



## **A STUDY ON THE EFFECTIVENESS OF EVENTS ORGANIZED BY MADRAS MANAGEMENT ASSOCIATION, CHENNAI**

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### **Abstract**

The main objective of Madras Management Association is to be the fountainhead of world-class management excellence in India. To accomplish this goal, MMA strives hard to provide various programmes, events, competitions, conventions, and other training activities to its members, organisation professionals, and students from various schools and colleges throughout Tamil Nadu. This study examines the effectiveness of events organized by Madras Management Association (MMA). The primary objective of this study is to identify the factors that contribute to the success of events and determine how they impact the participants' overall satisfaction and learning outcomes. To achieve this objective, a mixed-methods approach was adopted, which included a survey of MMA event participants. This study is limited to the Chennai Chapter and has a total of 100 respondents. The study utilized descriptive statistics, chi-square test, t-test, and regression analysis to analyze the data collected. The findings indicate that the quality of the content, the expertise of the speakers, and the networking opportunities provided by the events significantly influence participants' satisfaction and learning outcomes. Additionally, the study highlights areas for improvement, such as increasing the diversity of the speakers and attendees and enhancing the marketing strategies for events. The recommendations from this study will help MMA to better understand the needs and preferences of its participants, and ultimately, improve the effectiveness of its events.

**Keywords:** Events, Members, Perception, Effectiveness, Satisfaction level.

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## 1. INTRODUCTION

Events are organized gatherings of people for a specific purpose or objective, such as education, networking, entertainment, or celebration. They can be broadly classified into two categories: corporate events and social events.

Corporate events are organized by businesses, organizations, and associations for their members, employees, clients, or customers. These events are designed to achieve specific business objectives, such as marketing, sales, training, or team building. Examples of corporate events include conferences, trade shows, product launches, seminars, and workshops.

Social events, on the other hand, are organized for personal and social reasons, such as celebrations, weddings, birthdays, and reunions. They are often organized by individuals or families to mark important milestones or occasions.

Events can also be classified based on their size, format, and purpose. For example, large-scale events such as music festivals and sporting events attract thousands of attendees, while smaller events such as networking sessions and panel discussions may have a more intimate setting. Events can also be categorized based on their format, such as virtual, hybrid, or in-person. Additionally, events may have a specific purpose, such as fundraising, charity, or community-building.

Madras Management Association (MMA) is a professional association based in Chennai, India, that organizes various events and training programs related to management. MMA organizes various events throughout the year, including conferences, workshops, seminars, and networking sessions, to provide its members with opportunities to learn, connect, and grow in their respective fields. These events cover a wide range of topics, including marketing, finance, human resources, leadership, and entrepreneurship, among others. Some of the popular events organized by MMA include the Annual Convention, CEO Conclave, and Young Managers Forum.

### NEED FOR THE STUDY

The study on the effectiveness of events organized by Madras Management Association is essential for several reasons:

**Assessing the impact of the events:** MMA conducts a wide range of events related to management, including conferences, seminars, and workshops. The study will evaluate the effectiveness of these events in terms of their impact on the participants' knowledge, skills, and performance, and their contribution to the growth and development of their organizations.

**Identifying areas of improvement:** The study will identify areas of improvement in the events organized by MMA, such as the relevance of the topics, the quality of the content, and the delivery methods. This will enable the association to better tailor its offerings to the needs of its clients and improve their overall experience.

**Enhancing the value proposition:** MMA is a leading professional association that offers a range of consulting and training services to its clients. The study will help to enhance the value proposition of the association by providing insights into the effectiveness of its offerings and suggesting ways in which it can improve its services to better serve the needs of its clients.

**Providing guidance for future events:** The study's findings will provide guidance for future events organized by MMA, such as identifying the topics that are most relevant to the participants and the delivery methods that are most effective in imparting knowledge and skills.

Overall, this study is essential for evaluating the effectiveness of the events organized by MMA and providing insights into how the association can improve its offerings and better serve the needs of its clients.

## OBJECTIVES OF THE STUDY

### Primary Objective:

The primary objective of this study is to evaluate the effectiveness of events organized by Madras Management Association (MMA) in Chennai and identify areas for improvement.

### Secondary Objectives:

1. To understand the level of satisfaction among MMA members regarding the events.
2. To identify the key factors that contribute to the effectiveness of MMA events.
3. To determine the areas of improvement that can enhance the value provided to MMA members.
4. To provide recommendations for improving the effectiveness of MMA events based on the findings of the study.

## REVIEW OF LITERATURE

### 1. "Measuring the Effectiveness of Meetings and Events" by Robert A. Quigley

"Measuring the Effectiveness of Meetings and Events" is a journal article written by Robert A. Quigley, CMP, and published in the Journal of Convention & Exhibition Management. The article discusses the importance of measuring the effectiveness of meetings and events in order to

justify the investment and demonstrate the value to stakeholders.

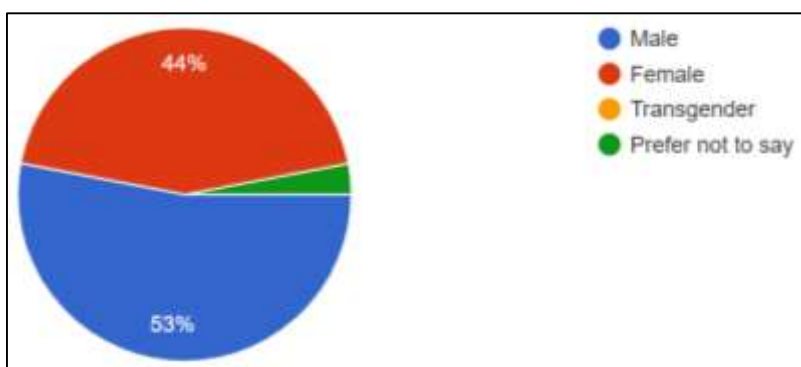
Quigley suggests that measuring the effectiveness of meetings and events should go beyond simple attendance numbers and survey feedback. Instead, he proposes a more comprehensive approach that takes into account both the inputs and outputs of the event. Inputs include factors such as the budget, planning time, and resources, while outputs include the overall impact on the organization, attendees, and stakeholders.

The article provides a framework for measuring the effectiveness of meetings and events, which includes identifying the objectives and desired outcomes, selecting the appropriate metrics, and evaluating the data collected. Quigley also emphasizes the importance of establishing baseline measurements for future comparisons and using the data to make informed decisions and improvements.

Overall, this journal article is a valuable resource for event planners and organizers who want to measure the effectiveness of their meetings and events. It highlights the importance of a comprehensive approach to evaluation and provides a framework for measuring the inputs and outputs of the event.

## 2. "Factors Affecting Attendee Satisfaction and Willingness to Return to Meetings: A Study of a Professional Association," by Jennie J. Deese and Jeong-Yeol Park

The journal "Factors Affecting Attendee Satisfaction and Willingness to Return to Meetings: A Study of a Professional Association" by Jennie J. Deese and Jeong-Yeol Park aims to identify the factors that affect attendee satisfaction and their willingness to return to future meetings of a professional association. The study was conducted using a survey questionnaire administered to attendees of a professional association meeting.



### INFERENCE:

From the above table it is observed that 53% of the respondents are male and 44% are female. The rest 3% of the respondents are not willing to disclose their

The authors analyzed the data collected from the survey using various statistical tools and techniques such as descriptive statistics, factor analysis, and regression analysis. The study found that several factors such as the quality of sessions, networking opportunities, location, and registration process significantly influence attendee satisfaction and their willingness to attend future meetings of the professional association.

The authors concluded that meeting planners should focus on these factors to improve attendee satisfaction and increase their willingness to return to future meetings. The study provides valuable insights into the factors that impact attendee satisfaction and can help meeting planners in designing and organizing meetings that meet the needs and expectations of attendees.

## RESEARCH HYPOTHESIS

### Correlation Analysis

**Null Hypothesis (HO):** There is no significant relationship between the Quality of content and the Overall Satisfaction of the participants.

**Alternate Hypothesis (H1):** There is significant relationship between the Quality of content and the Overall Satisfaction of the participants.

### Chi – Square Test:

**Null Hypothesis (HO):** There is no significant association between gender and the quality of the event.

**Alternate Hypothesis (H1):** There is significant association between gender and the quality of the event.

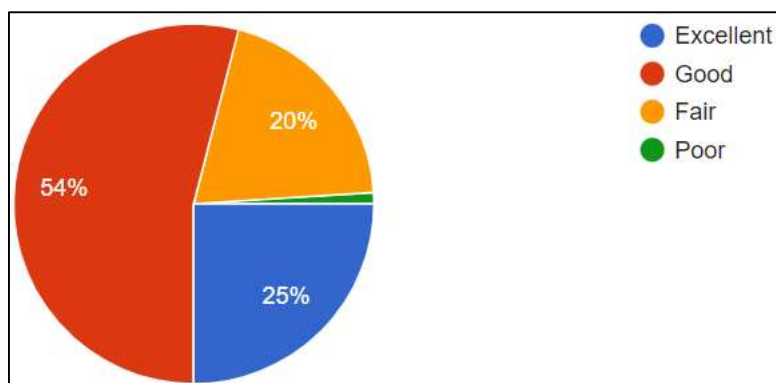
## DATA ANALYSIS

### 6.1 DESCRIPTIVE ANALYSIS

#### 1. Gender of the respondents

gender. This shows that the males are the dominant participants of the events, which are organized by Madras Management Association.

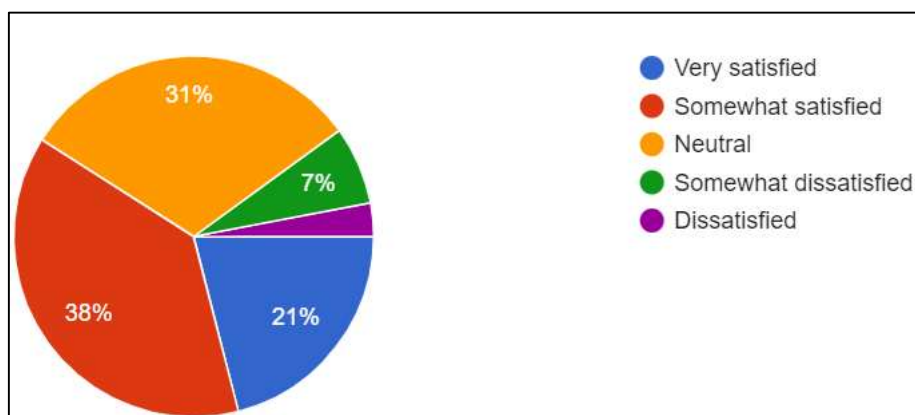
#### 2. Quality of content of the events



**INFERENCE:**

From the above table, it is observed that 54% of the respondents found the Quality of the Content of the events to be Good, 25% of the respondents found it to be Excellent, 20% of the respondents found it Fair and the remaining 1% of the respondents found the quality of contents of the events to be Poor. It is inferred that most of the participants found the quality of content of the events organized by MMA to be good.

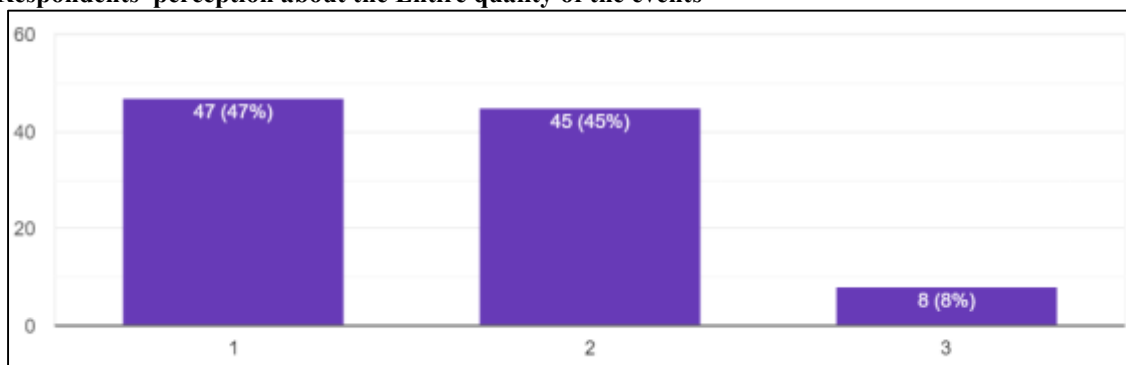
**3. Overall satisfaction of the respondents about the events**



**INFERENCE:**

From the above table, it is observed that 38% of the respondents were Somewhat satisfied about the event as a whole, 31% of the respondents were neither satisfied nor dissatisfied about the events, 21% of the respondents were Very satisfied with the events organized by MMA, 7% of the respondents were Somewhat dissatisfied with the events organized by MMA and the remaining 3% were Very dissatisfied with the events. MMA could collect feedback from the attendees of the events and work on it, in order to improve the overall levels of satisfaction of the participants.

**4. Respondents' perception about the Entire quality of the events**



**INFERENCE:**

From the above table, it is inferred that 47% of the respondents found the entire Quality of the event to be Good, 45% of the respondents found the entire Quality of the event to be Average, and the remaining 8% of the respondents found the entire quality of the event to be Poor

## 1.2 INFERENTIAL ANALYSIS

### Correlation Analysis

		Correlations	
		Quality of Content	Overall Satisfaction with the events
Quality of Content	Pearson Correlation	1	.117
	Sig. (2-tailed)		.248
	N	100	100
Overall Satisfaction with the events	Pearson Correlation	.117	1
	Sig. (2-tailed)	.248	
	N	100	100

### INFERENCE:

- From the above table, it is observed that the Pearson Correlation value (r) is 0.117. Since the r value is positive, there is a positive relationship between the quality of content and the Overall Satisfaction of the participants. And the Sig. (2-tailed) value (p) is 0.248 which is greater than 0.05 i.e.  $0.248 > 0.05$  and hence, we accept the Null Hypothesis (H0) and reject the Alternate Hypothesis (H1).
- And hence, there is no significant relationship between the Quality of content and the Overall Satisfaction of the participants.

### Chi-Square Test

Gender of the respondent * Entire event Quality Crosstabulation						
			Entire event Quality			Total
			Good	Average	Poor	
Gender of the respondent	Male	Count	28	20	5	53
		Expected Count	24.9	23.9	4.2	53.0
	Female	Count	19	22	3	44
		Expected Count	20.7	19.8	3.5	44.0
	Prefer not to say	Count	0	3	0	3
		Expected Count	1.4	1.4	.2	3.0
Total	Count	47	45	8	100	
	Expected Count	47.0	45.0	8.0	100.0	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.265 <sup>a</sup>	4	.261
Likelihood Ratio	6.403	4	.171
Linear-by-Linear Association	.983	1	.321
N of Valid Cases	100		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .24.

#### **INFERENCE:**

- From the above table, it is observed that the Pearson Chi-Square value is 5.265. And the Asymp Sig. (2-tailed) value (p) is 0.261 which is greater than 0.05 i.e.  $0.261 > 0.05$  and hence, we accept the Null Hypothesis (H<sub>0</sub>) and reject the Alternate Hypothesis (H<sub>1</sub>).
- Thus, there is no significant association between gender and the quality of the event.

#### **FINDINGS**

##### **7.1 FINDINGS FROM DESCRIPTIVE ANALYSIS**

- 53% of the respondents are male and 44% of the respondents are female.
- Majority of the individual participants are male.
- 54% of the respondents rated that the Quality of the content of the events to be Good and 25% rated as Excellent. Only 1% of the respondents is not satisfied with the quality of Content.
- 38% of the respondents are Somewhat satisfied with the Overall level of satisfaction with the event whereas 3% are Strongly dissatisfied with the same.
- 47% of the 37 respondents felt that the entire Quality of the event to be good, 45% felt it to be average and the remaining 8% are not happy with the Quality of the event and responded poor.

##### **7.2 FINDINGS FROM INFERENCE ANALYSIS**

###### **Correlation Analysis**

- The Sig. (2-tailed) value (p) is 0.248 which is greater than 0.05 i.e.  $0.248 > 0.05$  and hence, we accept the Null Hypothesis (H<sub>0</sub>) and reject the Alternate Hypothesis (H<sub>1</sub>).
- And hence, there is no significant relationship between the Quality of content and the Overall Satisfaction of the participants.

###### **Chi-Square Test**

- The Asymp Sig. (2-tailed) value (p) is 0.261 which is greater than 0.05 i.e.  $0.261 > 0.05$  and hence, we accept the Null Hypothesis (H<sub>0</sub>) and reject the Alternate Hypothesis (H<sub>1</sub>).
- Thus, there is no significant association between gender and the quality of the event.

#### **SUGGESTIONS**

The purpose of this study is to evaluate the effectiveness of events organized by Madras Management Association (MMA) in Chennai and identify areas for improvement. Based on the findings of this study, here are some suggestions which could be carried out by MMA in order to make the events much more effective.

**1. Enhance the quality of the speakers and their presentations:** Based on the feedback from the participants, it is recommended to improve the quality of the speakers and their presentations. This can be achieved by selecting speakers who are subject matter experts, have a good presentation style and are able to engage the audience.

**2. Increase the level of interactivity and engagement:** To increase the effectiveness of the events, it is recommended to incorporate more interactive elements such as group discussions, case studies, and exercises. This would enhance the engagement of the participants and help in better understanding and retention of the content.

**3. Focus on relevant and timely topics:** It is recommended to conduct events on topics that are relevant and timely for the MMA members. This would help in attracting more participants and increasing the value provided by the events.

**4. Improve the venue and logistics:** To enhance the overall experience of the participants, it is recommended to improve the quality of the venue and logistics. This includes factors such as comfortable seating arrangements, adequate lighting, and sound systems.

**5. Utilize technology effectively:** It is recommended to incorporate technology such as online platforms for registration, payment, and feedback. This would streamline the process and make it more convenient for the participants.

**6. Engage with members for feedback:** MMA should actively seek feedback from its members on the events and use it to improve the quality and effectiveness of the events. This would help in better understanding the needs and expectations of the members and in delivering events that meet their expectations.

Overall, it is recommended to adopt a member-centric approach in organizing MMA events and continuously strive to improve the quality and effectiveness of the events.

## **2. CONCLUSION**

Based on the findings of this study, it can be concluded that the events organized by Madras Management Association (MMA) are effective in providing useful information and insights to its members. The events generally meet the expectations of the attendees and are well-organized. The level of satisfaction among MMA members regarding the events is high.

The key factors contributing to the effectiveness of MMA events include the quality of speakers and content, the relevance of the topics, and the level of interaction and engagement among attendees. The areas of improvement that can enhance the value provided to MMA members include diversifying the topics and formats of events, improving marketing and communication strategies, and enhancing networking opportunities.

Based on these findings, recommendations for improving the effectiveness of MMA events include expanding the range of topics and formats of events, increasing the involvement of members in event planning and organization, and enhancing the promotion and communication of events through

various channels. Implementing these recommendations can lead to higher levels of member satisfaction and greater value provided to MMA members through its events.

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