



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JULY 2023

1. Dr P Sadhasivam, Director attended the Education Panel meeting of the CII, Coimbatore on 3rd July 2023.
2. Ms P B Saranya, Assistant Professor, attended the Second Doctoral Committee meeting conducted in the presence of VC nominee Dr A P Muthulakshmi, Professor, CMS Institute of Management Studies, Coimbatore, on 4th July 2023.
3. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Creation of Knowledge through Research" organized by Association of Indian Management Schools (AIMS) on 5th July 2023.
4. Dr Savitha Nair, Dean, handled a session on "Pedagogical Approaches" for the Faculty members of AJK College of Arts and Science, Coimbatore, on 6th July 2023.
5. Dr S Kavitha, Associate Professor, acted as a subject expert for the Second Doctoral Committee meeting of the PhD Scholar of Sri Ramakrishna College of Arts and Science, Coimbatore, on 6th July 2023.
6. Dr S Kavitha, Associate Professor, registered a case study titled "Jugaad to Innovate Faster, Cheaper and Better - A Case Study" along with a comprehensive teaching note at the Case Centre, the Case Clearing House of Great Britain and Ireland, on 7th July 2023.

7. Dr R Prabusankar, Professor, attended a virtual session on “Master Class: Business Plan” organized by TiE-Global on 7th July 2023. Mr MayurZanwar, Co-Founder, Truscholar, Charter member, TiE Nagpur, was the speaker.
8. Dr T Jayashree, Associate Professor, attended a virtual workshop on Microsoft Office Automation certified by Skill Nation on 8th July 2023.
9. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhavkumar, Associate Professor, attended Round Table Discussion on “National Education Policy Shaping the Future of India” led by Dr B K Bhadri, Former Director Level Officer in MoE Govt of India and Dr R Nandagopal, President, Association of Indian Management Schools on 12th July, 2023 at the Hotel Residency.
10. Dr P Sadhasivam attended an online meeting of the National Higher Education Conclave planning meeting of the CII, Coimbatore, on 14th July 2023.
11. Dr S Kavitha, Associate Professor, attended the Inspiring Young Leaders Session titled "Innovative Methods beyond Case Study" organized by Association of Indian Management Schools (AIMS) on 14th July 2023.
12. Four students of II MBA participated in MIC Driven Activity (Q4) and NEP, a short video competition held from 7th-14th July 2023.
13. Dr Vandana Madhavkumar, Associate Professor, was the guest speaker at the meeting of the Rotary Club of Coimbatore Metropolis and spoke on the topic “Harnessing the Power of Influence” on 18th July 2023 held at Hotel Rathna Residency.

14. Third Semester classes for II MBA (2022-24 Batch) commenced on 19th July 2023.
15. Dr R Prabusankar, Professor, attended “Start-Up Demo Day” organized by PSG STEP at PSG ITech on 19th July 2023.
16. Dr T Jayashree, Associate Professor, attended a Knowledge Sharing Session titled "Emergence of Forensic Finance” organized by Association of Indian Management Schools (AIMS) on 19th July 2023.
17. Dr J Meena Maheswari, Associate Professor, presented her working paper titled "Discernment of Sector-wise Stock's Performance - An Empirical Evaluation of the Indian Capital Market" during the Internal Faculty Seminar held on 22nd July 2023.
18. Ms R Sreeprabha, Assistant Professor, Dr G Brindha, Assistant Professor, and Dr M Reshma, Assistant Professor, attended the 3-day virtual workshop on "Bibliometric Analysis and Visualization (Using Vosviewer)" organized by IIPM School of Management, Kansbahal, Odisha, from 20th to 22nd July 2023.
19. E-Talk by Mr. Prabhu Gandikumar, Founder and Director, TABP Snacks and Beverages, on the topic “My Entrepreneurial Journey” was organized by the ED cell on 22nd July 2023.
20. New Faculty Orientation was conducted for the newly joined faculty of GRGSMS from 25th to 28th July 2023.
21. CXO Talk by Rtn N Janakiram Raju, Former Chairman and Managing Director, BASF, on the topic “SMART Marketing with ESG in Focus” was organized on 26th July 2023 .

22. Dr S Kavitha, Associate Professor, delivered a session on “Future Skills for Computer Professionals” to the MSc Integrated Programme students from diverse disciplines including Software Systems, Data Science, AI and ML and Decision and Computing Sciences at Coimbatore Institute of Technology on 26th July 2023.
23. Dr Savitha Nair, Dean, inaugurated the Entrepreneurship Development Cell of KCW on 27th July 2023.
24. 4 students of II MBA - Ms S Akchayaa, Ms N S Kalaiyarasi, R Keerthana, and N S Navena enrolled for “Design and Innovation in Business” in NTU Global Summer School on campus during 17 - 28 July, 2023.
25. Dr Savitha Nair, Dean, and Dr R Prabusankar, Professor, attended Startup TN Meeting with Stakeholders organized by TN Startup Mission on 29th July 2023.
26. Dr Savitha Nair, Dean, and Dr S Kavitha, Associate Professor, attended a webinar on “Impact of Generative AI on Skills & Future Jobs in Higher Education” organized by India Didactics Association and Coursera on 31st July 2023.
27. Dr T Jayashree, Associate Professor, published a paper on “Factors determining Continuance Intention to use Fintech Services” in South India Journal of Social Sciences; ISSN: 0972 - 8945, Vol. XXI, No.3, July - December: 2023, (UGC CARE Approved, Group I, Bi-Annual Journal).
28. A 60-hour Campus Placement Training for II MBA students (Batch 2022-2024) was conducted to provide comprehensive preparation for placements from 3-15 July 2023. Quantitative aptitude, Logical and

Verbal Reasoning & GD & PI Skills were the modules covered. For Industry Immersion, Start-up Founders were invited to address the students on Entrepreneurship and were given real-time business problems to solve. One year access to Talentely LMS was given to take up Interactive exercises and company specific tests ensure skill enhancement. Ms Aarthi S, Assistant Professor, coordinated the programme.

29. Ms R Sreeprabha, Assistant Professor, completed the MOOC course titled "Diversity and Inclusion for HR Professionals" an online non-credit course authorized by the University of California, Irvine, offered through Coursera.

30. Dr G B Sabari Rajan, Associate Professor, completed MOOC courses titled "The Future of Payment Technologies" and "Digital Competition in Financial Services" offered by the University of Michigan, USA, and Copenhagen Business School, Denmark.

Inclusions for the month of June 2023

1. Dr Vandana Madhavkumar, Associate Professor, handled a session on 'Communication Skills' for the international students as part of the online seminar on "Essential Soft Skills for Success" in collaboration with CETYS University, Mexico on 10th June, 2023.
2. Dr G B Sabari Rajan, Associate Professor attended AIMS knowledge sharing session on "Building Blocks of Startup Entrepreneurship" on 28th June 23.
3. 4 students of II MBA - Ms Sri Gayathri Ganesh, Ms Akshaya Suruthi Ravi, Ms Vishrutha Chandrasekaran, Ms Abirami Subburaj, participated in 2-week Summer Immersion Programme of Asia Pacific University of Technology and Innovation (APU) in Kuala Lumpur, Malaysia, during 18-28 June, 2023."