change Towards Employees Behaviour in Government Financial Institutions	RivistaItaliana di FilosofiaAnalitica Junior	Vol 14, No.2 (2023) Page 1656 : 1664	2037.4 445	Web of Science	International	Sep 2023	
04.	Mrs.N.Stella	BBA	Social Media Marketing's Influence On Consumer Perception and Apparel Purchase Intentions"	Samdarshi, Punjabi Academy	Vol.no.16, Issue 4, pp. 2027.2040	ISSN 2581.3 986,	UGC CARE	National	Oct, 2023	

TABLE.8.b – PAPERS PUBLISHED IN CONFERENCE / SEMINAR PROCEEDINGS (2023.2024)

S. No	Name of the Teacher	Department	Title of the Paper	Title of the Proceedings	National / International	(Place, Publisher, Year, Page No.)	ISSN / ISBN No.
01	Mrs.N.Stella	BBA	Effect Of Social Media Marketing On Consumer Purchase Intention Of Apparels Trough Consumer Engagement In Madurai City	Navigating the future :Emerging trends and strategies in supply chain Management	National	Pandiyam educational trust,2023,105	978.81.963413 .7.4
02	Mrs.N.Stella	BBA	Assessing The Effects Of Social Media On Women Apparel Attitude In Madurai City	National Conference Proceedings On Multidisciplinary Research Perspective And Technological Advancem,Ents In Digital India.		Multi spectrum publications,227.238	978.81.19419 .62.3
03	Dr. P. Stella	BBA	Commercialization of Neuralink . Telepathy	Business Sustainability in Digitalisation – Industry 5.0	International	55	ISBN 978.81.92890 1.6.6