



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MAY 2023

1. Valediction of the Students' Forum *SHREYAS* was held on 2nd May 2023. The Chief Guest, Mr Harjeet Singh Wahan, Business Consultant & Trainer, delivered the valedictory address and honoured the achievers with certificates. Ms D Swetha and Ms K B Sneha of II MBA were awarded as the 'Best Outgoing Students' and Ms R Vergin of I MBA was awarded as the 'Emerging Leader'. The Management Alumni Association of GRG Institutions presented the "The Rising Icon " Award 2023 to Ms P Deepika of II MBA, during the Valediction.
2. Dr Vandana Madhavkumar, Associate Professor, participated in Global Responsibility Week organized by Nottingham Business School (NBS), Nottingham, UK, during 2nd to 4th May, 2023. She handled sessions for the students of NBS on the topic 'ESG and Sustainability: Role of HR'.
3. Mr P Vijay Anand, Associate Vice President - Human Resources, CRI Pumps, Coimbatore, addressed the students, on the topic "Strategies for Retaining Top Talent", as a part of CXO talk held on 4th May 2023.
4. Ms P Revathi, Part Time PhD Scholar, under the guidance of Dr S Allimuthu, Associate Professor, presented a paper on the topic "AI assistance in devising circular business models for sustainable development in India" at the International conference on 'Emerging trends in Social, Business and Management Science Research' conducted by VIT Business School, Vellore, on 4th and 5th May 2023.
5. The Parent-Teachers Meeting was conducted virtually on 4th May 2023. About 72 parents of the students of MBA and PGDMFS programmes attended the meeting.
6. The Internship Viva Voce of II MBA students (2021- 23 batch) was held on 5th May 2023. The panel of examiners comprised industry experts: Ms A Kruthikaa, Senior HR Manager, Lakshmigraha Enterprises; Ms T Bharathi, Zonal Training Manager, Tata AIA Life Insurance; Mr K Hariprasad,

Deputy General Manager, Schneider Electric India Pvt Ltd; Mr P Prasanth, Deputy Manager, Human Resources, ELGI Equipments Limited; Ms R Devasena (Alumna - Class of 2003-05), Director, KNMS Group, Coimbatore; and Ms Sushmitha Devaraj, Senior Quality Assurance Specialist, Deloitte, USA.

7. Dr S Kavitha, Associate Professor, attended an Inspiring Young Leaders Session titled "Design Thinking to Enhance Research Outcomes" organized by Association of Indian Management Schools (AIMS) on 5th May 2023 .
8. A 16-hour International Online Seminar organised in collaboration with CETYS University, Mexico, on 'Essential Soft Skills for Success' commenced on 6th May 2023. As a part of the seminar, Prof S Balasubramanian, Director, GRGCAS, handled sessions on 'Significance of Soft Skills' and 'Time Management' on 6th and 20th May, 2023; Dr P Sadhasivam, Director, handled a session on 'Adaptability to Change' on 6th May 2023; Dr Vandana Madhavkumar, Associate Professor, handled a session on 'Collaborative Working' on 13th May 2023; and Dr Savitha Nair, Dean, handled sessions on 'Creativity', 'Critical Thinking' and 'Problem Solving' on 20th and 27th May 2023.
9. I MBA students hosted 'CIAO', a farewell party, for the II MBA and PGDMFS students on 6th May 2023 at CTK Restaurant, Coimbatore. During the occasion, II MBA and PGDMFS students organized a Thanksgiving feast.
10. Business Review session was held for I MBA - Section I students on 8th May 2023. During the session, discussions were held on the topic "Skincare firm Mama Earth's parent company puts IPO on hold".
11. Dr S Kavitha, Associate Professor, attended an online webinar on "Standard 5 - Faculty Focus" organized by ACBSP on 9th May 2023.
12. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Emerging Trends in Marketing (Marketing 5.0)" organized by AIMS on 10th May 2023.
13. Ms S R Sree Remya, PhD Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, has been awarded the GRG Trust Fellowship worth Rs. 25,000/- for her research project titled "The Impact of Online Retailers Marketing Strategies on Impulse Buying Behaviour" on 10th May 2023.

14. Dr S Kavitha, Associate Professor, delivered a workshop on “ACBSP Next Practices” for the faculty members of Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore, on 11th May 2023.
15. The End Semester Examinations for II MBA, I MBA and PGDMFS commenced on 11th and 15th May 2023 respectively.
16. The meeting of the Board of Studies of GRGSMS was held on 12th May 2023.
17. Ms R Sreeprabha, Assistant Professor, under the guidance of Dr Vandana Madhavkumar, Associate Professor, participated and secured Best Presentation Award for the paper presented at the International conference on ‘Advance Research on Technology, Management, Social Science, Sustainable development & Humanities’ organised by DAV Institute of Management, Faridabad, in collaboration with Centre for Training and Development, Delhi, on the topic “A Study on the Effect of Employer Brand Image on Organizational Pursuit Intention” on 12th-13th May 2023.
18. Dr P Sadhasivam, Director, attended the education panel meeting of CII, Coimbatore, on 15th May 2023.
19. Ms P Revathi, Part-time PhD Scholar, under the guidance of Dr S Allimuthu, Associate Professor, completed the first Doctoral Committee meeting in the presence of VC nominee, Dr Subashini Suresh, Director, Department of Management Studies, SNS College of Technology, Coimbatore, on 16th May 2023.
20. Dr P Sadhasivam, Director attended the Executive Committee meeting of the 'Coimbatore AD Club' on 18th May 2023.
21. Dr S Kavitha, Associate Professor, acted as an evaluator for the ‘Kavach 2023- Cyber Security Hackathon’ organized by AICTE on 27th May 2023.
22. Dr G B Sabari Rajan, Associate Professor, represented KCW and received the award under the category of "Best International Academic Collaboration" during the Education World (EW), India Higher Education Ranking 2023-24 awards held at Hotel Radisson Blu Plaza, Delhi, on 27th May 2023.
23. Dr S Kavitha, Associate Professor, acted as a Subject Expert & Special Invitee for the Board of Studies constituted for B.Sc. Artificial Intelligence and Machine

Learning Programme of Sree Saraswathi Thyagaraja College, Pollachi, on 29th May 2023.

24. Dr Savitha Nair, Dean, handled sessions on 'KCW Vision and NEP Highlights' and 'Pedagogical Approaches' on 29th and 30th May 2023, as a part of the Faculty Enhancement programme - Module 2 being organized by KCW Teaching Learning Centre for the faculty members of KCW.
25. Ms Sai Neha Suresh of II MBA got selected and received an offer letter with CTC of Rs. 7 LPA from XSEED Education Private Limited, Bangalore, for the "Inside Sales Specialist" role.
26. Dr J Meena Maheswari, Associate Professor, completed an online non-credit course 'Excel Skills for Business: Essentials' authorized by Macquarie University offered through Coursera.
27. Dr S Allimuthu, Associate Professor, completed two online MOOC titled 'Business Analytics for Decision Making' offered by University of Colorado Boulder; and 'Behavioural Finance' offered by Duke University through Coursera.
28. Dr Vandana Madhavkumar, Associate Professor, completed two online MOOC titled 'Building your leadership Skills' offered by HEC Paris; and 'Types of Conflict' offered by University of California, Irvine, through Coursera.
29. Dr G Brindha, Assistant Professor, completed an online course titled 'Introduction to Artificial Intelligence' authorized by IBM offered through Coursera.
30. Dr T Jayashree, Associate Professor, completed two online courses in 'Behavioral Finance' by Duke University; and 'Principles of Sustainable Finance' by Erasmus University, Rotterdam, offered through Coursera.
31. Ms P B Saranya, Assistant Professor, has published two articles in UGC Care Group 1 Journals:
 - i. Financial Knowledge and Financial Behaviour of Individuals - An Empirical Study, in South Indian Journal of Social Sciences, ISSN 09728945, Vol. XXX, No. 5, 2023.
 - ii. A study on the level of basic and advanced financial literacy among young graduates, Anvesak, ISSN 0378 4568, Volume 53, No.5, June 2023.