



News and Events for the month of December 2023

1. Ms S Aarthy, Assistant Professor, delivered an Internal Faculty Seminar on “Exploring Entrepreneurship as Career Path and the Impact of Innovation in HEIs as Catalysts” on 1st December 2023.
2. Ten students participated in “TAKSHAK 2023”, an Intercollegiate Competition organized by Karpagam College of Engineering, Coimbatore, on 1st December 2023. Ms A T Harsaya, participated in the Best Manager event and won second prize.
3. Dr P Sadhasivam, Director attended the education panel meeting of the CII, Coimbatore on 4th December 2023.
4. Dr Savitha Nair, Dean, and Dr R Prabusankar, Professor, along with Mr M Premkumar, Chair - TiE U, and Ms Swati Agarwal, Executive Director, TiE Coimbatore, visited the Rural Women Technology Park at Annur on 5th December 2023.
5. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled “Managing Digital Disruption: New Mantra of Business” organized by Association of Indian Management Schools (AIMS) on 6th December 2023.
6. Dr P Sadhasivam, Director, attended the managing committee meeting of the CMA on 8th December 2023.
7. Dr G B Sabari Rajan, Associate Professor, represented KCW in the Higher Education Expo at Kuwait on 8th and 9th December 2023. The event was organized by Indians In Kuwait & Indian Community Schools, Kuwait.
8. As a part of Industry Visit, 30 Students of I MBA visited Repose Mattress Pvt Ltd and 32 Students of I MBA visited Prominence UPvC Windows and Doors Ltd on 8th December 2023. They were accompanied by Ms P B Saranya, Assistant Professor, and Ms S Aarthy, Assistant Professor; and Dr S Allimuthu, Associate Professor and Dr T Jayashree, Associate Professor.

9. Thirty one student members of NIPM Student Chapter visited Walkaroo International Pvt Ltd. on 9th December 2023. They were accompanied by Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor.
10. II MBA - Semester IV classes commenced on 11th December 2023.
11. Personality Development Programme for I MBA Section II students (2023-25) was organized by Vertical Eye, Coimbatore, from 11th to 15th December 2023.
12. Dr Savitha Nair, Dean, presided over the IIC 6.0 Council Meeting held at KCW on 14th December 2023.
13. Dr Savitha Nair, Dean, along with Dr S Ramesh, Dean - Research, participated in the TIDCO - University Research Park meeting organized by Bharathiar University, on 14th December 2023.
14. Dr Savitha Nair, Dean, and Dr R Prabusankar, Professor, participated in the 12th edition of TiEcon Kerala, on 15th and 16th December 2023 at Hotel Le Meridien Kochi. The theme of the event was "Driving the Change - Unlocking Potential", with a focus on Health & Wellness, Agriculture, Education, Assisted Living, and Research & Development verticals.
15. Dr R Initha Rina, Assistant Professor, delivered an Internal Faculty Seminar on "Exploring Cognitive Dissonance among Young Consumers in Online Shopping: Implications for Sustainable Marketing Strategies" on 15th December 2023.
16. Ms R Sreeprabha, Assistant Professor, and Ms P B Saranya, Assistant Professor, presented a case study on the topic "Nurturing Thoughtful Successors For Business Excellence: A Skill Enhancement Approach" organized by Strategic Management Forum 2024, conducted at IIM Trichy, on 18th December 2023.
17. Ms Reema Karnika (Class of 2015), CEO, Sri Sabari Traders, Coimbatore, delivered an Alumna talk on the topic "Work- Life Balance: Finding Harmony and Happiness" on 18th December 2023.
18. Dr R Prabusankar, Professor, presented a paper titled "A Study on Marketing Mix Strategies and Purchasing Behavior of Consumers Towards Durable Goods in Rural Areas" at the 17th Great Lakes NASMEI Marketing Conference held at The Great Lakes Institute of Management, Chennai, on 19th December 2023

19. As a part of Right-Brainer's Interest Group activities, "Neuro Nexus" event was organized for II MBA on 19th December 2023. Cognitive games and Creative activities were conducted.
20. Dr K S Hariharan, Assistant Professor, participated in the openSAP online course on "AI Ethics at SAP (Update Q4 / 2023).
21. Ms R Sreeprabha, Assistant Professor, under the guidance of Dr Vandana Madhavkumar, Associate Professor, presented a paper on the topic "Exploring the Influence of ESG Practices on Job Pursuit Intention of Gen Z job seekers and the mediating role of Corporate Reputation", in 11th International Conference on "HR for Organizational Sustainability", organized by SDMIMD, Mysore, on 21st and 22nd December, 2023.
22. The students' forum "Shreyas" organized Christmas celebration on 22nd December 2023 and Secret Santa event was conducted.
23. Three Students of II MBA, were placed in Antwalk, Bangalore, as Customer Success and Marketing Roles on 23rd December, 2023, with a CTC of 4LPA.
24. Dr R Prabusankar, Professor, delivered an Internal Faculty Seminar on "Consumer Behaviour in The Digital Era: Understanding and Trading the New Age Customers", on 26th December 2023.
25. Semester II classes for I MBA & PGDMFS commenced on 26th December 2023.
26. Mr Raman and Mr Lakshmanan, Founders & Directors of Backyard Creators Private Ltd delivered a E Talk on "Next-Gen Entrepreneurship: Insights and Innovations from Young Entrepreneurs" on 27th December 2023.
27. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Technology and Management Education - Implications for Curricula Management" organized by Association of Indian Management Schools (AIMS) on 27th December 2023.
28. The annual GRGSMS Industry Day 2023 was organized on the theme "Fostering Sustainable Businesses: A Path to Environmental and Economic Prosperity" on 28th December 2023. The programme was inaugurated by Dr S Vaidhyasubramaniam, Vice-Chancellor & TATA Sons Chair Professor of Management, SASTRA Deemed University, Thanjavur. Dr Nandini Rangaswamy,

Chairperson, GRG Institutions, presided over the inauguration. A Hackathon was organized and four student teams with five members each, associated with industry mentors, identified challenges, gathered insights and presented solutions on the theme 'Clean and Green Energy'. Dr Y E Sridhar, Associate Director, Cognizant Technology Solutions, and Dr Savitha Nair, Dean, served as the panel of judges and presided over the hackathon. A Debate was organized on the topic "The Impact of Technology on Sustainable Business Practices: Advantage or Challenge?". Mr Shrikumaravelu Santanakisna, Managing Partner, Tekmak Industrials, presided over the session and six students participated.

29. Dr S Allimuthu, Associate Professor, attended the question paper scrutiny board meeting on 29th December 2023 at Thiagarajar School of Business, Madurai.
30. Ms R Sreeprabha, Assistant Professor, and Ms P B Saranya, Assistant Professor, contributed ideas on the problem statement "Delivering Financial Literacy at Scale" for the CIIED Think Tank - November 2023 and were selected as the top ideators.
31. Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, authored a case study titled "The most uncommon common man" and published it in the UK Case Centre.
32. Dr S Kavitha, Associate Professor, and Ms Sree Remya SR, PhD Research scholar, published an article titled "Examining the influence of promotional techniques, website and app features of online retailers on impulse buying behaviour" in the Journal of Oriental Institute, Vol 72, Issue 3, No 13, 2023.
33. Dr S Kavitha, Associate Professor, and Ms Thennarasi, PhD Research scholar, published an article titled "Improving online brand equity through modern website design: A customer perspective" in Indian Journal of Psychology, Book No 8, 2023.