



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2022

1. Dr P Sadhasivam, Director, attended a networking dinner meeting with MS Grace Akello, High Commissioner, Uganda, on 2<sup>nd</sup> March 2022. The meeting was organised by CII, Coimbatore zone.
2. Dr Vandana Madhavkumar, Associate Professor, participated and successfully completed the 5-day online FDP on the theme 'Inculcating Universal Human Values in Technical Education' organized by All India Council for Technical Education(AICTE) from 28th February 2022 to 4<sup>th</sup> March 2022.
3. Ms M Reshma, Assistant Professor, attended an online Knowledge sharing event organised by Christ University on Qualitative Research Methods on 4<sup>th</sup> March 2022.
4. Business Review sessions were held for II MBA Section II students on 4<sup>th</sup>, 11<sup>th</sup> and 18<sup>th</sup> March 2022. During the sessions, discussions were held on the topics: (i) LIC IPO: India's largest public issue (ii) The Russia- Ukraine Crisis 2022 (iii) Union Budget - 2022.
5. Ms LS Monisha, PhD Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, successfully completed a seven days national workshop on 'Tools and Techniques of Research' organized by Department of Management, Kongu Engineering College, Erode, during 2-8 March 2022.
6. Dr Vandana Madhavkumar, Associate Professor, delivered a guest lecture for the students of Elgi Vocational Training School on 'Self Development for Personal Growth' on 8<sup>th</sup> March 2022.
7. Dr S Kavitha, Associate Professor, has been invited as a reviewer for the scopus indexed journal 'Information Technology and People' and reviewed an article on 9<sup>th</sup> March 2022.
8. Mr Sreejith Nair, Manager - Human Resources and Learning and Development, ITC Limited Speciality Paper Board Business, Coimbatore,

delivered a Guest Lecture on 11<sup>th</sup> March 2022 for the course on Social Responsibility of Business.

9. Dr Vandana Madhavkumar, Associate Professor, attended the 7<sup>th</sup> CMA MC Meeting organised at PSGIM on 11<sup>th</sup> March 2022.
10. The Theatrical Club students performed a short film 'Speaker Outtu' on 12<sup>th</sup> March 2022.
11. Dr S K Arun Visanathan, Founder, Chitra'm Chocolates and Infusions Cafe, delivered an E Talk on the topic 'Opportunities in the Chocolate Industry' on 12<sup>th</sup> March 2022.
12. Dr P Sadhasivam, Director, attended the CII Coimbatore Zonal Council 2022 meeting on 14<sup>th</sup> March 2022.
13. Dr Vandana Madhavkumar, Associate Professor and Ms R Sona, Assistant Professor, attended the CMA Monday Musings organised on 14<sup>th</sup> March 2022. Dr Vandana Madhavkumar introduced the guest speaker Dr Ranjane Kumaravelu, Founder, Rishivignan Centre for Health and Wellness and Ms R Sona delivered the vote of thanks.
14. Dr Initha Rina, Assistant Professor and Ms R Sona, Assistant Professor, participated and successfully completed the online faculty development programme on 'AICTE Incorporating Universal Human Values in Education, during 14-18 March 2022.
15. Feb Fiesta Debriefing was held on 15<sup>th</sup> March 2022. Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, was the Chief Guest and he evaluated the presentations of 17 student teams. Based on the performance, the following teams were awarded as the best teams in various categories:
  - o Team with highest turnover - Chic Closet
  - o Team with highest visibility and reach - Scentual Secrets
  - o Most creative team - House of Spices
  - o Best entrepreneurial team - Ann's Candles
16. An outbound program was organised for I MBA students in two batches at Nilgiri Biosphere Natural Park (NBNP), Anaikatti. For I MBA- Section 1 students, it was held during 16-19 March 2022, accompanied by Dr G Brindha, Assistant Professor and Ms M Reshma, Assistant Professor. For I

MBA- Section 2 students, it was held during 23-26 March 2022, accompanied by Ms R Sona, Assistant Professor and Dr S Allimuthu, Associate Professor.

17. Dr V Kovaichelvan, Director, TVS Institute for Quality and Leadership, TVS Motor Company, Bangalore, delivered a CXO talk virtually on the topic, 'Youth from being a Consumer to a Contributor' on 21<sup>st</sup> March 2022.
18. Dr Savitha Nair, Associate Professor, and 20 students of ED Cell attended the Mentor Mentee Session on 'Learnings from my work experience' by Mr Premkumar Manavazhi, Leadership Thought Consultant, organized by TiE, Coimbatore, on 22<sup>nd</sup> March 2022.
19. Dr Vandana Madhavkumar, Associate Professor, visited Walkaroo International Pvt Ltd, Malumichampatti on 22<sup>nd</sup> March 2022 as part of the industrial visit organised by CMA for faculty members of CMA Student chapters and MC members.
20. II MBA students attended an online training on Cyber Security organised by AICTE and Cyber Peace Foundation on 23<sup>rd</sup> March 2022.
21. Dr P Sadhasivam, Director, participated in the inauguration of CMA's Student Management Day as MC Member and Student Chapter Coordinator organised at KCT Business School on 25<sup>th</sup> March, 2022.
22. Dr G B Sabari Rajan, Associate Professor, attended a case study workshop offered by Dr D Y Patil B-School, Pune on 24<sup>th</sup> March 2022.
23. 15 students of MBA participated in Student Management Day organised by CMA and hosted by KCT Business School on 25<sup>th</sup> March 2022. Ms S Tarunya Rajam, Ms P Preyanka, Ms B Srudhisree and Ms Kaushika Baskaran of II MBA won first prize in the Map and Tap contest, Ms S Subhiksha, Ms M Keerthana, Ms S Janasruthee of I MBA won first prize in the Go under the Hammer contest and Ms Maria Anne Aishwarya Singh, Ms B Sadurya, Ms U Buvaneshwari, Ms R Krishnapriya and Ms KG Saumya of II MBA won second prize in Ideate to Innovate contest. Dr Vandana Madhavkumar, Associate Professor, attended the valediction function. She represented CMA as a member of the Managing Committee and distributed the prizes to the winners of the contests and proposed the vote of thanks.

24. Dr G B Sabari Rajan, Associate Professor, represented PSGR Krishnammal College for Women in the Study In India (SII) event at Colombo on 26 - 27 March 2022.
25. Dr Vandana Madhavkumar, Associate Professor, judged for the final round of the contest *Chankaya* organised by the Department of Commerce (Cost and Management Accounting), PSG College of Arts and Science on 30<sup>th</sup> March 2022.
26. Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor along with Dr Puteri Fadzline Binti Muhamad Tamyaz and Dr T Senthilkumar, Faculty of Industrial Management, University, Malaysia Pahang, jointly developed a tool to measure the impact of Social Enterprises PSIMeT (Participatory Social Impact Measurement Tool) and participated in the 12th edition of Creation, Innovation, Technology & Research Exposition (CITREX), organized by the Research and Innovation Department of University, Malaysia Pahang, Malaysia and won the silver medal.
27. Dr R K Sudhamathi, Associate Professor, completed online course on 'Introduction to Fintech' offered by Hong Kong University through edX online platform.
28. Dr R K Sudhamathi, Associate Professor, published research article titled 'Artificial Intelligence in Accounting Profession: A Way Forward', in the Asian journal of Research in Banking and Finance (ISSN 2249-7323) Vol. 12, Issue 3, March 2022, pp 1-3, during March 2022
29. Dr Vandana Madhavkumar, Associate Professor, published a paper along with her research scholar Ms R Santiago Antony Selvi, titled 'Retention of Millennial Workforce in 4.0 Organisations' in the journal NIU International Journal of Human Rights, ISSN:2394-0298, Vol 8 (XXIII), 2021, Pg. 36-42
30. Dr R K Sudhamathi, Associate Professor, published research article titled 'Fintech as a Road map to Enhance Business Operations and Delivery of Financial Services', in the Asian journal of Research in Business Economics and Management (ISSN: 2249-7307) Vol. 12, Issue 3, pp 1-8, during March 2022.

31. Ms L S Monisha, PhD Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, presented a paper titled 'Marketing on Instagram: A Study on How Businesses Make Use of Instagram as a Marketing Tool' in the International Conference on 'Digital Transformation & Sustainability Business' organized by PSG College of Arts and Science, Coimbatore on 31<sup>st</sup> March 2022.
32. Ms P Kripaa of II MBA has been selected for the position of Executive Business Developer for FlipKart through Teamlease with a CTC of Rs 4.19 LPA
33. Nine students - Dharshini C, Krishnapriya R B, Suryavathi S, Aiswarya N, Subiksha A, Amrita Varshini P R, Sivasakthi S, Rekha P, Sadurya B of II MBA were placed in ICICI Prudential as Management Trainees with a CTC Rs 4.19 LPA.