

## NEWS AND EVENTS FOR THE MONTH OF JANUARY 2024

1. GRG Women Innovation & Startups Excellence (GRG WISE), a four day certification course for women entrepreneurs was held from 3 - 6 January 2024. The programme was conducted by GRGSMS in collaboration with Centre for Innovation, Incubation & Entrepreneurship Development (CIIED), and TiE Coimbatore chapter. Mr M Premkumar, TiE U Chair & Charter Member of TiE Coimbatore delivered the Inaugural address & Ms J Mohanasundari, Managing Director of Sharp Electrodes Private Limited & KayJay Sharp Trendys, Coimbatore, delivered the valedictory address. The Guest Speakers were Dr P Sadhasivam, Director; Dr Savitha Nair, Dean; Ms Ranjana Singhal, Managing Director, Cafe Totaram Pvt Ltd; Mr CA Abisheik Aravindan, Partner GRAD & Company; Mr M Premkumar, Charter Member & Chair, TiE U, TiE Coimbatore; Ms Subhadhra, CEO, PVR Foods; Mr S Shameer, Founder, By The Startups & IT Project Media; Ms Kalaiyarasi Ramachandran, Founder, Raatai Handloom; Mr S Prabhunarain, Director & Head IP Division, Gagnant Groups; Dr A Akilandeshwari, Assistant Professor, Department of Tamil; Dr Radhika Meenakshi Shankar, Founder, Wise Owl Consulting Services. 15 participants attended the programme.
2. Dr P Sadhasivam, Director, attended the Office Bearers meeting of the Coimbatore Management Association on. 2<sup>nd</sup> January 2024.
3. Two Students of II MBA were placed in Frigate.ai, as Business Development and Market Research Trainees on 3rd January 2024, with CTC of Rs 5LPA.
4. As a part of the Technology Interest group event “Technophile 4.0”, Tech Link & Code Crunchers contests were conducted on 3rd January 2024.
5. Dr S Kavitha, Associate Professor, acted as a resource person for the online Faculty Development Programme on “Toolbox: A 7 day FDP on Research Tools”, organized by Happy Valley Business School, Coimbatore, from 3 - 10 January

2024. She delivered a session on “SPSS Playing with Data” on 5th January 2024.
6. Dr R Initha Rina, Assistant Professor; and Ms Archana R Motta, PhD Part Time Research Scholar under the Guidance of Dr S Kavitha, Associate Professor, presented papers titled "Analysing Cognitive Dissonance's Influence on Online Shopping Behaviour Among Young Consumers: Marketing Implications" and “Analysing Consumer Purchase Behaviour in the Context of Mobile Phones: Webrooming Vs. Showrooming”, respectively in MARKCON 2024, the 15th International Conference and Research Consortium in Marketing, conducted by Indus Business Academy (IBA), Bangalore. Ms Archana R Motta won Best Research Paper Award and received a cash prize of Rs.15,000 for her paper.
  7. Dr P Sadhasivam, Director, attended the CII Study Mission meeting through online on 5<sup>th</sup> January 2024.
  8. Two Students of II MBA were placed in Fouvi Technologies as Interns - Digital Marketing on 5th January 2024 with CTC of Rs 4LPA.
  9. A Faculty Development Programme was organized on “Trends in Management Information Systems”, during 8 - 13 January 2024, sponsored by the AICTE ATAL Technical FDP initiative. Dr S Kavitha, Associate Professor, served as the Programme Coordinator alongside Dr Vandana Madhvkumar as the Co-coordinator. Dr P Sadhasivam, Director, inaugurated the programme. Thirty-four participants attended the programme. Over the course of the FDP, which comprised ten sessions, twelve resource persons, comprising both academia and industry experts, including national and international speakers, shared their insights. On January 12, 2024, an industrial visit to Velan Valves India Private Limited, Coimbatore, was organized for the participants. The guest speakers were Dr B Somasundaram, Head Digital Transformation, ElgiEquipments Limited; Dr Raj Ganesh, Chief Marketing Officer, Roots Auto products Private Limited; Dr S Sangheetha, Associate Professor, College of Information Technology, University of Fujairah, UAE; Dr Cheng Jack Kie, Associate Professor, University of Malaysia, Pahang; Dr Sufianhawaldeh, Dean,

University of Fujairah, UAE; Dr Prashant R Nair Associate Professor School of Computing, Amrita Vishwa Vidyapeetham; Dr Latha Parameswaran, Director, Computational Sciences, PSGRKCW; Mr R Saravana Kumar, Former Director, Cognizant Technology Solutions; Dr K V Shriram, Technical Evangelist, Intel Systems; Dr S Kavitha, Associate Professor and Dr Vandana Madhavkumar, Associate Professor. The valedictory address delivered by Ms Thelma Anto, Manager HR, GRG Institutions.

10. Dr G Brindha, Assistant Professor, delivered a session on “Ethics in Research: Navigating the Right Path” at the Department of Business Administration, Sri Krishna College of Arts and Science, in association with Institution Innovation Council on 9th January 2024.
11. Dr G Brindha, Assistant Professor, attended a five-day Online National Level FDP on “Qualitative Data Analysis using VOS viewer & NVIVO” organized by the Department of Management Science, Sri Krishna Arts and Science College, Coimbatore, from 9 - 13, January 2024.
12. As a part of Environment Interest group activities, “EnviroCraft Challenge: Weaving Tomorrow's Green Bags” event was conducted on 10th January 2024.
13. Dr G Brindha, Assistant Professor, attended a webinar titled “Managing Data and Decisions in the Age of AI” organized by the Salesforce, Tableau, on 11th January 2024.
14. Ms Sonali Devarajan of II MBA got placed in Kalvium as Program Manager on 11th January 2024 with a CTC of Rs 7LPA.
15. Dr R Prabusankar, Professor, and Mr Balaji Jagannathan, Research Scholar, presented their paper titled “Familiarizing and Mitigating Ecological, Social, and Governance Risk in Business”, at IIM Bangalore - CCGS International Conference on “The Changing Landscape of Corporate Governance & Sustainability: Walking the Talk”, on 12th and 13th of January 2024.
16. As a part of Pongal celebration, the student forum organized a SirappuPattimandram on the topic “Festivals: Splendor Vs Spending” on 12th January 2024. Dr P Sadhasivam, Director, moderated the session followed by

discussion by the Panelists, Ms P B Saranya, Assistant Professor, Dr M Reshma, Assistant Professor, Ms N Arshitha Fathima, Ms J Sumathi, Ms M Sharon Angelinana, Ms M S Poorvisa, students of II MBA and I MBA respectively.

17. Ms Yogavarshini (Class of 2017), Process Analyst, Renault Technology & Business Centre India Pvt Ltd, Chennai, delivered an Alumna talk on the topic “How Innovative Mindset Drives Organizational Growth?”, on 18th January 2024.
18. Dr R Prabusankar, Professor, along with the Research Scholar Mr Y Prabakar, presented a paper titled “A Study on Factors Determining Consumers' Purchasing Behaviour in Social Media Atmosphere”, in the International Conference on “New Age Marketing”, hosted by Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysuru, on 18 - 19 January 2024.
19. Dr P Sadhasivam, Director, attended the Managing Committee meeting of the Coimbatore Management Association on 20<sup>th</sup> January 2024.
20. Dr R Initha Rina, Assistant Professor, presented a research paper titled “Exploring cognitive dissonance in online shopping: Revealing dynamics among young consumers in the era of marketing transformations”, online in iMarC III, the 3rd International Marketing Conference hosted by the Indian Institute of Management, Shillong, on 30th and 31st, January 2024.
21. Dr G Brindha, Assistant Professor, acted as a Resource Person for a National Level 5-Day Virtual Faculty Development Program on “Harmony in Education”, and delivered an online session on the topic “ICT Tools for Educators: Effective Teaching” organized by HKBK Degree College, Bengaluru on 23rd January 2024.
22. “URJITH”, the Annual Management Meet of GRGSMS was held on 24th January 2024. 483 students (286 physically and 197 online) of 140+ institutions across India including premier institutions like VIT, Amritha, IIFT, Jain University, KIIT, XIME etc participated actively. Dr Nandini Rangaswamy, Chairperson, presided over the Inauguration and Mr Kavin Kumar Kandasami, CEO, ProClima Services Pvt Ltd, was the Chief Guest. Dr N Yesodha Devi, Secretary, offered the felicitations. URJITH 2024 featured the prestigious Chandrakanthi Memorial

Young Business Leader Award, GRG Best Management Team, Digi Peddle, Think HR events for PG students, and The Social Innovators, Frame Fusion for PG and UG students, in physical mode. Business Quiz for PG students and The Creative Duo and Stock War Contest for PG and UG students was conducted in online mode. Eminent industry experts were invited as the judges for the events. Mr Sanjay Kondaas - Founder & Managing Director, Kondaas Automation Pvt Ltd, Coimbatore, was the Chief Guest for the valedictory function. Dr P Meena, Principal, PSGRKCW, delivered the felicitation address. The winners of various contests were awarded. Dr T Jayashree, Associate Professor, coordinated the programme.

23. Dr G Brindha, Assistant Professor, along with Dr S Karpagavalli, Associate Professor & Head, Department of Computer Science, co-ordinated two short term certification courses for MBA and UG students during the visit of Dr Mohammad Khasawneh, Binghamton University, New York, United States. Two short term courses titled “Lean Six Sigma for Managers” and “Healthcare Systems Engineering, Operations Management, and Advanced Data Science & Analytics”, were held on 29th and 30th January 2024 respectively. 30 students attended the programme.
24. Dr Radha Damodaram, Zonal President (WEE), Coimbatore, delivered an E Talk on the topic, “Empower HER: Learning and Networking for Women Entrepreneurs” on 29th January 2024. Dr Damodaram shared impactful insights, fostering an inspiring atmosphere for aspiring women entrepreneurs.
25. Ms Merlin Mary of II MBA got placed in Hyperlaunch, Chennai, as Customer Success Manager on 29th January 2024 with a CTC of Rs 4 LPA.
26. CXO talk by Mr Siddharth Manoharan, Director - Strategy, Pricol Group of Companies, Coimbatore, on the topic “Being Resilient and Embracing Change for Gen Next Leaders”, was held on 30th January 2024.
27. Ms G Ambika of II MBA got placed in Pick your Trail, Chennai, as Management Trainee on 30th January 2024 with a CTC of Rs 4.7LPA



GRG School of Management Studies  
PSGR Krishnammal College for Women



28. Dr M Reshma, Assistant Professor, delivered a half day awareness session on “Voting for First time voters”, for the students of HKBK College Bangalore, on 31st January 2024, on the event of National Voters Day 2024, organized jointly by the IQAC and NSS dept of HKBK College, Bangalore.