



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MAY 2022

1. Business Review sessions were held for I MBA Section 1 students on 2nd, 4th, 7th, 13th, 17th, 20th, 23rd, 26th May 2022. During the sessions, discussions were held on the following topics: (i) What Makes the Airport Business More Attractive for Adani Group, (ii) Impact of Bio Revolution on Businesses and Society, (iii) Impact of SWIFT Sanctions on Russia, (iv) Coal Crisis: India's Metal Makers Hunt for Fuel Overseas, (v) Learning to Live with Fintech, (vi) Looming Power Crisis In India: Alternative Methods to Manage, (vii) Problems and Opportunities of Amazon's Drone Delivery System (viii) How India's Semi-Conductor Mission has put the Country on Global Map.
2. Business Review sessions were held for II MBA Section 2 students on 5th, 19th, 20th, 26th, 27th May 2022. During the sessions, discussions were held on the following topics: (i) Business Model of Indian Premier League, (ii) PVR and INOX together, Why, (iii) Will travel insurance get a major pandemic push, (iv) Amazon India links collaborations to empower Women Entrepreneurs and (v) 5G set to spawn massive job opportunities.
3. Business Review sessions were held for II MBA Section I students on 5th, 12th, 19th, 20th, 26th, and 27th May 2022. During the sessions, discussions were held on the topics: (i) Application of Artificial Intelligence in Tracking Consumer Emotions (ii) What Led to Sri Lanka's Economic Crisis? (iii) Why is buying gold bonds or funds better than investing in physical gold? (iv) The Business of Cricket - Indian Premier League(IPL) (v) Digitisation key for growth of India's MSMEs (vi) Neo Bank and Its Future in India.
4. Business Review sessions were held for I MBA Section II students on 7th, 13th, 20th, 22nd and 27th May 2022. During the sessions, discussions were held on the topics: (i) RBI : Revive and Reconstruct Price Stability for Growth , (ii) ITC's role in empowering Indian farmers , (iii) The Open Future of Radio Access Networks (RAN) , (iv) The Future of Mobility: Possibilities unlocked by connected vehicles , (v) Fintech - taking new shape in Metaverse space.
5. Dr P Sadhasivam, Director, attended the CII Education Panel Meeting on 4th May 2022 as a Co-convenor.

6. Ms M Reshma, Research Scholar, under the guidance of Dr Sripirabaa, Associate Professor, had her PhD Viva Voce examination on 6th May 2022 and was awarded the degree of Doctorate of Philosophy in Management in the 37th Convocation of Bharathiar University held on 13th May 2022.
7. Dr S Kavitha, Associate Professor, attended an online webinar on 'Creating a winning brand' by Sri Rajesh Srivastava, Former Adjunct Faculty, IIM Indore, organized by Coimbatore Management Association on 07th May 2022.
8. The community interest group students organised an awareness program on 'No Food Waste' by Mr Padmanaban Gopalan, Founder, No Food Waste, Coimbatore, on 7th May 2022.
9. Dr P Sadhasivam, Director was part of the delegation that went to Hyderabad to visit T Hub, WE HUB, JNTHUB and ALEAP, to study the incubation facilities and explore the same.
10. Dr Vandana Madhavkumar, Associate Professor, attended a networking connect meeting for members hosted by NIPM Coimbatore Chapter on 10th May held at Sri Ramakrishna College of Arts and Science for Women.
11. Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, attended the meeting on Academic Reforms at PSGRKCW on 11th May 2022.
12. Alumna talks were organized for the students of I and II MBA on 11th and 13th May 2022. Our alumna Dr V Valarmathi (Class of 2010), Founder, Protons Academy delivered a talk on the topic 'Know Thyself' and Ms Sneha Sabarish (Class of 2010), Founder, Gourmet's Kitchen Takeaways delivered a talk on the topic 'Food Industry - Opportunities and Challenges'.
13. Dr Puteri Fadzline Binti Muhamad Tamyaz, Associate Professor, Faculty of Industrial Management, Universiti Malaysia Pahang, handled an international guest lecture for the course Brand Management on the topic 'Building Global Customer Based Brand Equity' on 12th May 2022.
14. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Associate Professor attended the 9th MC meeting of CMA on 12th May 2022 held at Cosmopolitan Club.
15. Dr S Kavitha, Associate Professor, acted as a Special Invitee for the Board of Studies of B.Sc. Artificial Intelligence and Machine Learning Programme of Sree Saraswathi Thyagaraja College, Pollachi on 14th May 2022.
16. Dr S Allimuthu, Associate Professor, attended Scrutiny board meeting for I MBA III Trimester end-term examination at Thiagarajar School of Management, Madurai on 17th May 2022.

17. 9 students of II MBA participated in the intercollegiate competition 'Yugam' organised by KCT, Coimbatore during 19-20 May 2022.
18. Ms R Sona, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, visited Milky Mist Dairy, Perundurai, as a part industrial visit series organised by Coimbatore Management Association on 21st May 2022.
19. The Speaker's Forum interest group students organised 'SMARTICLE' a quiz and a debate on 21st May 2022.
20. Dr Mohd Hanafiah bin Ahmad, Dean of Faculty, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, handled a guest lecture session for the course 'Strategic Management' on the topic 'Global Strategic Alliances' on 23rd May 2022.
21. Dr S Kavitha, Associate Professor attended the Online Strategy Meeting organized by Education Promotion Society of India (EPSI) on 24th May 2022.
22. As a part of E Talk series, Ms Deepa Muthukumarasamy, Founder and Director, Some More Foods Pvt Ltd, addressed the students of ED Cell online on the topic 'Women in Business: Exploring Opportunities and Facing Challenges' on 26th May 2022.
23. Dr GB Sabari Rajan, Associate Professor, represented PSGRKCW during Study In India (SII) education fair organized for East Africa including Tanzania, Ethiopia and Kenya from 27th April to 7th May 2022.
24. Dr Vandana Madhavkumar, Associate Professor, Ms R Sona, Assistant Professor, Ms R Sreeprabha, Assistant Professor, and I MBA students, attended the CMA Bridge Conclave 2022: Management Professionals - Options, Opportunities and Expectations at PSG Institute of Management organised by Coimbatore Management Association on 27th May 2022.
25. Ms Bharathi T, Zonal Training Manager, Tata AIA Life Insurance company has delivered a guest lecture on the topic 'Managing Service Promises in Insurance Industry' to the II MBA Students as a part of the Course Services Marketing on 31st May 2022.
26. Dr S Kavitha, Associate Professor, has attended an online talk on 'Education as an enabler to happiness' organized by Center for Educational and Social Studies (CESS) on 31st May 2022.
27. Dr S Kavitha, Associate Professor, along with Ms AS Lakshmi, Research Scholar, has published an article titled "The Impact of Cloud ERP on the perceived performance of small and medium enterprises in Coimbatore" in the Journal of Management and Entrepreneurship, UGC Care I, Vol. 16, No.1 (VII), January-March 2022.

28. Dr Savitha Nair, Associate Professor, along with Dr M Dileep Kumar, Nile University of Nigeria, Dr Pramod Kumar, Gopal Narayan Singh University, Dr Priya Sachdeva, Amity University, and Dr Manisha Semwal, KL Business School, published a paper titled 'Women Personal Care Products and Rural Market Penetration: Rural Health Marketing Implications' in International Journal of Health Sciences (Scopus indexed), Volume 6 (S3) (ISSN: 2550-696X).
29. Dr Savitha Nair, Associate Professor, along with Ms NA Ponnala Harshavardhini, Research Scholar, Dr M Dileep Kumar, Nile University of Nigeria, Dr Niviya Feston, Garden City University, and Dr Normala S Govindarajo, Xiamen University Malaysia, published a paper titled 'Impact of eWOM Message Characteristics on its Perceived Usefulness in International Tourism' in International Journal of Health Sciences (Scopus indexed), Volume 6 (S3) (ISSN: 2550-696X).
30. Ms P B Saranya, Assistant Professor, has published an article entitled 'Estimating the Volatility of Crypto currencies by employing GARCH Models' in the 'Asian Journal of Research in Banking and Finance'. ISSN: 2249-7323 Vol. 12, Issue 4, April 2022.
31. I and II MBA students attended all the Monday musings organised by CMA for the month of May 2022.