

A Study on Event Coordination and Departmental Support Activities in Puthiya Thalaimurai

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ABSTRACT

The aim of this study is to assess the performance of event coordination and departmental support activities in an organization. This helps to better understand how various departments of HR, Administration, IT and Marketing work together as event planning and execution. One structured questionnaire of 50 respondents was used to collect initial primary data. The analysis was done using statistical procedures such as percentage analysis, chi-square test, correlation, and weighted averages. Communication, teamwork and coordination was identified as important to event implementation. There is also no significant relationship between demographic factors, such as department or qualification, and employee satisfaction according to the study. Strong coordination, however, is helpful for teamwork and the success of a set-up. Effective planning and interdepartmental collaboration are vital to improving processes in event management, this study concluded.

Keywords: Psychosocial Workplace, Job Satisfaction, University Workers, Magadh University, Higher Education, India, JDCS Model, Work-Related Stress.

Introduction

The media and broadcasting industry serves a critical purpose in teaching, and involving the general public. As the technology and digital platforms become ever greater, media agencies are playing a bigger role in events like debates, public awareness, and discussion initiatives. These functions need to coordinate very closely among departments. Event coordination is the planning, execution and coordination of events with the necessary support. Strong-need cooperation, open and clear communication, and resource planning are some of the key ingredients for successful events. At media organizations such as Puthiya Thalaimurai, departmental support is an important factor to ensure that the plan and execution will run smoothly. This study attempts to explore how the departments work together during events and how their support affects the overall operation of departments on performance and employee satisfaction.

Research Methodology

- **Research Design:** Descriptive
- **Data Source:** Primary Data
- **Method:** Questionnaire

- **Sampling Technique:** Convenience Sampling
- **Sample Size:** 50 respondents

The tools used herein are:

- Percentage Analysis
- Chi-Square Test
- Correlation
- Weighted Average

Data Analysis & Interpretation

Objective

- To examine the place of Departmental help in resources and time control.

Chi-Square Test of Association between Qualification and Management Support

H₀ (Null Hypothesis): There is no significant correlation between qualification and management support of events.

H₁ (Alternative Hypothesis): There exists a statistically significant relationship between qualification and managerial approval for events.

Qualification	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Chi-Square	P-Value
UG	8	10	4	2	1	25		
PG	5	7	3	1	0	16		
Diploma	2	4	2	1	0	9		
Total	15	21	9	4	1	50	12.156	0.144

Interpretation: Since the p-value (0.144) is > 0.05, there is no significant relationship between qualification and management giving adequate support to events.

Findings

- The p-value (0.144) is higher than 0.05.
- Qualification and management support for events are not significantly associated.
- Support in different skills of employees have a similar belief.
- Qualification is not significant for perception of managerial backing.
- Employees appreciate management support equally well.

Suggestions

- Keep providing equal support to all employees
- Work on improving overall management support overall.
- Gather feedback from employees of all abilities, levels and qualifications.
- Provide opportunities for fair treatment.
- Improve communication for support of event.

Objectives

- To review how different departments (HR, Admin, IT, Marketing) work together at events.

Correlation Analysis

		Different departments cooperate effectively during events	Coordination among departments is strong during event execution	Teamwork is strong during event coordination
Different departments cooperate effectively during events	Pearson Correlation Sig. (2-tailed) N	1 50	.405** .004 50	.291* .042 49

Coordination among departments is strong during event execution	Pearson Correlation Sig. (2-tailed) N	.405** .004 50	1 50	.632** .000 49
Teamwork is strong during event coordination	Pearson Correlation Sig. (2-tailed) N	.291* .042 49	.632** .000 49	1 49

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

Interpretation

Correlation analysis indicates a positive association between department cooperation, coordination and teamwork during events. Between collaboration and coordination while performing an event the relationship between them is moderate positive ($r = 0.405$). There is low positive relation between departmental cooperation and teamwork ($r = 0.291$). If we look at the correlation between coordination during execution of the task and teamwork, it has a positive correlation of $r=0.632$. Which means that better coordination and cooperation leads to teamwork and better management of an event. A significant positive relationship exists between coordination during execution and teamwork ($r = 0.632$), indicating a strong positive and significant relationship for coordination to occur.

Findings

- Departmental cooperation and coordination is moderately (positively) associated ($r = 0.405$).
- Teamwork and departmental cooperation have low positive relationship ($r = 0.291$).
- Coordination during execution and teamwork have a strong positive relationship ($r = 0.632$).
- Greater coordination enhances collaboration at events.
- Streamlining event management through cooperation among departments.

Suggestions

- Enhanced inter departmental cooperation with event execution
- Promote collaboration through team building.
- Increase interdepartmental communication.
- Hold coordination meetings before the events on a regular basis.
- Encourage a cooperative work environment to facilitate and maintain successful events.
Objective
- To assess coordination gaps and make recommendations.

Weighted Average Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Communication during event planning is clear and timely	50	1.0	5.0	1.840	.9116
Lack of coordination affects event outcomes	50	1.0	5.0	2.120	1.0230
Delays occur due to poor coordination between departments	50	1.0	5.0	2.060	1.1502
Improvements are needed in event coordination processes	50	1.0	4.0	1.860	.8084
Valid N (listwise)	50				

Interpretation

The descriptive statistics for all statements indicate that mean values vary from 1.84 to 2.12, showing the respondents tended to agree with the statements. Communications during event planning are clear and in time, employees say. They also feel inadequate coordination can impact event results, and delays might result when departments do not coordinate in a timely manner. Respondents also expressed a belief that some improvements are needed in event coordination processes.

Findings

- Employees agree that communication during the event planning is clear and prompt (Mean = 1.84).
- Improvements in event coordination processes are felt by respondents (Mean = 1.86).
- Event outcomes are affected by lack of coordination (Mean = 2.12).
- Delays are caused by poor coordination between departments (Mean = 2.06).
- The top responses emphasize the value of coordination when it comes to conducting successful events.

Suggestion

- keep an open and timely link in event planning.
- Coordinate between departments to prevent any bottlenecks.
- Better to create teamwork strategies for an effective event.
- Have scheduled and routine planning meetings, pre-event.
- Review and improve the event coordination processes consistently.

Conclusion

Thus, the findings of this study suggest that event management practices inside the organization work and that the employees generally perceived event coordination as good. Communicating, teamwork, management support and coordination between departments are critical to execute the events well, in a report analyzing the analysis. A majority of respondents are convinced cooperation between employees and departments contributes to better event performance. Statistically, percentage analysis, weighted average, chi-square test and correlation analysis were done to gain insight. Chi-square results show that demographic factors like department and qualification have no effect on employee satisfaction or management support. The correlation results depict a positive correlation of team work, divisional planning, coordination and success of events. In general, the findings of the study indicate that in order to make a positive and satisfactory event management activity to be successful, effective communication, planning, and better coordination among employees are much more important.

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