

# ACADEMIC ACTIVITIES

2021-22

DEPARTMENT OF CORPORATE ECONOMICS

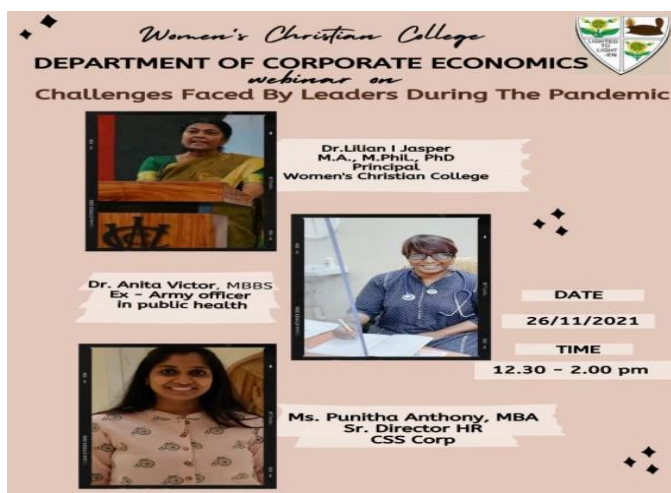
## DEPARTMENT OF CORPORATE ECONOMICS

### 1. Reaching GEN Z (shift II faculty WCC)

Faculty Development Programme “Reaching Gen Z” was organized by Dr. Preeti Anand , on 20<sup>th</sup> and 21<sup>st</sup> January 2022 for the faculty of shift II



## 2 Challenges Faced by leaders During Pandemic



The department of corporate economics organized a webinar on challenges faced by leaders during pandemic on 26.11.2021. Dr Lillian I Jasper Principal WCC, Dr Anita Victor Ex- Army officer in public health and Ms. Punitha Anthony Sr. Director HR CSS Corp were the speakers for the event.

## 3. MAATRAM - ENACT, ENLIGHTEN, EVOLVE

### Awareness campaign on Household Waste Material

The first year students of B.A.CORPORATE ECONOMICS conducted an Awareness Campaign on **Household Waste Management** on the 8th, 9th and 10th of December 2021.

(Blog -[maatramwcc.blogpost.com](http://maatramwcc.blogpost.com), **Instagram handle** - [wcc.corp.eco](https://www.instagram.com/wcc.corp.eco))

An appreciation program was conducted for the maintenance staff of WCC. The department also won the Scranton essay prize of **2000 U.S \$** for this initiative.





#### 4. An Interaction Ritual Theory of Social Resource



Dr. Rekha Krishnan, Associate Professor, International Business and Entrepreneurship at the Beedie School of Business of Simon Fraser University, Canada. Title of the talk: **An Interaction Ritual Theory of Social Resource Exchange: Evidence from a Silicon Valley Accelerator**. Date: 17/11/2021

**Exchange: Evidence from a Silicon Valley Accelerator**

## 5. How to remain tough when your skills remain soft.



The department of corporate economics organized a webinar on How to remain tough when your skills remain soft on 18.11.2021. the resource person for the event was Dr Praveena.

## 6. Women's Christian College Model United Nations, 2022

The two - day National level MUN conference was conducted by the Department of Corporate Economics on 12th and 13th of April, 2022.



