



News and Events for the Month of August 2023

1. An Alumna talk by Ms C Gayathri (Class of 2022), Managing Partner, Pacific Valley Financial Services on the topic “Exploring Strategies for Wealth Management” was held on 2nd August 2023.
2. Business Review Sessions were organized for II MBA students Section I students on 2nd, 9th, 16th, 24th and 20th August 2023. During the sessions, discussions were held on the topics: a) “Paytm e-comm partners with NCCF, ONDC to sell tomatoes at Rs 70/kg in Delhi” & “ L&T to buy back Rs 10,000 crore shares, biggest this year”, b) “AI on track - Infosys secures large contracts” & “ Elon Musk transforms Twitter into a financial services powerhouse”, c) "Why reliance life sciences could be the next big thing in India s biotechnology space" & "Open AI & Google's debt on authors", d) "Maruti Suzuki plans to restructure in order to double its capacity within the next 9 years". & China or India? Where should investors put their money in the coming Asia boom?”, e) “India's Auto Industry: Navigating Crackdown on Chinese Automakers -Insights from BYD and MG” & "India and the US have ended the dispute at WTO - the new beginning".
3. Business Review Sessions were organized for II MBA students Section II students on 2nd, 9th, 16th, 24th and 20th August 2023. During the sessions, discussions were held on the topics: a) "ITC to demerge hotel business into separate company" and "Impact of artificial intelligence on marketing", b) “SEBI Chief’s plan for Instant Settlement: A Game Changing Opportunity for Investors” and "Decoding LVMH's Success in the World of Luxury: An Extensive Business Review Focusing on the Impact of Aesthetics on Market Leadership" , c) "Empowering Innovation: The Transformative Role of Startups in India's Socio economic Landscape" and "Amazon Ads: A Game-Changer Shaking Up the Digital Marketing Landscape, Impacts on Google and Meta", d) "Does chatGPT exhibit a competitive advantage over Google from a business perspective?" and "Amazon’s decade in India: The good, the bad,

the ugly", e) "Tesla's Vision for the Indian Automotive Market: Prospects and Challenges in Manufacturing an All-New Car" & "The rise & fall of Byjus".

4. Mr Gowtham, Authorized Partner, Financial Advisor, Zerodha Stock Broking Firm, Bangalore, handled an Expert Lecture on the topic "Introduction to Capital Market", as a part of the course "Security Analysis and portfolio Management" on 3rd August 2023.
5. Dr R Prabusankar, Professor, attended a Panel Discussion on the theme "Innovation and Startup Ecosystem Enablers: A Regional Perspective" organized by IIC, KCW, on 3rd August 2023.
6. In GEP Hiring Process, Ms Monika Shree of II MBA was placed as Sourcing Analyst with a package of Rs 4 LPA on 4th August 2023.
7. Dr P Sadhasivam, Director, attended the Education Panel meeting of the CII, Coimbatore, on 7th August 2023.
8. PhD public Viva-voce Examination of Ms A S Lakshmi, Full time scholar in Management, under the guidance of Dr S Kavitha, Associate Professor, defended her thesis titled "Continuance intention Usage of Cloud ERP among MSMEs in Coimbatore" on 9th August 2023. Dr P Ravi, Professor, Department of Management, Manonmaniam Sundaranar university, Tirunelveli acted as the External Examiner.
9. An E-Talk by Mr Rajesh Keerthi, Founder & CEO, Kappi Ready, on the topic "Opportunities in the Retail & Food Industry" was organized by ED Cell on 9th August 2023.
10. Dr Savitha Nair, Dean, participated in 'India Startup Festival' at Bangalore, organized by Startup India Foundation, during 10-12 August 2023.
11. CII Coimbatore organized an Exclusive Student Study Mission to Global Automotive Research Centre and Danfoss Industries Limited, Chennai, on 10th August 2023. Around 30 delegates from 9 different institutions had participated in this mission. 2 students - Ms J Merlin Mary and Ms S Abirami of II MBA participated.
12. Dr G B Sabari Rajan, Associate Professor, acted as an External Expert in the Doctoral Committee meeting held at Karunya University, Coimbatore, on 11th August 2023.
13. Dr G B Sabari Rajan, Associate Professor, delivered a session on "Tools in Technical

Analysis” for the II MBA students of Karunya Business School, Karunya University, Coimbatore on 11th August 2023.

14. Dr J Meena Maheswari, Associate Professor, published a Chapter titled 'Digital Transformation in Financial Sector' as a part of the Book “Digitalization of the Indian Financial Sector”, Volume 3, ISBN: 978-81-19337-00-2, published by Shanlax Publications, Madurai, on 15th August 2023 .
15. As a part of the TN Start-up Thiruvizha, Seven MBA students from II MBA participated in the Short film Competition hosted by Short Fundy, a prominent OTT Marketplace, on 15th August 2023, and they were selected for the semi-finals round.
16. Four students of II MBA participated in the event "Building an Investor-Worthy Pitch Deck," organized by TiE Coimbatore, held at Purna Vidya Foundation, Pooluvapatti, on 16th August 2023.
17. Inauguration of I MBA 23- 25 batch and PGDMFS 2023 - 2024 was done by Dr R Nandini Rangaswamy, Chairperson, GRG Institutions, on 16 August 2023. This was followed by an Orientation Programme.
18. Dr G B Sabari Rajan, Associate Professor, attended an Industrial Visit organized by Coimbatore Management Association (CMA) at FLS Voith Pvt Ltd, Coimbatore, on 18th August 2023.
19. A Special Talk by Ms. Hema Mani, Chairwoman of IWN Tamil Nadu & Regional Director (HR) - Asia Pacific at Lennox International, on the topic "How MBA Students can Prepare for the Future Workplace" was organized on 18th August 2023.
20. Ten students of II MBA participated in TN Startup Thiruvizha held in Codissia on 19th August 2023.
21. Independence day Celebrations was held on 19th August 2023. As a part of the event, Ms P Sreelekha, Police Constable, All Women's Police Station - East, delivered a speech on " SheShield: Her Digital Safety".
22. Dr Savitha Nair, Dean, and the team of Faculty of CIIED, KCW, organized Stalls and participated in TN Startup Thiruvizha, organized by TN Startup Mission at Codissia during 20-21 August 2023.
23. Six students of II MBA submitted their ideas towards the problem statement announced by CIIED THINK TANK, an ideation platform, on 20th August 2023.

24. Dr M Reshma, Assistant Professor, was granted funds by GRG Trust for the proposed project titled “Discerning Family Business Longevity - Evidence from the Family Businesses of Kongu Region” with a total budget of 0.5 Lakhs for a period of one year on 21st August 2023.
25. Dr G Brindha, Assistant Professor, was granted funds by GRG Trust for the proposed project titled, “Factors affecting Mental Health of students in Business Classrooms” with a budget of 0.5 Lakhs for a period of one year on 21st August 2023.
26. Dr R Prabusankar, Professor, and Ms S Aarthi, Assistant Professor, attended a five-day Faculty Enhancement Programme organized by KCW-TLC from 21st to 25th August 2023.
27. Seven students of II MBA attended a half day session on “Business Model Canvas” organized by IIC, CIIED, on 21st August 2023.
28. As a part of Faculty Enhancement Programme - Module 5A, organized by KCW Teaching Learning Centre, Dr Savitha Nair, Dean, handled a session on 'Pedagogical Approaches' on 22nd August 2023; Dr S Kavitha, Associate Professor, delivered sessions on ‘Gamification and Simulation’ on 23rd August 2023, and ‘Technology for Teaching and Learning’ on 24th August 2023.
29. Dr J Meena Maheswari, Associate Professor, published a Research paper titled 'Discernment of Sector-wise Stock’s performance - An Empirical Evaluation of the Indian Capital Market" in World Journal of Management and Economics, ABDC C Category Journal, Volume 16, Issue 07, ISSN: 1819-8643, on 22nd August 2023.
30. Ms S Pooja, Ms K Gowri, Ms P Anne Mariya Jose P, Ms C Thrisha, and Ms R Pavithra of II MBA attended a session on "Vernacular Media - In the digital space" organized by The Advertising Club at Hotel Grand Regent on 22nd August 2023.
31. As a part of the Health and Fitness Interest Group, "Championship Royale" event was organized on 23rd August 2023. Throwball, Kho - Kho, Obstacle Race and Active Stretch were conducted.
32. CXO Talk by Mr Karthi Purushothaman, Partner at McKinsey & Company, Leader - McKinsey Global Financial Services, on the topic “Organisations of the Future and How Organization Structures are Evolving” was organized on 23rd August 2023.
33. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Associate Professor, along

with 30 students of II MBA attended the AIMS 34th National Management Convention held during 24 - 26 August at PSGiTech and PSGIM.

34. Dr R Prabusankar, Professor, delivered a talk on "Virtual Influencers: Adoption Drivers and Retail Implications' ' in Monday Musings organized by Coimbatore Management Association (CMA) on 28th August 2023.
35. Ms R Vergin of II MBA participated in the Khelo India Wushu Women's League Championship and secured Gold Medal among 50 tough competitors in Baguazhang Event organized by Government of India, Ministry of Youth Affairs and Sports, held at Sri Dharamchand Jain School, Villupuram, on 28-30 August 2023. She was the only player selected to represent Tamil Nadu in her upcoming South Zone Khelo India and honored with Gold Medal, Trophy and Certificates for her achievement.
36. Mr Gowtham, Authorized Partner, and Financial Advisor, Zerodha Stock Broking firm, Bangalore, handled an Expert Lecture on the topic "Trading Tips using Zerodha Kite App", as a part of the course 'Security Analysis and portfolio Management' on 30th August 2023.
37. As a part of Peer Tutor Interest group activity, "Ignite Your Mind" event was organized for the students on 30th August 2023. A hands-on training given on Loom bands making, Shortcuts for Maths, Photo editing techniques, and Origami.
38. Twelve students of II MBA pitched their ideas as a part of MSME Idea hackathon 3.0, organized by Amrita Centre for Entrepreneurship on 30th August 2023.
39. Five students of II MBA participated In Pitch Competition Finale organized by TIE Women 2023 at Chamber Hall, Coimbatore, on 30th August 2023.
40. Onam celebration was conducted on 30th August 2023. As a part of the event, two online contests 'Vibrant Vrindavan' and 'Heritage of Kerala' were conducted and winners were announced followed by prize distribution. This was followed by Senior Junior Confluence.
41. Coimbatore Management Association, in association with GRGSMS, arranged an Interactive session by Ms S Meena, Senior Partner, and Mr G Manikandan, Partner, Astral Consulting Group, LLP, on the topic "Business Partnerships Beyond Families" Series on 30th August 2023.
42. Campus Company of GRGSMS, Magical Shades, inaugurated by Dr P Sadhasivam,

Director, on 30th August 2023. Ms M A Akshaya, Ms G Amitha, Ms KS Divyaprabha, Ms K Gowri, Ms G S Ezhil Rani, Ms M S Pradeepa and Ms S Sowdhanya, the new team of partners took charge of the business on the day.

43. Ms R Sreeprabha, Assistant Professor, completed a MOOC course titled "Sustainable Development - Ideas and Imaginaries" offered by the University of Copenhagen through Coursera.
44. Dr R Initha Rina, Assistant Professor completed an MOOC course titled "Marketing Analytics Foundation: offered by Meta through Coursera.

Inclusions for the Month of July 2023

45. Dr G Brindha, Assistant Professor, published a paper titled "Consumers' Sentiment Towards Responsible Consumption and Its Impact on Sustainability" in International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET), Volume 6, Issue 7, July 2023, e ISSN :2582-7219.
46. Dr G Brindha, Assistant Professor, presented a paper titled "Impact of Responsible Production on Sustainability " at Indian Council of Social Science Research (WR) Sponsored National Multidisciplinary Seminar on "Role of Skill India Initiative in Entrepreneurship Development" organized by Smt. Radhadevi Goenka College for Women, Akola (M.S), on 31st July 2023.