

## KEY NOTE SPEAKERS

**Dr. Balakrishnan Muniapan, BEcons[UKM] CIWT[AUS] MSc[HRM] DBA[Philippines]**  
Associate Professor in Human Resource Management,  
School of Business and Administration Wawasan Open University, Malaysia.  
Topic : Managing Mental and Emotional Stress During Covid - 19



**Dr. R. Subramaniya Bharathy, MBA.,Ph.D.,MSW., M.Sc (PSY).,**  
Associate Professor, Department of Management Studies,  
Periyar University, Salem - 11.  
Topic : Stress Management – Wisemen Strategies

**INTERNATIONAL CONFERENCE**

**ON**

**STRESS MANAGEMENT**

**(ICSM – 2021)**

**“Stress Safety Net for Organizational Excellence”**

**Dr. Saiganesh Somasekaran, MBA.,M.Phil.,Ph.D.,**  
Deputy Director, Dayananda Sagar Business School, Bangalore.  
Topic : Managing Stress for Better Mental Health



**Dr. Meenakshi Negi, M.Com.,MBA.,Ph.D., NET[JRF]**  
Head Post Graduate of Commerce & Managem At DSD College,  
Kherigurna, Punjab.  
Topic: Conscious and Unconscious Mechanism  
in Stress Management

**26<sup>th</sup> March 2021**

**Dr. K. Jayaraman M.A.,M.Phil.,Ph.D.,M.B.A.,**  
Associate Professor & Head i/c, PG & Research Department of Economics,  
Periyar University, Salem - 11.  
Topic: Winning - Strategy for Students - Stress free Youth



**Mr. M. Mugil, B.E(CSE).,M.Tech (Soft Engg).,MBA(HR).,**  
Senior Analyst, Business Development (Cognizant Technology Solutions), Chennai.  
Topic: Stressors And Stress Coping strategies in IT Industry

**Organized by**

**Department of Management Studies**

**SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE  
(AUTONOMOUS)**

**[Recognized 2(f) & 12(B) Under UGC Act of 1956]**

**Accredited by NAAC with A Grade [3.27]**

**KATTERI – 636 902, UTHANGARAI, KRISHNAGIRI – DT,  
TAMIL NADU , INDIA.**

**REGISTRATION LINK**

<https://forms.gle/6zTT2bTjHhn9Fwyv8>

About the College

The visionary Philanthropists of Sri Vidya Mandir Higher Educational Trust started Sri Vidya Mandir Arts and Science College in Uthangarai in the year 2000 with a noble aim of uplifting the economically and educationally backward districts of Dharmapuri and Krishnagiri into the number one educational destination in TamilNadu. The College is surrounded by the culturally rich pilgrimage centers Hanumantheertham (2 Km) and Theerthamalai (15 Km) associated with the famous Epic, the Ramayana.

The College is well - connected with nearby cities and is located in the Salem – Vellore state highways. Currently the College has attained the strength of more than 3500 Students, 124 Faculty Members, 90 Non-Teaching staffs. Our College secured highest CGPA score in NAAC (‘A’ Grade, 3.27/4.00) among the Periyar University Affiliated Colleges in the first cycle and also recognized with the same till the year of 2025. Now our college has was accomplished with the status of Autonomous in the current academic year.

About the Department

The Department of Management Studies was established during 2003 and BBA-CA 2009. The department offers BBA & BBA (CA) in the undergraduate stream. The Department assists students in acquiring managerial, Technical and leadership skills. A team of highly qualified, experienced and committed faculty members Works to ensure that students strive relentlessly to excel in their efforts. Then it has been maintaining its tempo to produce ranks with 100% results in every batch. The students leave the campus with flying colours and ample job opportunities.

About the Conference

Stress is what you feel when you have to handle more than you are used to. When you are stressed, your body responds as though you are in danger. It makes hormones that speed up your heart, make you breathe faster, and give you a burst of energy. This is called the fight-or-flight stress response.

Effective stress management helps you break the hold stress has on your life, so you can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, fun and the resilience to hold up under pressure and meet challenges head on.

There are several models of stress management, each with distinctive explanations of mechanisms for controlling stress. Much more research is necessary to provide a better understanding of which mechanisms actually operate and are effective in practice.

Executive Committee

Chief Patron	: <b>Thiru. V. Chandrasekaran</b> Founder, SVM Group of Educational Institutions, Uthangarai, Krishnagiri.		
Patrons	: <b>Thiru. R. P. Rajee</b> Secretary, SVM Arts & Science College, Uthangarai, Krishnagiri : <b>Thiru. P. Venkatachalam</b> Additional Secretary, SVM Arts & Science College, Uthangarai, Krishnagiri.		
Chairmans	: <b>Dr. T. Balasubramanian, M.Sc., M.Phil., Ph.D.,</b> Principal, SVM Arts & Science College, Uthangarai, Krishnagiri. : <b>Dr. N. Gunasekaran, M.A., M.Phil., Ph.D.,</b> Vice-Principal, SVM Arts & Science College, Uthangarai, Krishnagiri.		
Convener	: <b>Dr. R. Sathiyakala, M.A., M.Phil., Ph.D.,</b> Head, Department of Management Studies		
Organizing Secretaries	: <b>Mr. P. Murugan, M.Com., M.Phil., (Ph.D)</b> Assistant Professor, Department of Management Studies : <b>Mr. R. Vasanthakumar, M.Com., M.Phil.,</b> Assistant Professor, Department of Management Studies		
Joint Organizing Secretaries	: <b>Mrs. D. Nathiya, M.Com., M.Phil., (Ph.D)</b> Assistant Professor, Department of Management Studies : <b>Mr. K. Venkatesan, MBA., M.Phil.,</b> Assistant Professor, Department of Management Studies		
Co-Ordinator	: <b>Dr. G. Raja, MBA., M.Phil., Ph.D.,</b> Assistant Professor, Department of Management Studies		
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Advisory Committee Members:

Dr. Balakrishnan Muniapan, Wawasan Open University, Malaysia.  
Dr. M. Padmanaban Subbaian, Business Unit Manager, YIACO, Kuwait.  
Dr. Sivakumar Somasundaram, Hawassa University.  
Dr. B. Nirmalathasan, University of Jaffna.  
Prof. Farhard, Japan.  
Dr. Thirumoorthy, PRIMS Periyar University, Salem.  
Dr. R. Subramaniya Bharathy, Periyar University, Salem.  
Dr. K. Jayaraman, Periyar University, Salem.  
Dr. M. Prasana Mohanraj, Director – Alliance University, India.  
Dr. K. Rajeshkumar, Christ University, Bangalore.  
Dr. Meenakshi, Head Post Graduate of Commerce & Managem At DSD College, Punjab.  
Dr. SaiganeshSomasekaran, Deputy Director, Dayananda Sagar Business School, Bangalore.

Contact for Correspondence:			
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INTERNATIONAL CONFERENCE

ON

**STRESS MANAGEMENT**

(ICSM – 2021)

**26<sup>th</sup> March 2021**

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**DEPARTMENT OF MANAGEMENT STUDIES**



**Dr. Balakrishnan Muniapan,**

Associate Professor in Human Resource Management,  
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Associate Professor,  
Department of Management Studies,  
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Deputy Director,  
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**Dr. K. Jayaraman,**

Associate Professor & Head i/c,  
PG & Research Department of Economics,  
Periyar University, Salem-11.



**Mr. M. Mugil,**

Senior Analyst, Business Development  
Cognizant Technology Solutions, Chennai.



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## INTERNATIONAL CONFERENCE ON STRESS MANAGEMENT

(ICSM – 2021)

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DEPARTMENT OF MANAGEMENT STUDIES

SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE, UTHANGARAI.

FRIDAY - (26.03.2021)

TIME	PROGRAMME SCHEDULE
09.30 am to 10.00 am	INAUGURAL FUNCTION
	Prayer Song
Welcome Address & Theme of the Conference	Dr. R. SATHIYAKALA, Convener, ICSM-2021, Head – Department of Management Studies, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
Presidential Address	Thiru. V. CHANDRASEKARAN, Founder, Sri Vidya Mandir Group of Educational Institutions, Uthangarai, Tamil Nadu.
Felicitations	Dr. T. BALASUBRAMANIAN, Principal, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
	Dr. N. GUNASEKARAN, Vice Principal, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
	Thiru. R. P. RAJEE, Secretary, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
	Thiru. P. VENKATACHALM, Joint Secretary, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
	Dr. S. SURESH – COE, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
TIME	SESSION-I
10.00 am to 11.00 am	Dr. BALAKRISHNAN MUNIAPAN Topic: Managing Mental and Emotional Stress During Covid-19
11.00 am to 11.45 am	Dr. R. SUBRAMANIYA BHARATHY Topic: Stress Management – Wisemen Strategies
11.45 am to 12.30 pm	Dr. SAIGANESH SOMASEKARAN Topic: Managing Stress for Better Mental Health
12.30 pm to 01.00 pm	LUNCH BREAK

TIME	SESSION-II
01.00 pm to 01.45 pm	Dr. MEENAKSHI NEGI <b>Topic: Conscious and Unconscious Mechanism in Stress Management</b>
01.45 pm to 02.30 pm	Dr. K. JAYARAMAN <b>Topic: Winning - Strategy for Students - Stress free Youth</b>
02.30 pm to 03.15 pm	Mr. M. MUGIL <b>Topic: Stressors and Stress Coping Strategies in IT Industry</b>
03.15 pm to 04.15 pm	VALEDICTORY FUNCTION
Welcome Address	Dr. G. Raja, ICSM - Co-Ordinator, Assistant Professor, Department of Management Studies, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
Felicitations	Thiru. V. CHANDRASEKARAN, Founder, Sri Vidya Mandir Group of Educational Institutions, Uthangarai, Tamil Nadu.
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	Thiru. P. VENKATACHALM, Joint Secretary, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
	Dr. C. Ragavan, R & D Co-Ordinator, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.
Vote of Thanks	Mr. P. Murugan, ICSM - Organizing Secretary, Assistant Professor, Department of Management Studies, Sri Vidya Mandir Arts & Science College, Uthangarai, Tamil Nadu.