NEWS LETTER

January 2025

Inauguration of the Applied Data Science Lab at TSM

Thiagarajar School of Management (TSM) proudly inaugurated its Applied Data Science Lab, a ground breaking initiative designed to equip students with advanced data science tools and techniques, preparing them to excel in a data-driven era.

The inauguration featured a keynote seminar by the esteemed Dr. Prakash PKS, Data Scientist and Partner at ZS, who also leads the ZS AI Innovation Lab. Dr. Prakash, an alumnus of the University of Warwick, UK, and the University of Wisconsin-Madison, USA, is recognized for leveraging artificial intelligence to transform industries worldwide.

Ribbon Cutting Ceremony of the Applied Data Science Lab by the Director, TSM and Dr. Prakash

Dr. Prakash addressing the audience at the lab inauguration

We extend our heartfelt gratitude to Dr. Prakash PKS for his enlightening address and to our Lab Coordinators, Dr. Senthil and Dr. Anupam Keshari, for their dedicated efforts in making this event a grand success.

Seminar Highlight

The Evolution of AI: Transforming Industries Then, Now and Beyond

Dr. Prakash captivated the audience by exploring the three key phases of AI's evolution:

1 AI Then – The era of symbolic AI and rule-based systems.

2 AI Now – The transformative impact of machine learning and deep learning across industries.

3 AI Beyond – The future of generative AI, autonomous systems, and ethical AI innovations.

INSPIRING LEADERSHIP: DR. GOWRI MUTHUKRISHNAN ON NAVIGATING FAMILY BUSINESS

Dr. Gowri Muthukrishnan sharing insights on navigating family business

LEADING WITH VALUES, GROWING WITH RESILIENCE

Dr. Gowri Muthukrishnan receiving a memento as a token of appreciation

TSM had the privilege of hosting Dr. Gowri Muthukrishnan, owner of the iconic Gowri Krishna Restaurant, for a guest lecture titled "Navigating Family Business and Sustainable Expansion."

Dr. Gowri shared profound insights into the unique dynamics of family businesses, particularly in the service sector. She emphasized that emotions drive everything—the well-being of employees directly influences customer experiences and organizational success.

Dr. Gowri's inspiring journey of balancing growth with resilience left a lasting impression on TSM students, motivating them to pursue sustainable and empathetic leadership in their careers.

This session is a testament to TSM's commitment to providing students with learning opportunities from industry leaders who exemplify excellence and innovation.

KEY TAKEAWAYS

Sustain Tradition While Embracing Modernity: A family business thrives by honoring its core values and preserving its legacy, all while adapting to contemporary challenges.

Lead by Example: Master every aspect of the business to step in wherever needed and empower teams to overcome obstacles. True leadership combines strategic thinking with compassion.

TSM LAUNCHES QUANTRIX: DRIVING DATA-DRIVEN LEADERSHIP

TSM proudly launched Quantrix, the Analytics Club, in a milestone event graced by Mr. Esakki Rajesh (2006-2008 batch), Executive Director at Wells Fargo and TSM alumnus, as the Chief Guest.

The highlight of the event was Mr. Rajesh's insightful session, "Better Data, Better Insights" which underscored the pivotal role of analytics in driving effective decision-making and fostering innovation in a digital-first world.

The launch of Quantrix underscores TSM's unwavering commitment to equipping students with the skills and mindset needed for thriving in the digital age. By promoting curiosity, collaboration, and continuous learning, this initiative promises to be a cornerstone in developing future-ready professionals.

Special thanks to Faculty Coordinator Dr. Nataraj Balasubramanian and the CCM team for their dedicated efforts in bringing this vision to life.

Mr. Esakki Rajesh sharing insights during the Quantrix Launch

TSM SHINES AT IIM BANGALORE INTERCOLLEGIATE DATATHON 2024

It is a proud moment for TSM as students of PGDDSBA Batch 3 — Gangatharan, Muthukumar, Dhevayani, and Lakshmi Saravanan earned the prestigious "Commendable Project" award at the IIM Bangalore Intercollegiate Datathon 2024.

Key Highlights:

- Event Duration: A challenging three-month journey.

- Stages: The Datathon featured three rigorous stages, with only the most impactful projects advancing.

- Innovative Solution: Our team's Gen AI-based project stood out for its creativity and real-world relevance.

- Team Spirit: Through teamwork, perseverance, and innovation, they turned challenges into opportunities for success.

This remarkable achievement underscores TSM's commitment to fostering innovation and excellence.

TSM students receiving certificates at the IIM Bangalore intercollegiate datathon 2024

PROFILES OF TSM ACHIEVERS – IIM BANGALORE INTERCOLLEGIATE DATATHON 2024

Lakshmi Narayeni
Quality Analyst | Former Educator
Bridging quality, analytics, and learning to deliver business solutions.

Muthukumar Murugan
Offshore Sales Account Manager with expertise in revenue growth, client relations, and quality management.

Dhevayani
Aspiring Data Scientist | Engineer Turned Analyst
Blending engineering expertise with a passion for analytics

Gangatharan
Mechanical Design Engineer with expertise in innovative solutions and precision-driven designs.

TSM SHINES AT IIM BANGALORE'S ELEVENTH INTERNATIONAL CONFERENCE ON BUSINESS ANALYTICS AND INTELLIGENCE

Mayapremil presenting his research at IIM Bangalore

We are proud to announce that <u>Mayapremil</u>, along with his guide <u>Dr. Nataraj Balasubramanian</u>, presented their research paper titled "Enhancing On-Time Loan Repayment and Customer Retention in Microfinance Loans through Machine Learning Algorithms" at the prestigious Eleventh International Conference on Business Analytics and Intelligence. The event was organized by the Data Centre and Analytics Lab (DCAL) at Indian Institute of Management Bangalore from December 9–11, 2024.

Their research tackled a critical gap in the microfinance sector, proposing a machine learning-based predictive framework to assess customer repayment behavior. This innovative approach offers actionable solutions to reduce loan delinquencies and improve customer retention.

The conference served as an incredible platform to exchange ideas with some of the brightest minds in the field of AI and machine learning. Through thought-provoking discussions and groundbreaking presentations, Mayapremil gained valuable insights to further enhance his research.

INAUGURATION OF AICTE–APPROVED ATAL FDP

We are excited to announce the inauguration of the AICTE-approved ATAL Faculty Development Program (FDP) on "Leveraging Digital Technologies for Circular Economy and SDGs," held from 16 December 2024 for 6 days. The event featured insightful sessions by experts, focusing on the integration of digital technologies with sustainable practices and circular economy models.

Dr. Ravi Shankar highlighted the importance of Big Data Analytics and Digital Twin Technology in achieving Sustainable Development Goals (SDGs). He discussed real-world applications, including Tata Consumer and BPCL, focusing on areas like energy, waste management, and supply chains. Dr. Shankar emphasized the paradigm shift from linear to circular systems and how innovations in Industry 4.0 to Industry 5.0 could help achieve sustainability.

Dr. K Mathiyazhagan explored the role of smart grids, blockchain technology, and Virtual Power Plants (VPPs) in promoting sustainable energy solutions. He also shared insights into the Critical Success Factors (CSF) for implementing circular supply chains and discussed challenges related to integrating renewable energy with smart grids.

Dr. Ravi Shankar delivering his keynote speech

Dr. Mathiyazhagan speaking at the ATAL FDP

Why Choose TSM MDP?

Rapid and lasting ROI
Reduced employee training cost
Experiential learning from faculty members
Hybrid learning (physical and online mode)
State of art classrooms with better learning environment

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