Employee Communication at Annamalai University: iA Us.i Dea Sharing.

Professor Selvarasu Appasamy Mutharasu

Summary: *The attempt of four employee communication modules like 'Pen2Paper Model', '1word-1iDea Model', Social network Forms-Document Model', and 'Cloud9 people network Model' is the pilot project for staff and students to understand the need for internal extranet/intranet network in Universities.It helps in moving rebelling students and staff relationship to compelling relationship but there is no substitution to the authorities of University. It helps in exposing who is sinking the boat and steps can be taken to unite engaged employees by unlocking their potential. The learning about communication tools like talking, listening, energizing, supporting, content developing, embracing, ambassador, developing talent and event reporting is a value addition. It can minimize the competition for buttering the Boss to stay in position even without fulfilling their performance.It helps build teams inside the organization.*

I. Introduction

The Professor of Business Administration and Head of the Department, at Annamalai University, offered an invitation to Prof.Murugan to consider deliveringaspecial lecture on employee communication in a staff training programme scheduled for 28th October 2014. The organizer of the training programme on 'Human Relation in Organization' confirmed his session through official communication the next day. He has started his search in the website http://www.thecasecentre.org which is a web server offering collection of cases and notes on varied subjects as inspection copies trials to educators, students, programme administrators and corporate customers. He has been a registered member of the web server since 2007 (http://svpistm.ac.in) (http://annamalaiuniversity.ac.in). The search results gave him anappropriate case and two chapter notes on employee communication (Chantal Epie, 2012), besides employee's connection and collaboration (Charlene Li and Jose Bernoff, 2011) and conversation (Boris Groysberg & Micheal Slind, 2012) to power their organization.

Prof.Muruganhas gained much experience in online course (https://www.coursera.org), workshop (www.rctd.org), training (http://qsrinternational.com/), webinar (https://global.gototraining.com), etc.,particularly in the last year during the critical period of transition in the University Administration due to the changing trend in educational service in India. He has engaged himself when the opportunity came in to host staff training and he chose the topic 'Strategic Leadership' (Rowe W Glenn, 2001). He communicated to three of his peer group members in the department and confirmed one of them as co-ordinator-cum-resource person and two of them as resource persons. He gave the concept paper on strategic leadership to the Administrator who is acting as Vice-Chancellor of the University. It was considered to be one of the successful development programmes for him as Trainer. Subsequently, he wanted to involve doctoral scholars in offering online training using GoToTraining.com. He submitted a proposal to the Dean of Arts for his consideration and he also requested his good office to communicate about the proposal to higher authorities of the University for taking up decision on promoting such online training. The proposal is pending in the office of Dean for few months and he was informed that the officer could not get appropriate opportunity to present his online training proposal to the authorities.

In due course, he considered the training as a right opportunity to experience free online training in addition to the offline training as confirmed earlier. As he has exhausted the free trial offers given to his e-mail iDs, he has requested one of his scholars to register for free trials in GoToTraining.com. He has posted the training titled 'Human Relations in Organization: E2E Communication Tool' by using the free trials available to his scholar for next 30 days during October 2014. The registered weblink is https://global.gototraining.com/training=8712438141165932546. During this period of time, one of his Doctoral scholars has been recognized for his research on E-Marketing vis-à-vis E-procurement in public sector enterprise viz., Neyveli Lignite Corporation and Indian Railways (Integral Coach Factory) by Global Research Thoughts – Publisher of International Journal from Maharashtra, India. He has suggested to his scholar to seek appointment to meet the Administrator. The purpose of meeting with the authority is to share his victory of 'Excellence Award' for reviewing with the declaration as original, novel, and current research. The publisher has also recommended the research as suitable for applying to University Grants Commission, India under Research grant either in minor or major category.As he confirmed his scholar's meeting with Administrator of

the University, he was in a dilemma whether to inform his authority about the proposal of offering a parallel session of both online and offline staff training scheduled on 28th October, 2014.

As an employee of the University, he could not resist the decision of sharing information about online training, but he thought in a different way to communicate to the Administrator. He drafted an e-mail communication to his administrator with a subject of 'Thanks giving - in reciprocation to Your Esteemed Teachers Day wishes - Online Free Training Test & Materials on E2E Communication for Human Relations in Organizations'. As a teacherhe wanted to reciprocate in a positive way of offering training on Emlpoyee2Employee communication to enhance the performance of the University Employees. He has added the text message of his registration to the online training on behalf of the administrator. He also submitted his request as 'Can I make a beginning to share the test and resources of the training to your good self?' and'Shall we have www.auIDEAsharing.com as an intranet facility among our staff members to enhance our University Performance?'. He sent the e-mail at 0:39 am on 9th October 2014 with fear of the mode of communication to the No.1 executive officer of the University, the Administrator. He recalled the encouragement given by one of the officers in the cadre of District Revenue Officer working on special duty as 'To do Good things, you need not wait, go ahead and do it'. She also added that there are many more employees who submit anonymous petitions and letters with signature on critical official matters without fear. The employee communication helped him to take up such a decision to send that e-mail to the administrator.

The next day on 10th October, 2014 at 3:30 pm, he accompanied his scholar in the meeting with the No.1 Executive officer. He was surprised to see the e-mail printed copy on the officer's table.His discussion about the research scholar's contribution and on the content of the e-mail was well recognized by the Administrator. He communicated about officer's registration for online training on 28th October 2014 in person also. In order to explore the possibility of intranet communication facility, he called on the Director of Annamalai Innovation Centre. He could get little idea about it and the cost of setting up intranet facility for this purpose spread between ₹ 50,000 to ₹100,000.

He has considered the cost aspect of it in the introduction of intranet facility but alternatively he created a blog http://www.iaus.blog.com to experience the intranet employee2employee communication. The blog has the provision to allow the user in the form of administrator, author, contributor and subscriber. He has set a goal to train his peer group members in the university about the need for the means of communication among employees just to share their ideas to the policy makers. All theseideas need not to be considered for formulation of policy making but the employees who propose the idea needs to be recognized positively. He has also registered 24 more online attendees including half of the authorities like Registrar, Controller of Examinations, Dean of Arts, Dean of Agriculture, Director of Annamalai Innovation Centre, Director of Research, Director of Directorate of Distance Education, Head of Computer Science, Co-ordinator of Staff Training, Professor and Head of Political Science & Public Administration –Organizer of training, Head of Business Administration, Head of Management Wing, Co-ordinator – Placement & Training, President of Employee Association and Head of Economics and Employees of peers staff members from engineering, physics, business administration and doctoral scholars. All the attendees of online training are communicated virtually by the GoToTraining platform and by trainer periodically through e-mail communication. The proposed training invitation, weblog, and promotions have been periodically sent to attendees through e-mail, facebook, twitter and linkedin. A social network page on facebook/iAUsiDeaSharing has been created and communicated in public social networks also.

There were two different phases with which the iAUs iDeaSharing site design passed by before hosting the training. The contents of both first phase and second phase are explained for the benefit of readers' understanding. It is really an interesting thought to have an experience about the case of successful intranet networks implemented across various companies.

Case let No.1: Blue Shirt Nation(*Out of 0nline Community-150,000 employees 20,000 are actively engaged*) was started by marketing Best Buy's guys, Steve Bendt and Gary Koelling to know the feel of customers about advertising in 2006. Later, on open source code community-building software was found to be an answer to their initiative. More than 85 percent of employees were working in sales associate cadre. The community site was created *to listen* to the employees who were screaming to work in the stores. The purpose of the intranet was to listen, on the other hand it enhanced more than 10 percent of its employees *to help* each other;
Fact No.1: The demand for e-mail ID to blue shirt nation employees: It was solved by knowing the fact that management team gave a inflated quote and team of blue shirt members gave very less quote ($1 Billion/$58,000). The decision was taken and all employees got their organizational e-mail.

Fact No.2: The management wanted to know the opinion of withdrawing employee discount, but blue shirt nation members firmed up not to change the decision of giving discount – management agreed.

Fact No.3: Chris, an employee of best buy posted a problem about the height of SLR Camera Display Case with a photograph and requested their peers to report similar problems. The Designer of the display case responded immediately stating that there were two variations. He also promised to inform that a right case should be ordered to the right store without any delay due to bureaucracy.

Case let No.2: Razorfish(*A wiki with blog -1900 Employees in 19 different offices)*: The purpose of the intranet community is to listen to at which extent in what; people are working on, what they are concerned about, and where they are focused, said Clark Kokick, CEO of an International Marketing Consulting Agency Company. The company has established the wiki and the blog to enhance relationship among employees and also with third party organization like Red Dot, an idea designing company. The company Wiki has been viewed 1.8 million times, over 90 percent of the employees logged in, uploading 3,000 files and contributing 7,000 pages.Subsequently, Microsoft announced acquisition of its parent company aQuantitative in 2007. Mr. Clark could use the employee communication mode to convey the impact of the acquisition proposal in a smooth and easy way to educate his team successfully.

Case let No.3: Intelpedia,John G. Minor asked a question among employees of Intel about having something similar to Wikipedia inside Intel in 2007. The management suggestion about the cost of infrastructure to create wiki was sorted out by a Social Media Engineer Josh Bancroft. He asked for a server and used an open source wiki and the rest was history in employee communication. After two years, intelpedia contained 20, 000 articles and generated 700 page views every month. The articles were very closely related to how to install Mac in intel and how to organize games in intel campus and the like.

Case let No.4: Organic,anInternational Interactive Agency, the internal wiki similar to intelpedia did not work well for them. They formulated an intranet policy of combining social network, collaboration software and corporate intranet. The policy was (1) to provide internal social network 'Organism' for the employee's profile or 'talents'; (2) to support people trying to locate expertise across six offices in United States; (3) to encourage people to upload and share the work on their profile. Therefore, every employee would get a page in organism immediately to their entry into Organic.

Case let No.5: Bell Canada, (*15000 employees visited out of 40,000 Employees, the largest telecommunication Company***)**wasdriving cultural change from the bottom upthroughRex Lee**,** Director of collaboration services had frequent coffee gripe sessions with employees and he could see almost all of the employees complaining'It is not my problem'**.** Finally Rex and a small team of volunteers created ID-ah! Similar to the one 'IdeaExchange' of salesforce.com where anyone can post their idea and employees vote on it. In the first year 1000 ideas submitted and 3000 comments posted. Twenty five ideas harvested after six month for review and twelve were implemented. Later, the company wanted to capitalize on the ID-ah! that employee relationship was the top priority to understand the ownership and responsibilities in organization. Rob Koplowitz, Forrester's workplace collaboration analyst draws an important lesson that the deployment of social technologies is where organizational change is desirable and possible.

Case let No.6: iReport-CNN, the international news organization initiated the option of news feed from audience members. The members send their ideas and full new stories. It is not happening with all corporate but in few select organizations.

Case let No.7: **mommy bloggers,** AT&T has created a platform to do with working women. They discuss high and low about the working atmosphere. The posts of members working in organization and at home would be circulated among all employees. The challenge of handling colleagues and customers as well as kids and caretakers leaves an experiential sharing. Similarly, FamilyMap service introduced subsequently by the company in 2009 helped the members to track their family members on GPS service.

Case let No.8:Big 10 & people summit,McDonald's had tried event blogging for few of its common official meeting where there were more than 100 employees attended. The advantage of the event bogging was to have live content meeting i.e. the content of the message was made available to attendees. The reporting of event can

be before, during or even after the conduct of meeting. The reach of message out of the meeting goes half baked most of the time and event blogging helps to improve.

Case let No.9: InsideGE, the corporate intranet site was created by GE Capital to place employees' good photographs of GE company events. During 2008, employees posted 800 photographs and it was allowed for voting on which ones they like the best. The photographs were grouped into *Innovation* and *Globalization* for company's benefit. Meet GE which is an external site, could get journalists and consumers to access the slides. The photograph which was taken during Holi Hindu festival was considered the best. Similarly, the photographs which were taken by Engineers working on the top of wind turbinewere considered very special. The MRI machine dressed up look like elephant was another interesting photograph compiled from employees' resourcefulness.

Case let No.10: Coca Cola, any communication wants to do, is to drive strategic alignment throughout the organization. In addition to brand related talks like Iconic skirt-shaped bottle, Red Alert, Ambassadorship behaviour.The intranet site included Get Involved tool for volunteer service to build brand reputation. It is the mantra for employees '**who work for coke to speak for coke**'.

   Learning from case lets: It is important to distinguish social technologies from employee relationship. It is very much needed to nurture the power of employees, promote the listening culture from the top down, ease and encourage participation with incentives, and find and empower the rebels in the organization.*It is not the fact that a single employee can inject the culture of employee communication but there is no substitute to the Top Management to introduce the employee communication culture.*The choice amongst social technologies is really difficult and at the same time each one has advantage as well as disadvantage like a blog is a powerful listening tool, wiki is a powerful energizing and supporting tool, etc. It is important to find people like Steve Bendt, Gary Koelling, Josh Bancroft and enthusiastic employees. The other option is to find volunteers and collect them with a purpose on one side. On the other side find the rebels help them to find out the area where the change can be faster. Help them try things, pick them up when they fall down, dust them off, and help them learn from mistakes. Finally, monitor the success of the above two options, use your management experience to see results, what it is that is succeeding, and duplicate that. Communication today is really about establishing and maintaining a relationship with employees, rather than top-down command and control as per the view of Noral Denzel of Intuit Software.

Dilemma of Employee communication: Once it was communication aimed at employees and now it encompasses communication performed by employees. Now, let us see what Prof.Murugan is trying to propose in two different phases; what are the avenues of employee communication he is trying to inject in the information age; what is he looking for as change or transformation from disengaged employee to engaged employee and actively disengaged employee to disengaged employee. Is he sensing that employee engagement followed by individual employees' assessment, communication and taking action. As a reader of the case study, can you think of his contribution to Annamalai University?

Phase I **iAUs iDeaSharing.***You Not, your Idea***.** *Ventilate before it is too late***.**

   iAUs.iDeaSharing is an employee communication platform initiated as case of change management in organization during the training programme on 'Human Relation in Organization' in the University. Based on the success story of intranet online community established by corporate companies, the blog community has been introduced as a case analysis. It is aimed at introducing a culture of 'Not You, Your Idea' with a stress on employees' idea. There are about 12,000 employees in Annamalai University and there are about 30,000 students on campus and more than 1,00,000 students on distance learning mode. The University was established in the year 1929 and the present budget works out to ₹700 crores. The weblog has been started in order to enable the authorities of the University about half of them in the managerial level including the No.1 Executive and half of them as individual employees. Almost all of them have been introduced as authors of the blog with one administrator.

   The employee communication can be useful to engage employees in an organization. The employee communication is a culture to establish relationship among each other. There is no successful formula in doing the cultural impact. Therefore two different alternative phases were thought of by Prof.Murugan. In the first phase two options have been proposed such as (1) A volunteer team will be introduced to gather ideas from employees and post them into the weblog, (2) All the employees will be introduced to the weblog as authors to post them directly. The contents of the web server have a page for each on the employees who attend the case

and also there are set of menus to learn the tools of employee communication and scope for getting additional training online. The menus are, No.1 Executive, No.2 Managers, No.3 Employees, iAUs.Case study, iDeaSharing, Walk the Talking, e2e Tools, e2e Training and Whitepaper. It is useful to understand the meaning of each menu (refer Appendix I). e2e tools are alone explained here in the interest of readers.

Listening: We think that listening is to seek feedback of what we have talked to other employees/customers, but it is to verify the management decision before hand (Employee Discount) and self correction (Display camera case).

Talking: Management of the organization can display any change in policy decision by displaying it in a common place. Based on the response, the execution of policy can be decided. Talking to an employee either to build relationship between management and employee or employee and employee certainly helps each other.

Energizing: It is a platform given to an employee to establish his ideas and experiences to benefit other employees as well as stakeholders in an organization. It is extending rare opportunity to the potential and talented employees at appropriate times to spread positive energy and advice inside the organization.

Supporting: It is a commitment to support and promote employees within. The online social networking is an extension of mentoring culture. Everyone in the University should know where the student is working, how he is growing in his career and how he has performed during his studies both in simple and complex subjects.

Embracing: The post in online community network attracts the view and attention of the top management. The top management may come forward to the employee's reach to share ideas. It is the idea that catches up the managementto embrace an employee and not the employee per se.

Event Reporting: Theblog content of the event organized by the company during, before or after helps the attendees to gain better understanding of the meeting. The involvement of employees would increase as they are being better informed about the events of organization.

Content Development: The external communication is critical in the recent days and employees can't be blocked in accessing external linkages in sharing crucial information. It is important that employees need to be inculcated in good content development skills.

Employee Talent: The employees hover around their siblings to bring them up in the highest order in the society. They inadvertently gain lot of talents that are not even related to them like music, dance, reporting, event management etc. All these are resources for the organization to tap it towards its image and reputation.

Thought Leader*(Ambassador)***:**The employees should be identified in the organization for writing skills of whitepaper on the best practices. The papers may be collected and improved for the betterment of the organization. It can leave good impact on all other employees. They are for sure ambassadors of the organization.

Case let 1.*Pen2Paper – StudentS' shopee*: During February 2013, Prof. Murugan was looking for a real-time research opportunity for one of his scholar Mr.Sankaran who is doing doctoral research in Service design for aquarium business service. He came across an Exhibition Event for Colour Fish show in Chidambaram just outside the University Premise. He has put up his idea in paper, and briefed his idea with his colleagues. The idea came up as 'StudentS' shopee' which is a shop normally installed on periodic markets.

Figure 1 e2e Employee Communication optionsFigure 2 pen2paper: StudentS' shoppee

Source: Prepared by the case writer as primary source.

He has introduced the idea with his scholar to prepare video containing aquarium setting up and different pictures of colour fishes, aquarium tanks, plants, etc. As a peer group, the idea was put forth to the Head of Department. He also introduced the concept of 'Marketing Venture Innovation Fund-2013, wherein every volunteer employee can contribute ₹10000 and every volunteer student can contribute₹1000. In total, 10 employees of the University and 30 students of Marketing have contributed towards the model company viz., Students' shoppee Pvt. Limited. The capital seed amount came to ₹1,30,000. Among the ideal investor-student, those who come up with a budget and a category of item, was sanctioned for the capital amount. A bank account (MRSI.AU.Marketing Forum.A/C.No.6018606565) in Indian Bank, Annamalai Nagar was opened by three employees in the capacity of President, Secretary and Treasurer as Joint operational account. Parallel to the shopee, the doctoral scholar had shown videos, conducted depth interview and the same was video recorded for further qualitative analysis. Keeping the momentum going in the fish show, Prof.Murugan thought of that why can't we go for destination marketing. The fish supply was organized by the event management team from

Chennai that is from a particular destination namely 'Kolathur'. Similarly, the Marine ornamental fish supply was sourced from Rameswaram. Therefore, he studied the situation and came up with an idea to promote destination marketing. In respect of the aquarium tanks, it was all imported moulded tanks mostly from China. He wanted to introduce 2-in-1 tank for fresh and marine water fishes. He advised his scholar to prepare such tanks for the first time. The students have picked up categories like Kolkata-cosmetics, China-electronics, ChidaMBAram-imitation jewelry, Ambur-Shoes, Surat-Sarees, Salem-Mango juice, Kolathur-Rameshwaram -2-in-1 Fresh-in-Marine Aquarium, etc. The project was interesting and students worked very hard to showcase their performance in public events. All the students and employee contribution was returned immediately after the idea-testing exercise. The exercise was designed purely based on pen2paper form of employee communication.

Case let 2.*1word~1iDeaSimulation~Marketing Simulation Game*:Subsequent to the formation of MRSI.AU.Marketing Forum, 2011 and the conduct of 7-days Faculty Development Programme on Sector Specific Marketing Decision Model, one word came up for discussion among the office bearers of the forum. Prof.Murugan continued the discussion with his peer team members and try to persuade the iDea of simulation. He was not able to get the support from the former team. He thought that he needs a fresh and new team. He called on two of his colleagues and explained the need for simulation exercise for the year 2012. He has offered the position of office bearers for the forum. The decision was well received by the Head of the Department. Based on the availability of funds in the proposed budget by the University, ₹1,60,000/- was year marked for the activity. He has visited various website for similar simulation exercises. He was interested in physical format and with the involvement of Public and University employees. Later, he was tracing the economic growth indicators and he found that Designer Foods are one of the growth indicators in the world economy. He discussed with his team members and all of them worked as a team. The guidelines from http://goventure.com has been referred and he also sought official permission from the No.1 Executive officer of the online simulation game company. As a team, the procedures and policy were laid down, in the selection of ten (10) students teams. The seed money of ₹4,000 distributed to each team with stalls as infrastructure established by the organizer at the cost of ₹45,000. The game was conducted for three days as 'Designer Food Court'. The overall sales realized to the tune of ₹3,00,000 and the profit share of ₹52,000 shared among students. The balance profit was deposited in the MRSI.AU.Marketing Forum Account in a three operators jointly (A/C.No.6018606565) at Indian Bank, Annamalai Nagar. The whole idea was recorded in the form of video and marketing song was also written lyrics and composed as in three languages viz., English, Tamil and Hindi (Refer.Table). It gave way for preparation of manual and its publication as original one. The names of shops and products are the base to create a wiki for Annamalai University as 'Apedia'.

Team	Product Line	Product Variants
	Milk Products	Jamai ice cream variants Banana Milk shake Lassi
	Non-Vegetarian Fast food	Bread pokoda Dahi vada Cold drinks Tea Egg pokoda Chicken khoricha Chicken combo meals Paneer combo meals Mock tails Pori meals
DSC	Sweets	Bhel poori Gulabjamun Papri chat Samose chat Bread chat Chole chawal Curd rice Tomato rice Sambhar rice Buscuits Rasna
	Fruits	Fruits salad, Fruit juice, Fruit chat, Etc....
	Beauty Care Products,	Non – Alcoholic Contents Full Herbal Product

Team	Shop Name	Sales 27th March	Sales 28th March	Sales 29th March	Total sales	Profit Rank	Sales Rank	Profit Rank
1	Grab-n-Go	13507	17719	18830	55125	7340	1	2
2	Beauty Queen	12737	17993	15160	45830	5660	2	4
3	Crazy Foods	7530	14500	12320	34320	6800	3	1
4	DSC	5860	6690	7485	20055	1740	4	5
5	Fruits Villa	3919	7177	6583	17679	5272	5	3
	Total	43543	64049	44363	177009	27417		
6	The bakery Hut	14230	11590	9100	34920	4124	1	1
7	Hot n Spicy	6252	9446	1C280	25986	5650	2	2
8	Indian Spicy Foods	5410	7081	6357	20448	2000	3	3
9	Time Pass	4100	5112	6708	16916	2154	4	4
10	Mocktail Shoppy	4300	4700	5735	14935	600	5	5
	Total	34892	39829	38144	149205	17699		
	Grand Total	78435	103027	102682	285214	45082	

Figure 3 1word~1iDea: Simulation ~ Marketing Simulation Game for Designer Foods Results
Source: Prepared by the case writer as primary source.

Phase II **iAUs iDeaSharing.***Not we, but our ideas.**Ventilate before it is too late*.

Case let 3. The second phase of weblog is given again with two options viz., 'blog for Online Products & Service [**bFOPS**]. Initially, natural organic product like Apple Cider Vinegar [**ACV**] and service like Aquarium Business Service [**ABS**]. The Online shop is created in the form of intranet network. The participation of **bFOPS** are employees of our University. Indian Institute of Management, sell wrist-watches, T-shirts, Writing instruments with their institute logo imprinted on it reinvigorate the image. Similarly, Annamalai University can replicate in a different forms of product and services that are useful and attractive to people living in the area. It is true that the volunteering or assigned employee is given a form to distribute among employees with a specified allocation. The bFOPS stakeholder is vested with an assignment to network only. Every stakeholder is given a pre-specified number of Forms and they can document the same in a physical form. Later, a team of trainers enrich the skills to post it online about the purchase information of employees and tracking their histories. The ultimate decision of buying is purely in the hands of employee and not in the ambit of another employee. The bFOPS blog project can be attached with an expansion of the co-operative store. Prof.Murugan recalls that his contribution of shares is in the pipeline of existing co-operative store of Annamalai University in Arts Faculty. During the course of experiencing the networking effort, employees contribute towards new iDeas.This can really pave way for reviving Aquarium Museum in our University, which is lying unattended. It is important to remember that every country, region, place has aquarium museum that helps pubic to relax and to educate. In essence, we can add value to the priority of State Government of Tamilnadu in the promotion of livelihood among underprivileged people by Aquarium Fish breeding and rearing for ABS in the urban places.

Case let 4. *Cloud9 Network of Employees*: iDea emerges from a hunch which is a simple solution for bigger problems. There is always a commercial linkage for every other research in academia. Therefore, it is important to have a business representative firstly in a Cloud9, in addition to the members from academia like employee representation from Arts, Fine Arts, Education, Science (Physics, Chemistry, Botany, Zoology, Mathematics, Statistics and Psychology), Agriculture, Engineering, Medicine and Marine Science. This concept of Cloud9 is useful to take it forward an idea from its concept stage to commercialization stage. The following are the iDeas/Concepts need commercialization in the form of consultancy assignments for the University. The manpower requirement is to support the online operations in order to ensure transparency in employee communication and employee engagements.

| iAUs.iDeas. Innovation Project 2015-2020	
1.	Eco-Tourism from Mutlur to Portonovo
2.	bFOPS intranet grocery shopping for University employees
3.	bFOPS for Aquarium Business Service
4.	Revival of University Aquarium Museum
5.	Creation of 'Apedia' [Annamalai University wiki]
6.	Initiation of Annamalai Innovation Fund [AIF] from Venture Capitalist
7.	Promoting SHG Food & Beverage Mobile counters
8.	Cluster Development initiatives for Mat, Cane, Bakery& Sweets Projects
9.	Developing Cloud9 IPRs Patent, Design Processing Team for renewable energy, port management, eco-tourism, medical tourism etc.
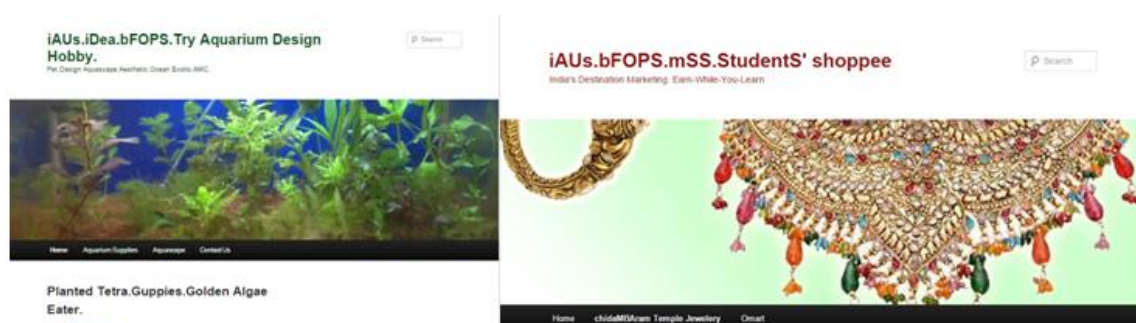
Figure 4 Cloud9 Networks of Employees for Need for the Projects

Question: What would be readers' choice as an employees of Annamalai University?.
        Can there be introduction of Employee Communication culture in AU?
        Will there be any change in the phase I and phase II in implementation?

Reference

[1]. Chantal Epie, (2012), Employee Communication at Continental Products Plc, Lagos Business School, Pan-African University, *European Case Clearing House – The case for Learning*, London UK. www.thecasecentre.org

[2]. Charlene Li and Jose Bernoff, (2011), The GroundsWell Inside Your Company: using Social Technology to Forster Employee Communication, Connection and Collaboration, Winning in a World Transformed by Social Technologies, *Harvard Business Review Press*, *ECCH the case for learning UK and USA*. www.thecasecentre.org

[3]. Boris Groysberg and Michael Slind (2012), Give and Take: The triumph of Employee-Generated Content, Talk Inc., How trusted Leaders use Conversation to Power Their Organizations. *Harvard Business Review Press*, ECCH, UK and USA.

[4]. Rowe W Glenn (2001), Creating Wealth in Organization: The role of Strategic Leadership, The Academy of Management Executive, ABI/INFORM pg.81

[5]. Selvarasu A. et al. (2013), Real Physical Marketing Simulation Game for competitive Marketing Educational Service, AIMS10 International Conference Proceedings, ISBN 978-81-924713-1-0 pp 2422-2429