



DEPARTMENT OF MANAGEMENT

Event Title	The MBA Induction Program on Non- Market Strategy and its Relevance to Business Leaders.		
Resource Person	Dr. Ananth Padmanabhan, Dean, Vinayaka Mission's Law School.		
Academic year	2024 - 2025	Quarter	I
Program Type (Workshop / Motivation speech / Field Visit / Competition / Others)	Others		
Program Theme (IPR / R&D and Innovation / Start-up / Entrepreneurship / Design Thinking / Incubation & Pre - Incubation / others)	Others		
Start date & End Date (DD/MM/YYYY)	30-09-2024	30-09-2024	
Duration of the activity (in Mins) & Start Time & End Time	Duration: 1.00 hours	Start Time: 01: 00 PM	End Time: 02:00 PM
Participants	Students: 29	Faculty: 1	External: 1
Mode of session (online / offline)	Offline		
Face book/Twitter/Integra/LinkedIn URL	-		
Event Organizer / Coordinator Faculty Name / Department / Designation	Ms. K.Velvizhi, Assistant Professor, Department of Management,		
Target Participants	I year MBA students.		
Outcome	Students will define and differentiate between market and non-market strategies, gaining a comprehensive understanding of how non-market factors influence business success.		
Expenditure Amount, If any	Nil		

Approval Form

**AARUPADAI VEEDU INSTITUTE OF TECHNOLOGY
VINAYAKA MISSIONS SEARCH FOUNDATION**

APPROVAL FORM FOR GUEST LECTURE / SEMINAR /INDUSTRIAL VISIT

SEMESTER: ODD
DEPT: MBA

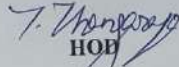
ACADEMIC YEAR: 2024 – 2025
DATE: 30/09/2024

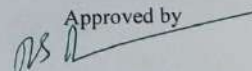
S.No	Date	Topic/ Company	Whether the topic/visit relevant to current semester course if yes Subject code/Name	Name of the Resource person/company with address & phone number	Faculty Coordinator(s)	Budget	Outcome	Justifications by HoD
1	30/09/2024	Non- Market Strategy and its Relevance to Business Leaders.	Yes	Dr. Ananth Padmanabhan, Dean, Vinayaka Mission's Law School.	Ms. K. Velvizhi Assistant Professor, Department of Management	Nil	Students will define and differentiate between market and non-market strategies, gaining a comprehensive understanding of how non-market factors influence business success.	In an era where businesses are increasingly held accountable for their social and environmental impacts, understanding non-market strategies is essential. This knowledge equips future leaders to navigate the complexities of corporate responsibility.

Signature

COORDINATOR

✓
Recommended / Not Recommended by


HOD

Approved by

DEPUTY DIRECTOR



DEPARTMENT OF MANAGEMENT (DOM)

Cordially invites you all for the

session on

Non-Market Strategy and its Relevance to Business Leaders

Resource Person

30-09-2024 | 1.00 pm

Mini Auditorium



Dr. Ananth Padmanabhan
Dean, Vinayaka Mission's Law School
(VMLS)



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)





The Department of Management organized a seminar on “NON-MARKET STRATEGY AND ITS RELEVANCE TO BUSINESS LEADERS” on 30th September 2024. I Year MBA students participated in the seminar. The resource person was Dr. Ananth Padmanaban, Dean, VMLS, VMRF - DU. Around 30 MBA students participated and gained knowledge about market strategy and its importance in business. In an era where businesses are increasingly held accountable for their social and environmental impacts, understanding non-market strategies is essential. This knowledge equips future leaders to navigate the complexities of corporate responsibility.



Karunguzhipallam, Tamil Nadu, India

M54H+WMM, Karunguzhipallam, Tamil Nadu 603104, India

Lat 12.657331° Long 80.179267°

30/09/24 01:04:16 PM



Participant List

Sl.No	Name of the Students
1.	AARTHI
2.	AJAYGOKUL B
3.	AKSHYA SELVAM R
4.	BALAJI.N
5.	DEVARAPALLI NEHA
6.	EZHILARASI S
7.	GAYATHRI S
8.	GOKULAKRISHNAN G
9.	GOPINATH E
10.	GOWTHAMAN M
11.	KANCHANA M
12.	KARTHICK R
13.	KARTHIKEYAN J
14.	KARTHIKEYAN S
15.	KARTHIKEYAN.R
16.	KOMMINENI KRISHNA BHARGAV
17.	LOYA SINGH
18.	MANIKANDAN D
19.	MURUGAVEL R
20.	NIVAN RAJ R
21.	POOJAJOSEPHINE A
22.	PREMA G
23.	PRIYADHARSHINI K
24.	REVANTH SINGH
25.	ROSHINI P
26.	SESETTI NAVYA DEEPIKA
27.	SINDHUMANI A
28.	THRISHA S
29.	PANKAJ KUMAR
30.	PROMOTHJI