

## NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2024

1. Seventeen students participated in “Srijana '24” - A National level intercollegiate meet organized by PSG Institute of Management on 1st and 2nd February 2024. Ms J Subiksha, Ms R Akshaya Suruthi, Ms S Swetha, Ms G Gayathri and Ms C Vishrutha of II MBA were runners in the Moneyball contest; and Ms P Devadharshini, Ms K C Lakshme Priyaa, Ms U Sneka, Ms M S Janani and Ms S Meenu of I MBA were runners in the HR contest.
2. Mr M Ashok Kumar, Virtual Coach and Founder of VLB (Vera Level Business), delivered a guest lecture on "Google Analytics", as a part of the course “Marketing Analytics” on 3rd February 2024.
3. Dr T Jayashree, Associate Professor, delivered an Internal Faculty Seminar on the topic “Analyzing the Psychological Factors Influencing Decision-Making among Equity Investors: A Comprehensive Study on Cognitive Biases in Financial Markets”, on 3rd February 2024.
4. Ms P Anne Mariya Jose, Ms A Pooja and Ms S Swetha were placed in Technoduces, Coimbatore, in the role of Business Development Executive - Intern at a package of 3.6LPA (Post internship) on 5th February 2024.
5. Dr P Sadhasivam, attended the Managing Committee members meeting on 9<sup>th</sup> February 2024.
6. FEB Fiesta 2024, the annual flagship event of GRGSMS, was organized on 8th February 2024 at the PSGRKC Alumni Golden Jubilee Auditorium on the theme “PLANET POSITIVE”. With a focus on promoting entrepreneurship among students, 18 teams comprising 15 students each showcased their business in Feb Fiesta. The event was inaugurated by Dr N Yesodha Devi, Secretary, PSGRKCW. A total turnover of Rs 2,93,000 was achieved by the teams on the day. Dr R Prabusankar, Professor, and Dr S Allimuthu, Associate Professor, coordinated the Programme.

7. FEB Fiesta 2024 - Debriefing session was conducted on Feb 8th, 2024. Mr Nawin Krishna, Serial Entrepreneur, was chief guest for the programme. Student teams presented their business experiences and the teams with highest turnover, most innovative team, and team most relevant to the theme were recognized.
8. Eighteen students participated in "Krish Yukti '24", a Management event organized by Sri Krishna Institutions on 8th February 2024. Ms Y Roshini, Ms R Swetha, Ms S Varshini, and Ms A Sri Ranjini of I MBA were the runners up in the Business plan contest.
9. The first DC meeting of the PhD Full Time Scholar Ms S R Sree Remya, under the guidance of Dr S Kavitha, Associate Professor, was organized on 9th Feb 2024. Dr Uma Maheswari from PSG Institute of Management acted as the Subject Expert.
10. Dr S Kavitha, Associate Professor, and Dr Initha Rina R, Assistant Professor, contributed their ideas on "Foodshare Connect: Bridging Hearts, Reducing Waste" for the CIIED Think Tank - December 2023 and were selected as the top ideators.
11. Seven students participated in "Repowis 2k24", a national level talent fest, organized by Kongu Engineering College on 9th February 2024. Ms S Sowdhanya and Ms K Gowri of II MBA were the runners-up in the Stock War contest
12. Alumnae Homecoming, an annual reunion event, was organized on 10th February 2024. A total of 47 alumni attended the event and Dr Meena, Associate Professor, coordinated the programme. Ms Hemalatha Easwaran (Class of 2009) was recognized as "Best Alumna Entrepreneur"; Ms V Anjana (Class of 2017) was recognized as "Best Alumna Professional"; and Ms Nandhitha Karpagam Ravichandran (Class of 2020) was awarded as "Best Young Alumna".
13. Dr J Meena Maheswari, Associate Professor, published a research paper titled "Stock Analysis based on P/E Ratio - An Empirical Analysis with respect to BSE

- Sensex” in Journal of Research Administration - Society of Research Administrators International (a Scopus Indexed Journal) (ISBN : 1539 - 1590 E-ISSN : 2573-7104) on 12th February 2024.
14. Dr P Sadhasivam, Director, Dr T Jayashree, Associate Professor and Dr M Reshma, Assistant Professor along with the students participated in the Student Management Day 2024, organized by CMA at Sree Saraswathi Thiagaraja College, Pollachi on 12th February 2024. Ms U K Sneha, Ms S Meenu, Ms M S Janani, Ms N Amritha Varshini won Runners-up in Adzap; and Ms K C Lakshmi Priya won Best Manager Award. GRGSMS received the Best Student Chapter Award 2024.
  15. Ms S Akila, AGM - HR and Admin, Messer Cutting Systems India Pvt Ltd, handled a guest lecture session on the topic “Balanced Scorecard”, as a part of the course “Strategic Management” on 13th February 2024.
  16. Dr S Kavitha, Associate Professor, has been appointed as the doctoral committee member for the PhD Full time Scholar, Mr P Chandran, under the guidance of Dr D Kavitha, Associate Professor, PSG Institute of Management, by the Centre for Research, Anna University, Chennai. She attended the first DC Meeting on 14th Feb 2024 at PSG Institute of management.
  17. Ms V Sowmiya, PhD Scholar, under the guidance of Dr Savitha Nair, Dean, had her second Doctoral Committee Meeting on 14th February 2024. Dr G Barani, Associate Professor, Bharathiar University, served as the Subject Expert.
  18. Ms R Prithi, Ms P Bhavanivetha, Ms K Pavithraa attended HR interview for Neeyamo at CUSAT, Kochi, on 14th February 2024.
  19. Dr R Prabusankar, Associate Professor, attended “Between the Lines” programme by TiE Coimbatore in partnership with Upohan & TiE Pune at PSG College of Technology on 15th February 2024.
  20. The first DC meeting of the PhD Full Time Scholar, Ms Adlinda S, under the guidance of Dr G Brindha, Assistant Professor, was held on 15th Feb 2024. Dr

Thulasivelu, Director, RVS Institute of Management Studies and Research, acted as the Subject Expert.

21. Dr Vandana Madhavkumar, Associate Professor, acted as the resource person and handled session on “Case Method of Teaching and Learning” in Five Day Online FDP “Innovative Teaching Pedagogy and Tools in the Digital Era” organized by the Department of Biomedical Engineering, Sri Ramakrishna Engineering College, on 16th February 2024.
22. Dr K S Hariharan, Associate Professor, delivered an Internal Faculty Seminar on the topic, "Efficacy of Transactional Analysis - An Assessment Tool to redefine the Self-concept of Female Students", on 16th February 2024
23. Dr K S Hariharan, Associate Professor, attended Online Faculty Development Programme on "Theory Building, Theory Testing and Theorizing in Management Research", organized by the School of Management Studies, University of Hyderabad, on 16th and 17th February 2024.
24. Dr S Sangheetha, Associate Professor, Faculty of Information Technology, University of Fujairah, has delivered a guest lecture on "Email Scams" on 17th Feb 2024, through online as a part of the I MBA course “Cyber Security”.
25. Ms Ramya Santhosh, Founder and CEO of Sharas Venture LLP, delivered an E Talk on the topic, “Navigating Entrepreneurial Challenges in Social Entrepreneurship”, on 20th February 2024.
26. Dr R Initha Rina, Assistant Professor, was the Resource Person - Marketing Stream, in the Two-Day International Conference on “Business Resilience: A paradigm shift in Industry 5.0” organized jointly by Justice Basheer Ahmed Sayeed College for Women (Autonomous) and Madras Chamber of Commerce and Industry (MCCI), Chennai, on 20th and 21st February 2024; Ms R Sreeprabha, Assistant Professor, under the guidance of Dr Vandana Madhavkumar, Associate Professor, presented a paper in the conference, on the topic, "Navigating the new world of work: the mediating effect of

Corporate Reputation on the relationship between Diversity and Inclusive practices and Job Pursuit Intention".

27. Mr Puneet Krishnan, Former Business Cluster Head, Vodafone Idea Ltd, delivered CXO Talk on the topic "Post-MBA Careers: Expectations Vs Reality" held on 21st February 2024.
28. The students of I MBA (Section 1) attended the Outbound Training Programme organized by Sky High Academy at Nilgiri Biosphere Nature Park (NBNP), Anaikatti from 21st to 24th February 2024. Ms S Aarthy, Assistant Professor, and Dr S Allimuthu, Associate Professor, accompanied the students.
29. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Experiential Learning and Real-World Applications in Management Education", organized on 21st February 2024 by Association of Indian Management Schools (AIMS).
30. Dr S Kavitha, Associate Professor, developed and submitted eContent for the course "Soft Skills III - Computing Skills" for the MBA online degree programme offered by Periyar University Centre for Online and Distance Education (PUCODE) on 22nd February 2024.
31. Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the CMA's National Management Day held at the Residency on 23rd February 2024.
32. The 16-hour online course on 'Leading with Emotional Intelligence' coordinated by Dr Vandana Madhavkumar, Associate Professor, for CETYS University, Mexico started on 24th February 2024. 26 students from Mexico, Armenia and Morocco attended the programme. Dr J Anitha, Executive - Admin, Penguin Engineers handled a session on the topic, "Self-Management, Managing and regulating emotions effectively".
33. Dr S Kavitha, Associate Professor, completed two online courses titled "Google Sheets Advanced" and "Introduction to Robotics Process Automation" offered by SimpliLearn Skillup programme on 24th Feb 2024



34. Dr R Initha Rina, Assistant Professor, and Dr T Jayashree, Associate Professor, presented a research paper titled, "Navigating Cognitive Dissonance: Understanding its Impact on Online Shopping Behavior among Young Consumers" & "Exploring the factors influencing the Adoption and Continuance intention to use FinTech Services: Role of Satisfaction as a mediating effect", respectively in The Silver Jubilee International Conference on "Proliferation of Business and Commerce in the Light of Fintech: Growth, Opportunities and Challenges", organized by Kristu Jayanti College, Bengaluru, in collaboration with EuroMid Academy of Business and Technology, Turkey, on 27th and 28th, February 2024.
35. Dr P Sadhasivam, Director was the Chief Guest of the Science Day celebrations at Anna University, Coimbatore, on 28<sup>th</sup> February 2024.