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VISION & MISSION STATEMENTS



MEASI Institute of Management

VISION

To emerge as the most preferred Business School with Global recognition by producing most competent ethical managers, entrepreneurs and researchers through quality education.

MISSION;

Knowledge through quality teaching learning process; To enable the students to meet the challenges of the fast-challenging global business environment through quality teaching learning process.

- Managerial Competencies with Industry institute interface; To impart conceptual and practical skills for meeting managerial competencies required in competitive environment with the help of effective industry institute interface.
- Continuous Improvement with the state of art infrastructure facilities; To aid the students in achieving their full potential by enhancing their learning experience with the state of art infrastructure and facilities.
- Values and Ethics; To inculcate value-based education through professional ethics, human values and societal responsibilities

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1: Placement- To equip the students with requisite knowledge skills and right attitude necessary to get placed as efficient managers in corporate companies.

PEO 2: Entrepreneur- To create effective entrepreneurs by enhancing their critical thinking, problem solving and decision-making skill.

PEO 3: Research and Development- To make sustained efforts for holistic development of the students by encouraging them towards research and development.

PEO4: Contribution to Society- To produce proficient professionals with strong integrity to contribute to society.

Program Outcome:

PO1: Problem Solving Skill- Apply knowledge of management theories and practices to solve business problems.



PO2: Decision Making Skill- Foster analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value- Ability to develop value-based leadership ability.

PO4: Communication Skill- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Leadership Skill- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Employability Skill- Foster and enhance employability skills through subject knowledge.

PO7: Entrepreneurial Skill- Equipped with skills and competencies to become an entrepreneur.

PO8: Contribution to community- Succeed in career endeavours and contribute significantly to the community.

STANDARD OPERATING PROCEDURE FOR SPONSORED RESEARCH PROJECT

Description

This SOP outlines the process and guidelines for supporting and facilitating faculty in securing, conducting, and managing sponsored research projects. It aims to



promote high-quality research that generates new knowledge, addresses relevant societal challenges, and enhances the institution's research profile.

Purpose

To establish a standardized procedure for guiding and encouraging faculty to obtain external funding for their research, ensuring compliance with funding agency requirements, ethical standards, and institutional policies, and to effectively manage and disseminate research outcomes.

Objectives

- To foster a culture of sponsored research activity among faculty.
- To provide resources and support for faculty in all stages of the sponsored research project lifecycle.
- To ensure the quality, integrity, and impact of sponsored research projects.
- To facilitate the dissemination of research findings to relevant academic and stakeholder communities.
- To enhance the institution's research capacity, visibility, and impact.

Eligibility Criteria

- The research project must align with the faculty member's area of expertise and the institution's research priorities.
- The project must have the potential to generate new knowledge, address a significant research problem, or contribute to societal benefit.
- The project proposal must be eligible for funding from external sources (government agencies, foundations, industry, etc.).
- The faculty member must be eligible to serve as a Principal Investigator (PI) according to institutional policies and funding agency guidelines.

Staff Members/ Composition:

S. No.	Name of Faculty	Designation	Committee Designation
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1	Dr.Farhath Khan	Director	Chairperson
2	Dr.S.G.Balaji	Associate Professor	Convenor
3	Dr.T.A.M. Hameed Kan	Associate Professor	Member
4	Dr.A.Appu	Assistant Professor	Member
5	Dr. M.I. Anees Fathima	AssistantProfessor	Member
6	Dr D.Charumathi	Assistant Professor	Member

Staff Members/Composition

- A Research Committee, comprising faculty members with experience in sponsored research, research administration, and relevant disciplines.
 - Chairperson: Oversees the sponsored research process, provides strategic direction, and ensures resource allocation.
 - Convenor: Coordinates the activities, manages submissions, and serves as the primary point of contact for faculty regarding sponsored research projects.
 - Committee Members: Review proposals, provide feedback, and contribute to initiatives that support research development and management.
- Research Office Staff: Provides administrative support, assists with proposal preparation and submission, manages project finances, and ensures compliance.

Roles and Responsibilities

- Principal Investigator (PI): Develops and submits the research proposal, conducts the research, manages the project team, ensures compliance with ethical and regulatory requirements, and disseminates research findings.
- Research Committee: Reviews proposals for scientific merit, feasibility, and alignment with institutional priorities; provides feedback to faculty; and monitors project progress.
- Research Office: Assists faculty with identifying funding opportunities, preparing and submitting proposals, negotiating contracts, managing project budgets, and ensuring compliance with funding agency regulations.



- Chairperson: Provides overall leadership and direction for the institution's sponsored research activities.
- Convenor: Manages the day-to-day operations of the research committee.

6. Frequency of Meetings:

- The Research Committee meets to review proposals, monitor project progress, and discuss research-related issues on quarterly basis.
- The Research Committee may also convene ad-hoc meetings as needed

Amended Date/s		Revision Number:	
Prepared By: Dr.S.G.Balaji		Approved By: Dr.Farhath Khan	

List of Research Publications 2023-2024

<i>S. No</i>	<i>Name of the Project</i>	<i>Duration</i>	<i>Funding Agency</i>	<i>Amount (in rupees)</i>
<i>1</i>	<i>A study on Customer Satisfaction at Farida Shoes</i>	<i>3 months</i>	<i>Farida Shoes</i>	<i>75000</i>
<i>2</i>	<i>A study on Impact of Customer Satisfaction at KH Shoes</i>	<i>3 months</i>	<i>K.H. Shoes</i>	<i>150000</i>
<i>3</i>	<i>A study of Maximizing SAAS Market Penetration Through Targeted Business Development</i>	<i>2 months</i>	<i>MyGate</i>	<i>30000</i>



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S. No	Name of the Project	Duration	Funding Agency	Amount (in rupees)
4	<i>A study on Influence of Brand Awareness towards Brand Performance with respect to MyGate</i>	<i>2 months</i>	<i>MyGate</i>	<i>30000</i>
5	<i>Customer Engagement Programs as a Core Marketing strategy: A Case study of MyGate</i>	<i>2 months</i>	<i>MyGate</i>	<i>30000</i>
6	<i>A study on Impact of Brand Positioning on the Brand Perception with respect to MyGate</i>	<i>2 months</i>	<i>MyGate</i>	<i>30000</i>
7	<i>Quality Education in Management Education: A Study of Initiatives, Implementation, and Impact in Chennai's Business Schools</i>	<i>2 months</i>	<i>Eartheon</i>	<i>20000</i>
8	<i>Exploring the Entrepreneurial Spirit among Management PostGraduate Students at MEASI: A Study of Parental Influence</i>	<i>2 months</i>	<i>HomeFirst</i>	<i>30000</i>

Supporting Documents