

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

1. The students of I MBA participated in the “Takshak 22 - 23”, National Level Management Fest, organized by Faculty of Management Studies, Karpagam College of Engineering, Coimbatore, on 1st December 2022. Ms R Akshaya Suruthi , Ms K S Gayathri, Ms B Monika, Ms N S Kalaiyarasi were the runner-up for the HR Event.
2. Mr D Selvaraj, CEO, Ashwin Industries Pvt Ltd, Coimbatore, delivered a CXO talk on the topic, “Global Economic Challenges of the Future” on 2nd December 2022.
3. The first Doctoral Committee meeting of the PhD (Part Time) Research Scholar, Ms Archana R Motta, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 2nd December 2022. Dr B Umamaheswari, Associate Professor, PSG Institute of Management was the subject expert for the same.
4. Ms G Bourrna Devi, Ms V Priyadharshini, Ms M A Akshaya, and Ms V Madhumathi of I MBA, participated in the “Maria Philip Future Leaders Debate 2022-23”, organized by XIME, Coimbatore, Tamil Nadu, on 6th December 2022.
5. Business Review sessions were held for I MBA Section I students on 7th, 14th, and 23rd December 2022. During the sessions, discussions were held on the following topics: (i) Reliance's Toy Segment - The new nose; (ii) Expansion of sprite soft drinks - The Taste Touch; (iii) Why national logistics policy is a game changer in Indian economics?; (iv) 5G in India - Jio & Airtel story so far; and (v) OYO to downsize 3700 - employees base cost cutting in queue.
6. Dr S Allimuthu, Associate Professor, and Dr K S Hariharan, Assistant Professor, visited Repose Mattress Pvt Ltd, Coimbatore, as a part of an Industrial visit

organized by Coimbatore Management Association (CMA) on 8th December 2022.

7. Ms B Niketha, student of II MBA attended the final round interview of Federal Bank on 8th December 2022.
8. Dr P Sadhasivam, Director, attended the Managing Committee meeting of the Coimbatore Management Association on 9<sup>th</sup> December 2022.
9. Dr G B Sabari Rajan, Associate Professor, represented PSGRKCW during the Education Fair organized by Indians in Kuwait (IIK), Kuwait, on 9th & 10th December 2022.
10. Students of I MBA participated in “DHRITI’22”, an Intercollegiate Management Meet organized by Sona School of Management, Salem, on 9th December 2022.
11. The students of Speakers’ Forum organized “Rock the Talk” a persuasive speech and debate competition on 10th December 2022.
12. Dr P Sadhasivam, Director, presented award at the Brand Coimbatore Ambassador Awards programme organized by the Indian Chamber of Commerce and Industry along with the Advertising Club, Coimbatore, on 10<sup>th</sup> December 2022.
13. Business Review sessions were held for I MBA, Section 2 students on 13th and 22nd December 2022. During the sessions, discussions were held on the topics: (i) The cruelty free beauty brand - Success of Sugar cosmetics; (ii) Domino's Business Model; (iii) Web3 is our chance to make a better internet; and (iv) Humanizing the Digital Experience in a Post-Pandemic Era.
14. Dr P Sadhasivam, director, attended the Chapter Coordinators meeting of the CMA on 13<sup>th</sup> December 2022.
15. Dr P Sadhasivam, Director, anchored the talk series by AIMS on 14<sup>th</sup> December 2022.
16. Dr G B Sabari Rajan, Associate Professor, attended a one-day national webinar on “Industry 5.0 and planet well-being” organized by the Department of Management Studies, Acharya Institute, Bengaluru, on 14th December 2022.

17. The students of I MBA and II MBA participated in the National Level Online Quiz Competition organized by AIMS (Association of Indian Management Schools) on 15th December 2022.
18. The students of I MBA (2022-24) visited the Santosh Farms, Pollachi as part of the Day with Nature Programme on 17th December 2022. Dr R Initha Rina, Assistant Professor, Dr G Brindha, Assistant Professor, Dr M Reshma, Assistant Professor, and Dr K S Hariharan, Assistant Professor, accompanied the students.
19. Ms S R Sreeremya, PhD Research Scholar, and Dr S Kavitha, Associate Professor, presented an article entitled “The Study on the Impact of Different Online Review Platforms on Purchase Decision” in the Two Days ICSSR Sponsored National Seminar on “Information Technology and Digital India: An Initiative towards Transformation and Empowerment” organized by Indian Institute For Production Management, Rourkela, through online on 17th December 2022.
20. Dr G B Sabari Rajan, Associate Professor, organized an orientation program for the international students of PSGRKCW on 19th December 2022.
21. Dr G B Sabari Rajan, Associate Professor, attended a webinar on “Education in India” organized by the Ministry of Education, University Grants Commission (UGC), and EdCII on 20th December 2022.
22. The GRGSMS Annual Industry Day 2022 was organised on 21st December, 2022 on the topic, ‘Nurturing Management Graduates to Lead Resilient Organisations’. Experts from the industry and academia participated in the panel discussion on the theme.

The panellists were Dr V Kovaichelvan, Director, TVS Institute for Quality & Leadership, TVS Motor Company, Bengaluru; Mr A P Ramachandran, Director, Ravichandra Systems & Computer Services Ltd., Coimbatore; Dr Abhaikumar Varadhan, Principal (Retd.), Thiagarajar College of Engineering, Madurai; and Dr Raja Samuel, Principal, Madras School of Social Work, Chennai. Dr P Sadhasivam, Director, GRGSMS moderated the panel discussion.

Along with the representatives from Industry and academia, a student debate was organised on the topic “Can all organisations build resilience over a period of time?” Mr Charles Godwin, HR Leader, Zoho Corporation, Chennai, presided

over the debate. Six students, Ms M A Akshaya, Ms G Bourrna Devi, Ms V Madhumathi V, and Ms D Sonali of I MBA and Ms S Sowmiya, Ms S Subhiksha of II MBA, participated in the debate and spoke on the different perspectives of the topic.

23. The IV Semester sessions for the II MBA (2021-23 batch) students commenced on 22nd December 2022.
24. Dr S Kavitha, Associate Professor, is appointed as the Editorial Board Member of American Journal of Management Science and Engineering(AJMSE) ISSN Print: 2575-193X; ISSN Online: 2575-1379 from December 22, 2022 to December 22, 2024 by the Science Publishing Group, USA.
25. Ms A S Lakshmi, PhD Full time scholar, under the supervision of Dr S Kavitha, Associate Professor, submitted her thesis titled “Continuance Intention Usage of Cloud ERP among MSMEs in Coimbatore” to Bharathiar University on 23rd December 2022.
26. Seven students of II MBA appeared for the written test conducted by TCS on 25th December 2022.
27. Dr P Sadhasivam, Director, anchored the Monday Musings, talk series by CMA on 26<sup>th</sup> December 2022.
28. Dr G B Sabari Rajan, Associate Professor, and Dr S Allimuthu, Associate Professor, along with 3 students of II MBA attended a seminar on “Handling of GST Departmental Audit & Latest changes in GST” organised by Coimbatore Management Association (CMA) on 28th December 2022.
29. Four students of II MBA appeared for the final round conducted by MAAC on 28th December 2022.
30. Dr S Kavitha, Associate Professor, acted as a resource person for the workshop on “Preparing and applying for proposals” organized by Management and Commerce Faculty Members of Rathinam College for Arts and Science, Coimbatore on 29th December 2022.
31. Ms Kiruthika Kumaran, CEO and Founder, Vilvah, delivered an E -Talk on the topic "Entrepreneurship Journey of Vilvah" on 29th December 2022.

32. 27 students of II MBA appeared for the online assessment and 20 students have been shortlisted for the next level of interview process organised by NJ Group during December 2022.
33. Dr S Kavitha, Associate Professor, and Ms AS Lakshmi, PhD Research scholar, published an article titled "A Study On The User Satisfaction Of Cloud ERP among MSMEs In Coimbatore" in the UGC Care Group 1 journal Kanpur Philosophers : International Journal of Humanities, Law and Social Sciences, ISSN 2348-8301, Vol. IX, Issue II (C) : 2022.
34. Dr R Initha Rina, Assistant Professor, published a research article titled, "Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers" in Anvesak ,UGC Care I, Vol. 52, No.2 (I), July - December 2022,ISSN : 0378 - 4568.
35. Dr M Reshma, Assistant Professor and Dr B Sripirabaa published their paper titled, "The Influence of Entrepreneurial Competencies and Emotional Intelligence on Firm Performance - A study among the women entrepreneurs of Tamil Nadu" in the UGC CARE journal Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences, Vol.IX, Issue 2. Pgs 35 - 44, ISSN 2348 8301.
36. Dr Savitha Nair, Dean, and Ms V Sowmiya, Research Scholar, published a paper titled "Digital Marketing Adoption among MSMEs Pre and Post Covid 19" in the International Journal of Humanities, Law and Social Sciences (UGC Care I Journal), Volume-9, Issue-2, No. 8 (ISSN 2348-8301).
37. Dr Savitha Nair, Dean, and Ms NA Ponnala Harshavardhini, Research Scholar, published a paper titled "Impact of eWOM Source Characteristics on its Perceived Usefulness in Travel-related Decision Making" in the International Journal of Humanities, Law and Social Sciences (UGC Care I Journal), Volume-9, Issue-2, No. 8 (ISSN 2348-8301).
38. Dr T Jayashree, Associate Professor, completed 6 months online certification course on Financial analysis Pro-degree by Imarticus Learning in collaboration with KPMG.

**Inclusions:**

1. Ms Merlin Mary of I MBA delivered a session on the topic, "My Story- Motivational Session" as a successful startup founder at Sri Ramakrishna Arts and Science College for Women, Coimbatore, on 9th November 2022.
2. Ms G Preethe of I MBA was invited as the speaker at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and delivered a session on the topic "Entrepreneurship- My Success Story" on 26th November 2022.