



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JANUARY 2023

1. Ms Asha K S Nair, Assistant Professor, delivered the Internal Faculty Seminar (IFS) on “Exploring and Investigating the Complementarity and Multidimensionality of Innovation for Sustainability Research: Past, Present and Future” on 2nd January 2023.
2. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Relevance of Drucker in the 21st Century" organized by Association of Indian Management Schools (AIMS) on 4th January 2023.
3. Urjith, the Annual Management Meet of GRGSMS was held on 7th January 2023. 579 students (273 participants - physically and 306 participants - virtually) of 123 prestigious institutions like IIMs, IITs and other premier institutions from all over India registered and participated actively. Mr R Varadarajan, Wholetime Director - Rajshree Sugars and Chemicals Ltd, was the Chief Guest for the Inaugural function, URJITH 2023. After the inaugural function, URJITH 2023 featured the prestigious Chandrakanthi Memorial Young Business Leader Award, GRG Best Management Team, Digi Peddle, Think HR events for PG students, and The Social Innovators, The Creative Crew, Photography Contest for PG and UG students, in physical mode. Business Quiz for PG students and Stock War Contest for PG and UG students was conducted in online mode.

Eminent industry experts were invited as the judges for the events. Dr M Rangarajan, Quiz Master, Mindgames Quizzing and Consulting conducted the Business Quiz. Mr Hari V P Rao, Head - Talent Acquisition, iamneo ; Dr K Nithya Kala , Assistant Professor, PSGRKCW ; Ms R Shubhadhra, Founder & CEO - PVR Foods; Ms Thelma Anto, Head - HR and Placement, GRG Institutions ; Ms Kruthika A, Sr Manager, LakshmiGraha ; Dr Prashant R Nair, Associate Professor, Amrita Vishwa Vidyapeetham ; Mr M. Ashok Kumar, Entrepreneur & Virtual Coach, Vera Level Business (VLB) Club ; Mr C Prashanth, Director, Planethuggs Pvt Ltd ; Mr M K Prabhakar, Creative Head,

Sudan Publicity ; Ms Aarti , Entrepreneur, Advika Associates ; Mr D Gowtham, Independent Finance Advisor, Zerodha Stock Broking ; Mr Gopalakrishnan, Fund Manager, Ing Vysya ; Dr. E. Indira, Assistant Professor, Department of Visual Communication, Avinashilingam Institute for Home Science and Higher Education for Women -University ; Mr T. Vijay, Chief Photographer, Ananda Vikatan Group, gave their valuable suggestions and evaluated the respective event.

Mr T V Sriram, Vice President, Robert Bosch was the Chief Guest for the valedictory function, Dr P Meena, Principal, PSGRKCW, delivered the felicitation address. The Faculty Coordinators announced the winners of the respective contest that was live streamed through YouTube.

4. PSG Institute of Management organised an International Conference on Contemporary Research in Management (ICCRM), during 11th and 12th January 2023. Following are the details of sessions chaired and presentation done by the faculty and scholars of GRGSMS:

- I. Dr P Sadhasivam, Director, chaired the marketing session on 12th January 2023.
- II. Ms R Sreeprabha, Assistant Professor, under the guidance of Dr Vandana Madhavkumar, Associate Professor, presented the paper titled, "The study on Training and Development Practices on Organizational Performance of SMEs" on 11th January 2023.
- III. Ms P B Saranya, Assistant Professor, participated and presented a paper entitled 'A study on the level of financial knowledge and financial behaviour among individuals' on 11th January 2023.
- IV. Dr T Jayashree, Associate Professor, participated and presented a paper entitled, "How does millennial investor's awareness and cognitive behaviour impinge on the demographic profile? " on 11th January 2023.
- V. Dr R Initha Rina, Assistant Professor, presented a research paper titled "The Implications of Cognitive Dissonance on Online Shopping and Post Purchase Behaviour" on 12th January 2023.

- VI. Ms Asha K S Nair, Assistant Professor, presented a paper titled "A bibliometric analysis of the dimensional nature of innovation for sustainability literature" on 12th January 2023.
 - VII. Ms S R Sree Remya, PhD Full Time Research Scholar under the guidance of Dr S Kavitha, Associate Professor, presented the paper titled "A study on the adoption of Information behavior among the Online Customers" on 12th January 2023.
5. ISO internal audit for the odd semester was held on 12th January 2023.
 6. Dr P Sadhasivam, director, attended the Board of Studies of Rathnam College of Arts and Science, as a University Nominee on 13th January 2023.
 7. Semester II for I MBA (2022 - 24) and PGDMFS (2022-23) batch commenced from 18th January 2023.
 8. As a part of the Pongal celebration, the student's forum 'SHREYAS' organized a Sirappu Pattimandram on the topic "Modern Technology - A boon or Bane" on 20th January 2023. Dr P Sadhasivam, Director, moderated the session followed by discussion by the Panellists, Ms P B Saranya, Assistant Professor, Dr T Jayashree, Associate Professor, Ms M Jayceetra, Ms S Remya, Ms D Sonali, Ms J Sumathi, students of II MBA and I MBA respectively.
 9. The Self-Assessment Report (SAR) of GRGSMS was submitted to the National Board of accreditation through eNBA portal on 20th January 2023.
 10. As a part of Student Entrepreneurs' Talk, 4 student entrepreneurs of II MBA, Ms R Mithraadevi , Ms S Shridula, Ms A Pavethra ,and Ms K Sorna Jothi, delivered a session on the topic, "Sharing the entrepreneurial journey" on 20th January 2023.
 11. Ms S R Sree Remya, PhD Full Time Research Scholar under the guidance of Dr S Kavitha, Associate Professor, presented the paper titled, "The marketing stimulus and motives adopted by online retailers and its impact on the customer purchase decision - a conceptual study" in the International Conference on Next-Gen Innovation: Engage, Embrace and Adapt in the Era of Digital Transformation organized by Ethiraj College for Women, Chennai virtually on 24th and 25th January 2023.

12. Dr T Senthil Kumar, Associate Professor & Programme Head - Postgraduate Programmes, School of Accounting and Finance, Asia Pacific University of Technology and Innovation, Malaysia, addressed the students of I MBA & PGDMFS on the topic, 'Covid-19 and SME Survival: A Malaysian Perspective' on 25th January 2023.
13. Dr R Initha Rina, Assistant Professor and Dr Jayashree T, Associate Professor, visited Roots Industries India Limited, Thoppampatti, Coimbatore, organised by Coimbatore Management Association on 25th January 2023.
14. Dr Savitha Nair, Dean, moderated the Paper Presentation at the NAAC Sponsored Two Day International Conference on "Designing New Pedagogies in Higher Education: A Driving Force to Achieve Sustainable Development" organized by the IQAC, PSGRKCW, on 27th January 2023. Dr K S Hariharan, Assistant Professor and Ms J Meena Maheswari, Associate Professor, participated in the conference.
15. Mr V Balaji, Director - Marketing, Repose Mattress Pvt Ltd, Coimbatore delivered a CXO talk on the topic, 'The Power of Branding and Marketing' on 28th January 2023.
16. Dr Vandana Madhavkumar, Associate Professor, was the speaker at 455th CMA Monday Musings held on 30th January, 2023. She spoke on the topic 'The Power of Influence and Persuasion in Business'.
17. Ms P B Saranya, Assistant Professor, delivered the Internal Faculty Seminar (IFS) on "A Study on Basic and Advanced level of Financial Literacy among Young Graduates" on 30th January 2023.
18. Dr S Kavitha, Associate Professor, attended a Faculty Development Programme on "Ethics and Indices of Journal Publication" organized by Department of Commerce, PSGR Krishnammal College for Women on 30th January 2023.
19. Dr M Reshma completed a four week MOOC course titled, 'The Manager's Toolkit: A Practical Guide to Managing People at Work' offered by the University of London through Coursera.
20. Dr G B Sabari Rajan, Associate Professor, completed MOOC on "Principles of Sustainable Finance" (9 weeks) offered by Erasmus University, Rotterdam.

21. Dr R Initha Rina, Assistant Professor, completed the MOOC on “Artificial intelligence in Marketing”, an online non-credit course authorized by University of Virginia and offered through Coursera.
22. Ms S R Sandhya of II MBA has been placed for the position of Assistant Manager - Mutual Fund sales position at NJ India Invest Pvt Ltd, Madurai, with a CTC of Rs 5.5 LPA.
23. Four students of II MBA - Ms B Priyadharshini, Ms D Swetha, Ms Janasruthee Santharam, and Ms P Deepika, got selected as the Business Development Officer at Maya Academy of Advanced Cinematics, Coimbatore, with a CTC of Rs 3.6 LPA.
24. MBA students attended the Monday Musings organised by Coimbatore Management Association during the month of January 2023.