



### News and Events for the month of October 2023

1. Dr P Sadhasivam, Director, was part of the “Global Excellence Mission to Dubai’ from 1<sup>st</sup> to 6<sup>th</sup> October 2023, organised by the CII, Coimbatore.
2. MBAPlus Mentoring Meeting with external mentors, was held online on 3rd October 2023. The industry mentors - Ms Sumithra Binu, Head - CSR, Walkaroo International Pvt Ltd, Coimbatore, and Mr Pradeep Yuvaraj, Managing Director & Chief Storyteller, Prezantim Creative Services India Pvt Ltd, Coimbatore; and the alumnae mentors - Ms R Nandita Karpagam, Research Analyst, London Stock Exchange Group, Bangalore; and Ms S Vidhya, Manager - Workforce Management Group, Wipro Technologies, Bangalore, participated in the meeting and interacted with the II year MBAPlus students. Dr Savitha Nair, Dean, and Dr M Reshma, Assistant Professor, held discussions with the mentors and the students.
3. Dr Vandana Madhavkumar, Associate Professor, attended the 68th Annual General Meeting of CMA held at Hotel Heritage Inn on 4th October 2023.
4. Dr P Sadhasivam, Director, was designated as the Joint Secretary and Dr Vandana Madhavkumar, Associate Professor, was designated as “Managing Committee Member” of CMA for the year 2023-24 on 4th October 2023.
5. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled “Data Analytics in Business Decision Making” organized by Association of Indian Management Schools (AIMS) on 04th October 2023.
6. As a part of Environment Interest Group Activity, “Green Quest:The Eco - Treasure Hunt” Event was organized for the students on 4th October 2023.
7. Business Review Sessions were organized for II MBA Section I students on 4th, 11th, 18th and 25th October 2023. During the sessions, discussions were held on the topics: a) “Around 30 out of 40 applicants may qualify for 17,000 crore production- linked incentive for IT hardware” & “Infosys collaborates with Microsoft on generative AI”, b) “Women participation in micro firms” & “Strategic Alliance: Vistara Merger with Air India and Singapore Airlines”, c)

“Meta announces new business-focused features for WhatsApp in India” & “Government Aims to Expedite Consumer Case Resolution Using AI”, and d) “Byju's plans fresh round of layoffs under new CEO” & “Hyundai, Georgia Tech sign MOU for future mobility collaboration”.

8. Business Review Sessions were organized for II MBA Section II students on 4th, 11th, 18th and 25th October 2023. During the sessions, discussions were held on the topics: a) “Will India Canada rift cause bad for Indian IT industry” & “Cracking the Marketing Strategy of Reliance”, b) “India to start carbon trading in 2025” & “Tata Motors and M&M brace for a fight in the e-SUV Market”, c) “How AI can transform the FMCG sectors” & “Role of digital technology in empowering small retailers”, and d) “How Chandrayaan 3's Success Catapulted Stock Market Performance: A Comparative Analysis” & “Exploring the Prospects of India's UPI as a Payment System for Emerging Economies”.
9. Dr J Meena Maheswari, Associate Professor, GRGSMS published a book titled, "An Empirical Analysis in Indian Capital Market", ISBN Number - 9 78196 43586, TJPRC Publishers, on 5th October 2023.
10. GRGSMS NIPM Student Chapter 2023 - 24 was inaugurated on 6th October 2023. Mr V Meenakshisundaram, Chairman, NIPM Coimbatore Chapter, and Head, Corporate HR, Lakshmi Ring Travellers Private Ltd, Coimbatore, presided over the event and inaugurated the student chapter. A knowledge-sharing session on the topic "Employee Engagement Strategies and Best Practices", was organized. Mr R Shyam Sundar, Head - HR at Pricol Limited, Coimbatore; Mr Pon Annadurai, Vice-Chairman, NIPM Coimbatore Chapter, and Vice President - HR at CRI Pumps Pvt Ltd, Coimbatore; and Mr K Hariprasad, Deputy General Manager HRBP - ESE & SDDC at Schneider Electric India Pvt. Ltd, Coimbatore were the guest speakers. The Student Ambassadors of GRGSMS NIPM Student chapter are Ms R Vergin & Ms D Sonali from II MBA and Ms A Sri Ranjani & Ms K M Shujitha from I MBA.
11. Dr S Allimuthu, Associate Professor, and Dr G B Sabari Rajan, Associate Professor, and five II MBA students, Ms R Akshaya, Ms G Amitha, Ms Akshaya Shruthi, Ms C Vishrutha and Ms R M Alagumeena, attended “Investor Education and Awareness Initiative Program” organized by Franklin Templeton Mutual Fund, Coimbatore,

on 6th October 2023.

12. Thirty MBA students participated in “An Awareness program on CII Institute of Logistics Certificate Courses” on 10th October 2023. Dr R Prabusankar, Professor, accompanied the students.
13. An industrial visit to Safexpress Pvt Ltd, Coimbatore was organized for the 23 students, as a part of “Essentials of Operations and Supply Chain Management” course on 11th October 2023.
14. Thirteen students participated in “Tiecoons”, a National level Business Meet organized by Jamal Institute of Management, Trichy, on 12th October 2023. Ms J Merllin Mary, Ms J Sumathi, Ms C V Jayamani, Ms S Abirami and Ms J Jackline of II MBA participated in Adzap and won first prize. Ms Madhuri Muralidharan, Ms Y Nivrethi, Ms S K B Sama shree & Ms M Noorus Shifa of I MBA participated in the HR Event and won first prize, Ms A T Harshaya of I MBA won Best Manager award. GRGSMS was awarded the Overall trophy.
15. Dr S Kavitha, Associate Professor, participated in the 16th International Accreditation Conference (Online) organized by SEAA trust on 13th and 14th October 2023.
16. Dr Savitha Nair, Dean, presented the CIIED initiatives and action plan during the Advisory Board meeting of CIIED, held on 13th October 2023.
17. A 16 hour online seminar on “Essential Soft Skills for Success” for the students of CETYS University, Mexico, coordinated by Dr Vandana Madhavkumar, Associate Professor, started from 14th October, 2023. Prof S Balasubramanian, Chief Mentor, handled a session on “Time Management”, and Dr P Sadhasivam, Director, handled a session on “Adaptability to Change” on 14th October 2023. Dr Savitha Nair handled a Session on “Creativity and Innovation” on 28th October 2023.
18. Dr.Ganesh Balasubramaniam, Assistant Professor, TA PAI Manipal, delivered an expert talk on the topic, “Building Resilient Supply Chains in the face of Uncertainty”, on 14th October 2023, through online as a part of “Essentials of Operations and Supply Chain Management” course.
19. As a part of the Community Immersion Programme, II MBA students visited

Navakkarai village on 14th October 2023 and the following activities were conducted by the teams;

20. The Vanam team prepared 701 seed balls, and installed the project display board at the project site.
21. The Resource Recovery team conducted a post-feedback session and collected plastic waste from rural households.
22. The Agriculture team distributed information pamphlets and native seeds to farmers promoting sustainable agricultural practices.
23. The School team conducted training on basic conversation skills for 6 to 9 grade students, mathematical functions for 6 & 7 grade students and computer skills for 8 & 9 grade students.
24. Around 80 students participated in an awareness rally to promote responsible waste management, advocate the use of native seeds in farming, raise awareness about organic farming, emphasize the reduction of fertilizers, highlight the importance of children's education, and encourage the planting of more trees.
25. Dr G Brindha, Assistant Professor, visited Binghamton University, United States from 15th September to 6th October 2023 along with a Faculty team from KCW, to explore potential collaborations in the areas of Student Mobility, Academic Support, and Joint Research.
26. Dr Savitha Nair, Dean, presented a paper titled “Transitioning Towards Circular Economy: The Role of Stakeholders in Sustainable Plastic Waste Management” at the 6th International Conference on “Entrepreneurship for Sustainability and Impact (ESI): Tackling Grand Challenges for a Sustainable Future” organized by Qatar University during 17-19 October 2023. The paper was an outcome of the funded International Joint Research between NTU and GRGSMS on the theme “Value Creation from Waste Plastic: Sustainable Future”.
27. Dr G B Sabari Rajan, Associate Professor, attended online Panel Discussion: Indo-German Higher Education Cooperation: Guidelines for Student Exchange, Dual/Double and Joint Degree Programme, organized by DAAD, New Delhi, on 17th October 2023.
28. Dr G B Sabari Rajan, Associate Professor, acted as a resource person and

delivered a session, on the topic “Economic Impacts of Climate Change: Exploring the Relationship” and “Climate Change in the Context of United Nations Sustainable Development Goals” at PSG Community Radio, PSG College of Technology, on 18th & 27th October 2023.

29. Dr S Kavitha, Associate Professor, acted as a subject expert for the Faculty Review and Academic Audit conducted on 19th October 2023 to the faculty members of the Management Department of Sree Saraswathi Thyagaraja College Pollachi. She also delivered a session on “Business Analytics for Managers” to the MBA students and a session on “Funding Opportunities and Writing Proposals” for the faculty members of STC, Pollachi, on the same day.
30. Ms P B Saranya, Assistant Professor, presented a paper titled “Examining the relationship between Implied Volatility, Index Returns and Trading Volume in the Indian Stock Market” at the 11th International Conference on “Emerging Trends in Corporate Finance and Financial Markets” organized by SDMIMD, Mysore, during 19th and 20th October, 2023.
31. Three students of II MBA and four students of I MBA, submitted their ideas in CIIED THINK TANK, an ideation platform on 20th October 2023.
32. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled “Analytics for Business Decision Making” organized on 25th October 2023 by Association of Indian Management Schools (AIMS).
33. Ms. Divya Shetty, Co-founder of Infinite Cercle Private Limited, addressed the students on the topic, “How to Develop a Compelling Pitch Deck?” as a part of E Talk held on 25th October 2023.
34. Ms Lakshmepriyaa K C, student of I MBA & District Trainer, Rotaract District Organisation 3201, acted as the resource person for “Inspirus 6.0” organized by Rotaract Club of Coimbatore Institute of Technology and delivered a session on “Etiquette Enclave” on 27th October 2023
35. An Alumna talk by Ms Rubeni Navin (Class of 2013), Trustee, Ruby Matriculation Higher Secondary School, Coimbatore, was held on the topic “Unlocking the Entrepreneur Inside”, on 27th October 2023.
36. Dr P Sadhasivam, Director, and Dr Savitha Nair, Dean, participated in the

Brainstorming Session with Chairperson organized by KCW leadership on 27th October 2023.

37. As a part of the Speaker's Forum (Interest Group), "IDEAS UNBOXED" event was organized on 28th October 2023. "MythBusters" and "Mix and Mingle" contests were conducted.
38. Ms M Pavadharanichitra, Founder@Totally Branding, Admin@shethepeople handled a guest lecture on the topic "My life journey as a Digital Marketer", as a part of "Digital Marketing" Course on 30th October 2023.
39. Dr Bertha Martínez - Cisneros, Academic Coordinator, International Logistics, Professor, School of Management and Business, CETYS Universidad, Mexicali Campus, delivered an online guest lecture on the topic "Risk Management in Supply Chains", as a part of the "Essentials of Operations and Supply Chain Management" course held on 31st October 2023.
40. Ms P B Saranya, Assistant Professor, under the guidance of Dr S Allimuthu, Associate Professor, submitted her PhD thesis titled, "Dynamic linkages, asymmetric spillover of return and volatility between the implied volatility index and stock index returns in India", to Bharathiar University on 31st October 2023.
41. As a part of "Banking and Insurance" course, Ms R Alagumeena and Ms S Swetha, published article on the topic, "A study on financial performance of the selected 5 public sector banks" in the International Journal of Research and Analytical Reviews, E-ISSN: 2348-1269, P-ISSN:2349-5138, Volume-10, Issue-4, pg 104-112, October 2023.
42. Ten students of 2021-23 Batch were placed in Corizo, at a package of 6 LPA in October 2023.
43. Dr J Meena Maheswari, Associate Professor, completed a MOOC course titled "Financial Markets", offered by Yale University through Coursera.
44. Dr G Brindha, Assistant Professor, completed a MOOC course titled "What is Data Science?", offered by IBM through Coursera.
45. Dr M Reshma, Assistant Professor, completed a MOOC course titled "Managing Employee Performance" offered by University of Minnesota through Coursera.
46. Dr R Prabusankar, Professor, completed a MOOC course titled "Supply Chain

Management Strategy”, offered by Rutgers, State University of New Jersey and “Brand Management: Aligning Business, Brand, and Behavior”, offered by University of London.

**Inclusions for the month of September 2023**

47. Ms K C Lakshmepriyaa, I MBA & District Trainer, Rotaract District Organisation 3201, acted as the resource person for "Infotsav", organized by Rotaract Club of PSGRKCW on 5th September 2023 and delivered a session on “Resume Building”.
48. Dr G Brindha, Assistant Professor published a paper titled “Impact of Responsible Production on Sustainability” in a UGC Care Listed Journal Sanshodhak, Issue 1, September 2023, ISSN: 2394-5990.