



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF NOVEMBER 2022

1. The students of I MBA and PGDMFS participated in the “Tiecoons”, National Level Management Meet organized by Jamal Institute of Management, Jamal Mohamed College, Tiruchirapalli, Tamil Nadu on 1st and 2nd November, 2022. Ms J Merllin Mary, Ms S Abirami, Ms P Brindha, Ms P Anne Mariya Jose and Ms C V Jayamani won the second prize for the event “Ad - Zap”.
2. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Refining the Role of Teacher in Business School" organized by Association of Indian Management Schools (AIMS) on 2nd November, 2022.
3. Ms L S Monisha, Ms A S Lakshmi, Ms Sree Remya, PhD Scholars of Dr S Kavitha, attended a one day Workshop on "Research To Publication" conducted by the Department of Library and Department of Economics, PSGR Krishnammal College for Women, Coimbatore held on 2nd November, 2022.
4. Business Review sessions were held for II MBA Section 1 students on 2nd, 11th, 23rd, 25th November 2022. During the sessions, discussions were held on the following topics: (i) The Future Of ESG Investment, (ii) Freelance Market Statistics, Trends And Its Future In India, (iii) Winning the EV Race Through Localisation: An India Perspective, (iv) Achievement of Sustainable Development Goals through Triangular Partnership Projects, (v) The Digital Rupee: The next step in India's digital transformation, (vi) Moonlighting in the Indian IT sector, (vii) Travel Now, Pay Later - Marketing Push Strategies of Travel Websites: A Debt Trap? , (viii) India's Biggest Bank Fraud Case - The Controversy of ABG Shipyard and SBI, (ix) Air India and IndiGo - Battle of On Time Business Performance, (x) Taking Bharat's Business To India, (xi) Why the next decade belongs to DEFI and will see higher global adoption, (xii) Increasing Cost of Living Crisis In India.

5. Business Review sessions were held for II MBA Section 2 students on 2nd, 11th, 23rd, 25th November 2022. During the sessions, discussions were held on the topics:
(i) Geopolitics - The drive behind UPI's bid to go global, (ii) National Logistics Policy of India, (iii) India as a global hub for Medical Tourism, (iv) The story behind Wipro firing 300 employees, (v) Digital rupee Vs Crypto currency - need for digital currency, (vi) ESG adoption in India, (vii) White Revolution - RAMRAJ, (viii) Tata group to wholly own AirAsia after Malaysian firm gives up stake, (ix) G20: India's challenge would be to reunite a quarrelsome family and refocus on one future, (x) Musk's Twitter ownership amidst uncertainty, (xi) The CCI's google order: How does it impact innovation for apps, (xii) How can businesses harness UN SDG goals and still make profits.
6. Dr Savitha Nair, Dean, acted as the External Academic Auditor for the B Com cluster departments of PSG College of Arts and Science, as a part of their Academic Audit held on 4th November, 2022.
7. Dr Cheng Jack Kie, Associate Professor, Universiti Malaysia Pahang, delivered a guest lecture on the topic 'Optimization Models' for the course on 'Data Analysis for Decision Making' on 4th November, 2022.
8. Dr M Reshma, Assistant Professor, presented a paper titled, "The Mediation effect of Learning Goal Orientation on the direct relationship between Achievement Motivation and Self - directed learning Readiness: A study among the female Management students in Coimbatore" during the Internal Faculty Seminar held on 4th November, 2022.
9. Dr T Jayashree, Associate Professor, along with Ms A Pavethra and Ms S Sridhula of II MBA, attended South India Digital Summit on 4th November, 2022.
10. Dr S Kavitha, Associate Professor, and Ms Asha KS Nair, Assistant Professor, presented a Case Study on "Product Innovation - Contactless/Touchless water purifiers designed by Conway Water Purifiers Private Limited, Coimbatore" in the Case Study Competition organized by CII on 5th November 2022.
11. As a part of the Community Immersion Programme, the students of II MBA visited Navakkarai village on 5th November, 2022 and presented their learning to the NGO Navakkarai team, followed by certificate distribution. The students also went on a 'Environmental Protection Awareness Campaign' in Navakkarai Village.

12. Students of Health and Fitness Interest Group organized “The Power Play 2” consisting of activities like Zumba and Yoga on 5th November 2022.
13. Four students of II MBA attended the final round of interview conducted by UTI MF on 5th November, 2022.
14. Dr S Kavitha, Associate Professor, completed “Introduction to Data Analytics” an online non-credit course authorized by Meta and offered through Coursera on 7th November, 2022.
15. 15 students of II MBA participated in the placement drive conducted by Maya Academy of Advanced Cinematics on 7th November 2022, and 4 of them have been shortlisted for the final round.
16. Dr S Kavitha, Associate Professor, and Ms P B Saranya, Assistant Professor, attended the two days virtual 15th International Accreditation Conference organized by Standards for Education Advancement and Accreditation (SEAA) Trust, New Delhi, on 7th and 8th November, 2022.
17. Dr Noreen Noor Abd Aziz, Senior Lecturer, Universiti Malaysia Pahang, handled a session for the course ‘Integrated Marketing Communication’ on the topic ‘Creative Strategy Planning’ on 8th November, 2022.
18. Ms A Yogitha Mumti, Ms G Prashitha, Ms P Riduvarshini and Ms A Jothilakshmi of II MBA, participated in OpsCreva, a National Level Article Writing competition on the theme “Innovations and Disruptions in Supply Chain”, organised by IIM, Trichy, conducted online on 8th November 2022.
19. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled “NEP: Internationalization of Higher Education - Challenges and Opportunities” organized by Association of Indian Management Schools (AIMS) on 9th November, 2022.
20. Dr Vandana Madhavkumar, Associate Professor, and Dr S Kavitha, Associate Professor, served as External Auditors for the Academic Audit held at Department of Management, Rathinam College of Arts and Science, Coimbatore, on 10th November 2022.
21. Dr P Sadhasivam, Director attended the Coimbatore Ad Club Executive Committee meeting and was elected as Secretary for the term 2022-24.

22. As a part of the National Education Day celebration, the student's forum 'SHREYAS' organized a Panel Discussion on the topic "Changing Course, Transforming Education" on 11th November, 2022. Ms Asha K S Nair, Assistant Professor, moderated the session followed by discussion by the Panelists, Ms S Janani Priya (Class of 2020), Business Analyst, KGISL , Ms S K Hema (Class of 2022), Facilitator, Office of International Relations, PSGRKCW , Ms D Swetha, Ms P Riduvarshini, Ms G Bourrnadevi , Ms V Madhumathi , students of II MBA and I MBA respectively.
23. Mr Logesh Kumar, Founder and CEO of Infozub - Digital Marketing Agency, Coimbatore, delivered a session on the topic "Social Media Targeted Ads" for the course "Digital Marketing" on 15th November, 2022.
24. 40 students of II MBA, participated in the online assessment conducted by Federal Bank on 15th November 2022, out of which 1 student has been shortlisted for the final round.
25. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Case Study Teaching" organized by Association of Indian Management Schools (AIMS) on 16th November, 2022.
26. Dr Diana Robinson, Director, Robinson Design, Baja California, Mexico, delivered a guest lecture session on 'Value Creation through Social Entrepreneurship' for the course on 'Essentials of Entrepreneurship' on 16th November, 2022.
27. Community Immersion Programme final presentation of the projects/activities for the II MBA students was held on 16th November, 2022. Dr S Arulsamy, Assistant Professor, Head - Karma Yoga, Leadership Experiential Action Project, Great Lakes Institute of Management, Chennai, was the external examiner for the presentation.
28. The Environment Interest Group students organized a contest Thursday "Trash to Treasure" on 17th November, 2022. The first prize winners of the team was Ms K G Aashika, Ms B Monika, Ms R Keerthana and the runner up team was Ms R Srinithi, Ms M Iswarya and Ms VS Nila.
29. Dr Puteri Fadzline Muhamad Tamyiez, Associate Professor, Universiti Malaysia Pahang, delivered a session on 'Product Architecture and Design' for the course on 'Innovation and Product Management on 18th November 2022.

30. Dr G Brindha, Assistant Professor, presented a paper titled "Sustainability in Organisations" in a global conference organized by IIM-Nagpur on the theme "Leading the business of the future: Talent, Technology and Transformation in a changing world" in virtual mode on 18th November, 2022.
31. Dr R Nandhini, Chairperson, inaugurated the Student Entrepreneurs' Expo "Rising Stars" on 18th November, 2022. 11 student teams participated in the Expo.
32. The ED Cell of GRGSMS, in association with Centre for Innovation, Incubation and Entrepreneurship Development (CIED) and Startup Tamil Nadu organized an Entrepreneurship Orientation Programme on the topic "Break the Barrier" on 18th November 2022. Mr Selva Kumar Varadharajan, Founder & CEO, VilFresh Laymen Agro Ventures Private limited, Coimbatore, and Ms S Suganya, Project Lead, Startup Tamil Nadu, spoke on the topic "Business has no Gender" and "Money is not a barrier to start Business" respectively.
33. Dr P Sadhasivam, Director, attended the Managing Committee meeting of the Coimbatore Management Association on 18th November 2022.
34. Ms. Fiona Seah, HR Manager, Cameron, Schlumberger, Coimbatore, delivered a session on "Competency Assessment and HRM applications" for the course Performance Management Systems on 18th November, 2022.
35. Dr Vandana Madhavkumar, Associate Professor, was the licensee and lead organizer of TEDxPSGRKCW. Along with the organising team, Dr Vandana Madhavkumar organised TEDxPSGRKCW on the theme, "Being Uncommon" on 19th November, 2022.
36. Dr P Sadhasivam anchored a talk by Mr Pradeep Yuvaraj of Prezantim Presentation /Design, in Monday Musings organized by the Coimbatore Management Association on 21st November 2022.
37. Dr Lee Khai Loon, Senior Lecturer and Deputy Dean of Academic and Student Affairs, Faculty of Industrial Management, Universiti Malaysia Pahang, delivered a session on the topic 'Global Production and Supply Chain Management' for the course on 'International Business Management' on 22nd November, 2022.
38. The Mid Review presentation of the faculty of GRGSMS was held on 22nd November 2022.

39. Dr Sabari Rajan, Associate Professor, represented PSGRKCW during the UNESCO India Africa (UIA) Hackathon organized by the Ministry of Education, Government of India, at Greater Noida, Uttar Pradesh, from 22-25 November, 2022.
40. Dr P Sadhasivam, Director, Dr S Kavitha, Associate Professor, Dr M Reshma, Assistant Professor, and Ms Asha K S Nair, Assistant Professor, attended the National Education Conclave organized by Confederation of Indian Industries (CII) on 24th November, 2022. Dr P Sadhasivam, Chaired a session in the Conclave.
41. Dr G M Ramachandran, Chief Operating Officer, Propel Industries Pvt Ltd, Coimbatore, delivered a CXO talk on the topic “Operations Management: Functions, Importance and Scope” on 25th November, 2022.
42. Students of Right Brainer’s Interest Group conducted “Brain Elevators” activity on 25th November, 2022.
43. Ms Sreeprabha, Assistant Professor, along with Ms V Priyadharshini and Ms V S Prathiksha, attended the “Stuna 2022: Student National Conference” on the theme “Agile HR”, hosted by NIPM Palakkad Chapter at Lead College of Management, Palakkad on 25th November 2022.
44. Dr Raul Martinez, Former Professor, Management in Business School, CETYS University, Mexicali Campus, delivered a guest lecture on ‘Measuring the Effectiveness of Creative Strategy Planning’ for the course on ‘Integrated Marketing Communication’ on 25th November, 2022.
45. Dr Lorena Santana Serrano, Organizational Consultant, Professor and Researcher, Mexico delivered a guest lecture on ‘Competency based HRM’ for the course on ‘Performance Management System’ on 25th November, 2022.
46. Academic audit of GRGSMS was conducted on 26th November 2022. Prof Athanu Ghosh, Former Dean, School of Management & Entrepreneurship (SME), Indian Institute of Technology Jodhpur, and Mr R Jayakanthan, evaluated the academic systems and processes of GRGSMS.
47. Ms A Yogitha Mumti, Ms R Mithraadevi and Ms G Prashitha of II MBA participated in the SEAA 6th Peregrine Case Study Competition and were recognized in the “Special Mention Category” on 26th November, 2022.

48. Universiti Malaysia Pahang (UMP) organised ICBIEM 2022, International Conference on Business Intelligence, Industrial Engineering & Management during 28th and 29th November 2022. Following are the presentation done by the faculty and research scholars of GRGSMS:
- i. Dr R Initha Rina, Assistant Professor, presented a research paper on 'Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers'.
 - ii. Ms P B Saranya, Assistant Professor, presented a paper titled , 'Financial knowledge and financial behaviour of individuals - an emperical study' .
 - iii. Ms S Aarthi, Research Scholar, under the guidance of Dr Savitha Nair, Dean, presented a paper titled 'A Proposed Conceptual Framework for Exploring the Intention and Usage of Mobile Health Applications' .
 - iv. Ms V Sowmiya, Research Scholar of Dr Savitha Nair, Dean, presented a paper titled 'Drivers and Challenges of Digital Marketing Strategies of MSMEs Performance during the COVID-19 Pandemic'.
 - v. R Santiago Antony Selvi, Research Scholar of Dr Vandana Madhavkumar presented a paper titled 'The Mediating Effect of Happiness at Workplace on the Relationship between Hybrid Work Model and Employee Retention in IT Industry' .
49. As a part of ELGi Dojo project, MBAPLUS students of II MBA visited ELGi Equipments Limited along with Dr S Kavitha, Associate Professor, on 30th November 2022.
50. Dr Savitha Nair, Dean, and Ms R Sreeprabha, Assistant Professor, completed "Creative Thinking: Techniques and Tools for Success", an online non-credit course authorized by Imperial College London and offered through Coursera.
51. Dr Sabari Rajan, Associate Professor, being the coordinator for international admissions for PSGRKCW, completed 14 admission entries for various UG and PG programs from Tanzania, Malawi, and Sri Lanka.
52. Dr S Kavitha, Associate Professor, along with the PhD Scholar Ms Archana R Motta published an article titled "A literature review on Webrooming and Showrooming Consumer Behaviour - A Conceptual Study" in the UGC Care Group 1 journal "Shodhsamhita", Volume VIII, Issue 17, 2021-2022.