

## NEWS AND EVENTS FOR THE MONTH OF MARCH 2023

1. Dr G Brindha, Assistant Professor, attended a five day Faculty Development Programme in online mode on the topic, "Business Analytics with Interactive Dashboard" organized by "Noida International University" from 28th February to 4th March 2023.
2. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Winning in a knowledge based economy" organized on 1st March 2023 by Association of Indian Management Schools (AIMS).
3. Business Review sessions were held for I MBA - Section II students on 1st, 8th and 16th March 2023. During the sessions, discussions were held on the below topics :  
(i) Adani enterprises Rs. 20,000 crores FPO sails through Hindenburg storm, (ii) An action plan for cyber resilience, (iii) Zoho's growth (iv) How Indian Rupee is becoming an international currency, (v) How Metaverse can change the work, (vi) Google's anticompetitive activities harm Indian consumers.
4. Twelve students participated in the National Level Talent Fest "Repowis 2K23" organized by the Department of Management Studies, Kongu Engineering College, Erode on 3rd March 2023. Ms M A Akshaya secured first prize for paper presentation; Ms S Sowdhanya and Ms K Gowri secured second prize for the stock war contest.
5. Ms B Monika, Ms K S Gayathri, Ms Akshaya Suruthi of I MBA secured first prize in the Hunter HR event conducted as a part of Management Fest "Exemplar" organized by Hindusthan College of Arts and Science on 3rd March 2023.
6. Seven students of I MBA students participated in the Management fest "Yugam 2023" organised by Kumaraguru Business School on 3rd March 2023. Ms G Amitha, Ms T Pooja Priyadarshini, Ms S V Sanjumeena, and Ms G S Rithvikha secured first position in "Biz Hunt" event and Ms V Madhumathi secured first position for "Budding HR" event.

7. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Plight of Management Education in India: Emerging need for a new paradigm" organized on 3rd March 2023 by Association of Indian Management Schools (AIMS).
8. Dr G B Sabari Rajan, Associate Professor, represented PSGRKCW during the education fair organized by Study in India (SII) in Sri Lanka (Colombo & Kandy) from 4th-6th March 2023.
9. Dr Savitha Nair, Dean, mentored women Startup founders as a part of TiE, Coimbatore, Brookfields Women Entrepreneurs on Spotlight event jointly organised with Startup TN on 4th March 2023.
10. Ms G Preethe, I MBA, was invited as a resource person and delivered a session on the topic, "Emerging Power of Women at workplace" in Kovai Kalaimagal College of Arts and Science, Coimbatore, on 8th March 2023.
11. On account of International Women's Day, the student coordinators of Fine Arts Interest Group organised events on the theme "Embracing Womanhood - A Performance Ensemble", an "Art Exhibition" on 8th March 2023 and poem recitation and drama was held on 9th March 2023 respectively.
12. Mr S Shameer, Founder - IT Projects Media & Cogniquo and Co-Founder - By the Startups delivered a session for the E Talk on the topic "Storytelling for Startups" organised on 9th March 2023.
13. Dr S Kavitha, Associate Professor, participated in an online Research FDP on "Case Writing in Management" on 10th March 2023, organized by International Management Institute, Bhuvaneshwar.
14. Dr Jayashree T, Associate Professor, delivered an Internal Faculty Seminar on Individual behavioural intention towards continuance use of FinTech services - An empirical study on 10th March 2023.
15. Business Review sessions were held for I MBA - Section I , students on 8th, 15th and 23rd March 2023. During the sessions, discussions were held on the below topics : (i) Career cushioning for Lay off employees - The Arrangement , (ii) Google layoffs: The named Golden 12K, (iii) Citroen eC3 Electric- Rs. 10 lakh wali EV, (iv) Budget 2023: More airports to be privatized; rebound of aviation sector,

(v) Paytm Payments Bank gets final RBI nod to operate as Bharat Bill Payment Operating Unit, (vi) Infrastructure boost - the India's growth, (vii) India-UAE Business Council to boost bilateral trade and investment.

16. Ms J Meena Maheswari , Associate Professor, presented a paper titled “Fintech Industry in India”, in the International Conference on “Accelerating the Future: Sustainability Trends and Innovations Transforming the World” organized by Hindusthan College of Arts and Science, Coimbatore, held on 9th March, 2023.
17. GRGSMS hosted the Monday Musings delivered by Mr Ramabishek Muthumani, MD, Sri Ambal Group, Abi’s Café organised by Coimbatore Management Association on 13th March 2023.
18. Dr P Sadhasivam, Director, attended the Panel Conveners and Co-conveners meeting of CII, Coimbatore, on 14<sup>th</sup> March 2023.
19. ISO Internal Audit for the even semester was held on 15th March 2023.
20. Ms Subhashini, Ms G Preethe, Ms S K Geethanjali, Ms M Shreya , Ms Anne Mariya Jose, Ms M A Akshaya and Ms Bourrna Devi G, of I MBA, participated in "Umagine Catalyst'23" - (Meet & Chat with IT Minister), jointly organised by KPR Institutions and Startup TN on 15th March 2023.
21. Ms S Deepa Sridhar, Education Counselor and Event Manager, class of 2000 delivered an Alumna Talk on the topic “Measuring Success”, on 16th March 2023.
22. Dr Vandana Madhavkumar, Associate Professor, and Dr K S Hariharan, Assistant Professor, attended "HR NXT 2023 - CONCLAVE" at Hotel Residency Towers on 16th March 2023.
23. The student coordinators of Health and Fitness Interest Group organized "Power Play Part-3", in which events like hurdle race and throw ball was conducted on 17th March 2023.
24. Ms P Karthika Dharani P and Ms R Avanthika secured second position for the stock war event organised by Vivekananda Institute of Management Studies on 17th March 2023.
25. Ms R Vergin secured first position for the Best Manager event; Ms J Merllin Mary, Ms Anne Mariya Jose P, Ms C V Jayamani, Ms S Abirami secured first position for the ADZAP event and Ms R Akshaya Suruthi, Ms N S Kalaiyarasi, Ms K S Gayathri, Ms G

Amitha secured second position for the Best Management Team in the National Management Meet “Arthasasthra 2K23” organised by Department of Management Studies, SNS College of Engineering, Coimbatore on 17th March 2023.

26. Ms P B Saranya, Assistant Professor presented the research progress at the Mid Review for Research Grants conducted on 17th March 2023.
27. Ms R Vergin, I MBA, participated and won silver medals for the events - Nanquan style, double weapon and group event conducted by 6<sup>th</sup> Federation Cup Wushu League Championship held at Lovely Professional University, Jalandhar, Punjab, from 20th to 24th March 2023.
28. Ms J Meena Maheswarl, Associate Professor, participated in the International level Workshop through online mode on “Treatment of Time Series and Panel Data: An application of Econometric Model” organized by Academic Activity Club, Post Graduate and Research Department of Economics, The New College, Chennai, on 21st March 2023.
29. Ms Sneha Murali, UNSDG 4- Ambassador & Co Founder, The Positive Store, delivered a special talk on the topic, "How to become a SDG Change maker" as a part of the Community Immersion Programme, organised on 21st March 2023.
30. Eight students of I MBA participated in the AIMA Chanakya Simulation Game, conducted at PSG Institute of Management, Coimbatore, from 22nd to 24th March 2023.
31. Internship review 1 for II MBA students was conducted through online on 23rd and 24th March 2023, respectively.
32. Dr S Kavitha, Associate Professor, participated in an online Research FDP on “Genetic Algorithms” on 24th March 2023, organized by International Management Institute, Bhuvaneshwar.
33. Ms R Sreeprabha , Assistant Professor, delivered an Internal Faculty Seminar on the topic, “Exploring the Relationship between Employer Brand Dimensions and Job Pursuit Intention of Gen Z Job Seekers” on 24th March 2023.
34. The inauguration of the Community Immersion Programme (CIP) for MBA 2022-24 batch was held at Navakkarai, Coimbatore, on 25th March 2023. The chief guest of the programme was Mr Balakumar Thangavelu, India Head-Outreach, Cognizant

Foundation. The inaugural event had an august gathering from GRG School of Management Studies, NGO "Namma Navakkarai", representatives from Navakkarai village and other NGO's. The student project groups also visited the villages, farms, Vanam, and a government tribal school to observe the need of the villages.

35. Dr R Initha Rina, Assistant Professor, was the resource person for the webinar "Theories of Motivation" organised by St Mother Theresa Engineering College, Tuticorin on 27th March 2023.
36. Dr S Kavitha, Associate Professor, participated in an online Research FDP on "Art and Science of Publishing Research Paper" on 27th March 2023, organized by International Management Institute, Bhuvaneshwar.
37. Ms Asha KS Nair, Assistant Professor, delivered a research seminar on the topic "High Quality Publications" organized on 27th March 2023.
38. Dr P Sadhasivam, Director, got installed as the Secretary of the 'Advertising Club of Coimbatore' on 28<sup>th</sup> March 2023.
39. Mr V Raj Ganesh, Chief Marketing Officer, Roots Auto products Private Limited, Coimbatore, delivered a guest lecture session for the course Information Technology for Business on the topic "Preparing and Driving Digital Transformation" on 28th March 2023.
40. Ms P B Saranya, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, visited Sakthi Sugars, Appakudal, as a part of an industry visit organized by Coimbatore Management Association on 29th March 2023.
41. Dr G B Sabari Rajan, Associate Professor, delivered a session on "The Impact of Climate Change and Management" on Radio Hub, PSG Community Radio on 31st March 2023.
42. Dr K Prabhakaran, Empanelled resource person, NCDEX and SEBI, delivered a special talk on the topic, "Investor Awareness" for the I MBA and PGDMFS students sponsored by NCDEX on 31st March 2023.
43. Dr R Initha Rina, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, completed the GRG Trust Project 2020-2022 on the title " Online Shopping and Cognitive Dissonance: An Empirical Study on Young Consumers" and " Reskilling the

workforce of SMEs in Coimbatore through effective training and development practices - Need for paradigm shift for future” respectively.

44. Ms J Meena Maheswari, Associate Professor, completed an online non-credit course, “Derivatives - Options & Futures” authorized by Interactive Brokers and offered through Coursera.

45. Dr K S Hariharan, Assistant Professor, completed online non-credit courses, “The Manager’s Toolkit: A practical guide to Managing People at Work” offered by University of London and “Types of Conflict” offered by University of California.

### **Inclusions**

- Ms R Vergin, I MBA, has participated and won a silver medal for the event “Nanquan Style” and a bronze medal for the event “Double Weapon” in All India Inter- University Wushu Championship held at Chandigarh University, Punjab from 7th to 11th February 2023.
- The student coordinators of Peer Tutor Interest Group organized a “Photography workshop” on 11th February 2023. The session was handled by Ms Merlin Mary J of I MBA.