



News and Events for the Month of September 2023

1. The meetings of the Academic Advisory Body and Governing Council of GRGSMS were held in hybrid mode on 2nd September 2023.
2. As a part of the Community Immersion Programme, II MBA students visited Navakkarai village on 2nd, 3rd, 9th, 10th, 12th, 22nd and 23rd September 2023. All the teams executed their action plans. Health and Hygiene team conducted a health camp on 23rd September 2023, covering basic medical, eye, dental, and spine checkups in collaboration with Namma Navakkarai (NGO), Thulasi Pharmacy India Pvt Ltd (Kovaipudur branch), Dr. Agarwal Eye Hospital (R.S. Puram), Dento Care (Kovaipudur), and Edamannassey Spine Hospital (NSN Palayam,). 98 beneficiaries of the Navakkarai community availed the service.
3. Mr Prasad Naveen, Facilitator & Psychotherapist - Self Mastery and Development, delivered a Special Talk for the MBAPlus students on the topic “Identifying your Power” on 4th September 2023.
4. Teachers day celebration was organized by students on 5th September 2023.
5. Two faculty teams - Dr Initha Rina, Assistant Professor and Dr T Jayashree, Associate Professor; and Ms P B Saranya, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, participated in the 8th Edition of the Teachers' Day Event "Spread the Spark" organized by the Education Panel of CII Coimbatore Zone at PSG Institute of Management, Coimbatore; and presented the best practices of GRGSMS on the themes "Contribution to Regional Development - Community Immersion Programme" and "Student Engagement - Nurturing Entrepreneurship" respectively on 7th and 8th September 2023. Director, Dr P Sadhasivam delivered closing remarks in the event.
6. Ms Vallishri Narayanan (Class of 2016), Content writer & Founder - Quillpal, addressed the students on the topic “Every Passion can become a thriving Business”, as a part of the Alumna talk held on 8th September 2023.

7. Dr S Kavitha, Associate Professor, completed a one day workshop on “Microsoft Office using AI Tools” conducted by be10X on 10th September 2023.
8. Dr Vandana Madhavkumar, Associate Professor, attended the KCW TLC Faculty Enhancement Programme (FEP) during 11th to 15th September 2023.
9. Ms P B Saranya, Assistant Professor, delivered an Internal Faculty Seminar on the topic “Examining the relationship between Implied Volatility, Index Returns and Trading Volume in the Indian Stock Market” on 11th September 2023.
10. Dr Savitha Nair, Dean, handled a session on 'Pedagogical Approaches' on 12th September 2023; and Dr S Kavitha, Associate Professor, handled sessions on “Gamification and Simulation” on 13th September 2023 and “Technology for Teaching and Learning” on 14th September 2023, as a part of Module 5B of the Faculty Enhancement Programme (FEP) organized by Teaching Learning Center (TLC) of KCW during 11th to 15th September 2023.
11. Twelve students of II MBA participated in the Intercollegiate competition “SNS Colors 2k23” organized by SNS College of Engineering on 12th and 14th September 2023. Ms G Amitha, Ms D Arthiha and Ms T Pooja Priyadharshini secured first prize in “Social Empresario” event; Ms V Priyadharshini, Ms K Gayathriga & Ms K S Gayathri secured 2nd prize in “Corporate Sage” event; Ms S Abirami, Ms J Merllin Mary, Ms P Brindha and Ms J Sumathi secured first prize in “Admad” event and Ms J Merllin Mary secured first prize in “Best Manager” event; Ms S Abirami, Ms J Sumathi, Ms Jackline J Mwassa and Ms C V Jayamani secured first prize in “Zero gravity Mime - Social concept” event; Ms J Merllin Mary, Ms G Bourrna Devi, and Ms M Subhasri secured first prize in “Trash to Treasure” event; and Ms J Merllin Mary, Ms S Abirami & Ms C Jayamani secured first prize in “Siasis Case Study”.
12. Mrs P B Saranya, Assistant Professor, attended a Faculty Development Programme on “Advanced Panel Data Analysis using Gretel Software” conducted by IMS Engineering, Ghaziabad during 11th to 15th September 2023.
13. Mr Prabakar Yuvarajan, CEO, Anil Foods, addressed students on the topic “My Journey and a Management Professional”, as a part of CXO Talk held on 13th September 2023.
14. Dr G B Sabari Rajan, Associate Professor, handled sessions for II year B Com and

BBA students of KCW, on the topic “Opportunities for Progression Programmes with our International Collaborative Partner Universities” from 13th to 15th September 2023.

15. Business Review Sessions were organized for II MBA Section I students on 13th, 20th and 27th September 2023. During the sessions, discussions were held on the topics: a) "Motherson to acquire Bengaluru-based Rollon Hydraulics" & "Explaining Twitter's Logo change" b) "Adani Group took on the Hidenburg allegations & other ventures" and "The promise of 'INDIA-sized' garments"; and c) "Insights into/ Understanding Meta Partnership with Microsoft on Big AI".
16. Business Review Sessions were organized for II MBA Section II students on 13th, 20th and 27th September 2023. During the sessions, discussions were held on the topics: a) "Why diversity, inclusion and equity matters in the workplace?", b) "Digital marketing and its impact on SME" & "Why the Metaverse Matters to Businesses?"; and c) "The evolution of the B2B digital payments ecosystem - a \$15 Trillion opportunity" & "Are your employees captivated or captured?".
17. Dr Savitha Nair, Dean, acted as a resource person and handled a session on "Incorporating SDGs in Everyday Life", as a part of the IQAC conference on “SDG Interface: Unlocking Action for a Better World”, organized by KCW’s Internal Quality Assurance Cell (IQAC) & Research Cell on September 14th, 2023. She also acted as a judge to evaluate the participants’ paper presentations on the theme.
18. Mr Aditya Ramdass, Senior Supplier Industrialization Engineer, Tesla, USA, delivered a Special Talk on the topic “The Tesla Way: Connecting the Dots in Supply Chain Management”, held virtually on 14th September 2023.
19. One-day Entrepreneurship Awareness Programme (EAP) was conducted on 15th September 2023 in collaboration with TIE-Coimbatore, for the students of I MBA and PGDMFS. Dr Savitha Nair, Dean, Ms Soundarya Lakshmi Narayanan, MD, Upeksha Wellness Pvt Ltd, Dr R. Prabusankar, Professor, and Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, handled sessions on “Introduction to Entrepreneurship”, “Transforming Ideas into Successful Businesses”, “Business Planning and Strategy” and “Funding and Resources for Start-ups” respectively.
20. Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate

Professor, have been sanctioned with a funding of Rs.3,50,000 to conduct the ATAL Technical FDP 2023-24 on "Trends in Management Information Systems".

21. Dr S Kavitha, Associate Professor, participated in a five-day online Faculty Development Programme on "Developing Marketing Capabilities using Multi-Pronged Interventions" organized by SCMS Cochin School of Business from 18th to 22nd September 2023.
22. As a part of the Learning and Development course, Guest lecture by Mr K Hariprasad, Dy. General Manager HRBP - ESE & SDDC, Schneider Electric India Pvt. Ltd, was held on the topic "Learning and Development for the Digital Workplace" on 21st September 2023.
23. Three students along with Dr R Prabusankar, Professor, attended a webinar on "Leo Talks - Lean & Leader in business" organized by the Lead college of Management on 22nd September 2023.
24. Ms G Bourna Devi participated in Regional Pre-Finals Youth Talk organized by ICT Academy, Tamil Nadu, at Hindustan College of Arts and Science on 23rd September 2023.
25. Dr R Prabusankar, Professor, became a lifetime member of the Inspira Research Association in Jaipur on 24th September 2023.
26. Ms P B Saranya, Assistant Professor, acted as the resource person for a session on "Time Series Econometrics" during the Faculty Development Programme on "Research methods in Finance" organized by Dr NGP Institute of Technology, Coimbatore, on 25 September, 2023.
27. Ms V Yalini and Ms R Supriti of PGDMFS showcased their stalls in the VISTARA event, organized by the Department of BBA (IB RM & BPM), on 25th September 2023.
28. 26 students of II MBA registered for an online course "Ignite", offered by Wadhvani Foundation, as a part of their Elective 'Essentials of Entrepreneurship' on 26th September 2023.
29. Mr Prashanth Subramanian, Co-Founder and Director of Quadrasystems.net India Private Limited, Coimbatore, inaugurated the Students' Forum ' Shreyas' on 26th September 2023. The Shreyas office bearers and ED Cell Coordinators for the Academic Year 2023-24 were officially installed during the event. The office

bearers Shreyas are: President - Ms M Subhasri, II MBA; Vice President - Ms J K Renuliza; I MBA, Secretary - Ms J Merllin Mary, II MBA; Joint Secretary - Ms P Devadharashini, I MBA; Treasurer - Ms C Vishrutha, II MBA; Executive Members - Ms R Harini, Ms R Swetha - I MBA, and Ms S E Aiswarya Lakshmi - PGDMFS. The Entrepreneurship Development Cell coordinators are: Ms R Akshaya Suruthi & Ms R Vergin - II MBA Sec I; Ms G Amitha & Ms M S Pradeepa - II MBA Section II; Ms R G Pavithra & Ms P M Vadivoo Seethalakshmi - I MBA Section I; Ms V Harunya Devi & Ms G Renuka - I MBA Section II; and Ms H Haritha - PGDMFS.

30. Annual General Body Meeting of Management Alumni Association of GRG Institutions was held on 26th September 2023. Ms S Sindhiya - President, Ms R Sowmithya - Vice-President, Dr M Theivanayagi - Treasurer and Dr S Kavitha - Secretary of the Association, presided over the meeting.
31. As a part of Accounting for Management course, Guest lecture by Dr Meera Eeswaran, Senior Lecturer & Lead of DIGITGAL (Driving Girls in Technology, Growth & Leadership), Asia Pacific University of Technology & Innovation (APU), Malaysia was held on the topic "Blockchain technology in Accounting and Finance" on 29th September 2023.
32. As a part of the Financial Services course, a Guest lecture by M V Kumar, Partner, M/s R K Finserve, Coimbatore, was held on the topic "Penetration of Mutual Funds in India - Opportunities and Challenges" on 29th September 2023.
33. Dr S Kavitha, Associate Professor, and Ms S R Sreeremya, PhD Research Scholar, published a research article on "The study of the impact of different online review platforms on purchase decision" in the ISBN edited book titled "Information Technology and Digital India" published by Urania Publishing House, September 2023.
34. Ms N S Kalaiyarasi, Ms K Karnika, Ms Jackline Jackson Mwassa, Ms P Karpagalakshmi, Ms C V Jaya Mani & Ms C Jaya Saraswathi of II MBA published their Business Research Methods project as a research article titled "A Study on People Perception Towards AI Based Apps" in International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, September 2023, Volume 10, Issue 3, pgs 965 - 978.

35. Dr S Kavitha, Associate Professor, completed a MOOC course titled "Getting started with AI using IBM Watson" offered by IBM Developer Skill Network and "Introduction to Artificial Intelligence (AI)" offered by IBM Developer Skill Network through Coursera.
36. Dr R Initha Rina, Assistant Professor, completed a MOOC course titled "Becoming a Changemaker: Introduction to Social Innovation" an online non-credit course offered by University of Cape Town through Coursera
37. Dr T Jayashree, Associate Professor, completed a MOOC course titled "The Future of Payment Technologies" offered by the University of Michigan' and "Introduction to Personal Finance" offered by the 'SoFi" through Coursera.

Inclusions for the month of August 2023

38. Ms S R Sree Remya, PhD Full time Scholar, under the guidance of Dr S Kavitha, Associate Professor, delivered a session on "Introduction to Bibliometric Analysis' ' in the PhD Forum conducted by PSGRKWCW Research cell on 31st August 2023.
39. Ms S Sowdhanya & Ms S Varshini of II MBA published their Business Research Methods project as a research article titled "Antecedents to socially responsible consumption behaviour - A study among the residents of Coimbatore" in Asian Journal of Research in Social Sciences and Humanities ISSN: 2249-7315 Vol. 13, Issue 8, August 2023, pgs 51 - 58.
40. As a part of the Community Immersion Programme, II MBA students visited Navakkarai village on 5th, 6th, 12th and 13th August 2023. All the teams executed their action plans.