

NEWS & EVENTS - December 2024

Industrial Visits

- A debriefing session for the Industrial Visits was organized on 2nd December 2024. I MBA students presented their learnings from industrial visits to CIRCOR Flow Technologies, ZF Wind Power, and Walkaroo International.
- The students of I MBA (2024-26 batch) visited Kodesam, Pollachi, as a part of the multidisciplinary course "Environmental Science", on 10th December 2024. Dr Charumathi P, Head of the Department, and Dr R Yamuna, Assistant Professor from the Zoology Department, accompanied the students.
- On 16th December 2024, PGDMFS students went on a field trip to Indian Overseas Bank, Coimbatore as a part of the course, Management of Banking Services.

Global Immersion Programme

- Ms RG Pavithra, II MBA student, attended the Global Immersion Programme on "Digital Transformation" from 9th December to 19th December 2024 at James Cook University, Singapore.

Faculty as a Resource person

- Dr Vihas Vijay acted as a resource person for the 5-day FDP on the topic "Foundations of Research Bibliometric Analysis" organised by Marudhar Kesari Jain College for Women, Vaniyambadi, Tamil Nadu on 4th December 2024.
- Dr S Kavitha, Associate Professor acted as a resource person for the Online ATAL FDP on "Incorporating sustainable development goals in bringing industry ready professionals" organized by Dr SNS Rajalakshmi College of Arts and Science, Coimbatore and delivered

a session on the topic "Digital Tools and Technologies in SDG centric education" on 9th December, 2024.

- Dr S Kavitha, Associate Professor, delivered a session on "What, Why and How of Digital Marketing" to the MBA students as a part of the Global Classroom (GC) Event, organised by the Faculty of Industrial Management (FIM), University Malaysia Pahang Al-Sultan Abdullah (UMPSA) on 18th December 2024.

International Guest Lecture

- Six students of II MBA attended the Virtual Seminars offered by CETYS University, Mexico, on the topics "Digital Creativity: Mastering the Art of Creative Thinking" and "Responsible Competitiveness" between 9th November 2024 and 14th December 2024.

Publications

- Dr Vandana Madhavkumar, Dean IR, Published a paper titled 'Decoding the Future of Human Resource: How Human Resource Analytics Revolutionise the Organisational Landscape' in the International Journal of Industrial Management, Vol 18, No 4, along with Ahmad hafizi Ahmad Giran, Puteri Fadzline muhamad Tamyiez, Muhammad Ashraf Fauri, UMP, Malaysia.
- Dr M Reshma, Assistant Professor, and Dr J Meena Maheshwari, Associate Professor had published a Book Chapter titled "Familism and Risk Aversive Investment Behaviour" in "Management Theory and Practice in the Post-Pandemic World", a book published by Sahrdaya Institute of Management Studies through Excel Publishers, New Delhi.
- Dr J Meena Maheswari, Associate Professor, published a Book Chapter titled "Globalization and Economic Development" in "Redefining Globalization for Sustainable Development: Strategies for a Balanced Future, a book published by Red' Shine Publication (An International Edition) with ISBN: 978-91-41-00127-5.
- Dr M Reshma published a chapter titled "Globalization and Sustainability Empirical Evidences" in the peer-reviewed book titled "Globalization and Sustainable Development: Context, Issues and Frameworks" with ISBN 978-91-41-00126-8.
- Dr G Brindha published a chapter titled "The Influences of Globalisation on Sustainable Consumption" in the peer-reviewed book titled "Redefining Globalisation for Sustainable Development: Strategies for a Balanced Future" with ISBN 978-91-41-00127-5.

- Dr R Prabusankar, Professor at GRGSMS, and Mr J Balaji, Part-Time Ph.D. Research Scholars at GRGSMS published their research paper titled "Sustainable Waste Management: Approaches Towards Sustainability in India" on 10th December 2024 in the Journal of Informatics Education and Research (ABDC-C Category Journal) ISSN: 15264726, Vol. 4, Issue 3 (2024).

Paper Presentations

- Ms R. Sreeprabha, Assistant Professor, participated and presented a case study titled "Messer India to Find its Next CEO" at the Strategic Management Forum Conference organised by IIM Mumbai from 5th to 7th December 2024.
- Ms R Sreeprabha presented her working paper titled A Study on Talent Management Practices on Organizational Performance with special reference to IT companies during the Internal Faculty Seminar on 11th December 2024.
- Dr P B Saranya, Assistant Professor, participated and presented a case study at the 'Ivey Case Conference' organised by IIM Nagpur on the 21st and 22nd of December 2024.
- Dr M Reshma, Assistant Professor and Ms Kalaiyarasi, Research scholar presented a paper titled Skilling Population for Greening Society in Circular Economy in the International Conference on Sustainable Development and Circular Economy: Roadmap for an Inclusive and Equitable World, organized by the Society for Pathways to Sustainability (Paths) in collaboration with Jai Narain Vyas University, Jodhpur, Rajasthan on 23rd and 24th December 2024.
- Ms S R Sree Remya, PhD Full-Time Scholar under the guidance of Dr S Kavitha, Associate Professor has presented a paper titled "Emotional Consumers and Online Impulse Purchase: Analysing Affective Reaction" and Ms R. Sreeprabha, Assistant Professor under the guidance of Dr Vandana Madhavkumar, Dean - IR, KCW, presented a paper titled "The Impact of Talent Management Practices on Organizational Performance in SMEs in Coimbatore: A Study of Key Predictors" at the 18th ISDSI-Global Conference 2024, organised by the Pune Institute of Business Management (PIBM) through online mode on 27th December 2024.
- Dr Divya Lakshmi J, Assistant Professor, presented a paper at an international conference jointly organized by IIMS Pune and Saint Peter's University, USA, on December 27th and 28th December, 2024. The paper was titled "Redefining Smart HRM 4.0: An In-Depth Review of Cutting-Edge 4.0 Technologies Revolutionizing Human Resource Management".

- Dr R Prabusankar, along with his part-time PhD scholars Mr J Balaji, Prabakar Y., and Mr H Prem Kumar from GRGSMS, participated in the 14th International Conference on Sustainable Waste Management-Circular Economy and IPLA Global Forum 2024 held at GITAM School of Business, Visakhapatnam, from 28th November and 1st December 2024. They presented three research papers titled "Approaches towards Sustainability in India: Sustainable Waste Management," "Marketing Challenges and Consumers' Purchasing Behaviour towards Anil Food Products," and "Zero-Transmission Endoscopy: Innovations in Medical Waste Management for Infection Control," showcasing their contributions to sustainability and waste management research.

Guest Lecture

- A guest lecture was organized for the course Financial Reporting and Statement Analysis on 13th December 2024. Mr Ajith Sivadas, a member of the Institute of Cost Accountants and Chartered Accountants of India delivered a session on the topic "Decoding Financial Statements: Advanced Techniques for Auditors in Ensuring Compliance and Transparency".
- A CXO talk was organised on the topic "Preparing for Employability in an Ever-Changing World,' featuring Ms Madhu Sharma, Senior Director - Human Resources at CIRCOR International, on 17th December 2024.
- The ED Cell of GRGSMS organised an insightful E-Talk on 23rd December 2024, titled "Building Sustainable Ventures" by Mr Santosh Duraisamy, Managing partner, Saraswathy Steel Furniture.

Inter-Collegiate Events

Samyukthi 2024, the flagship Industry-Institute Interface Day of GRGSMS took place on 21st December 2024, under the theme "Leadership Reimagined: Building Talent for Business Transformation." The event successfully brought together academia and industry, featuring an inaugural ceremony with addresses by Dr Nandini Rangaswamy, Dr P Sadhasivam, and Chief Guest Mr. Riju Antony and Dr Vandana Madhavkumar. Competitions such as Debate, Hackathon, and Trailblazer showcased students' leadership and problem-solving skills, judged by esteemed industry professionals, including Mr S. Kaushik Sundhar, Mr Pandiyan Dharmaraj, Mr V M Venugopalan, Ms S Akila, and Mr Puneet Krishnan. The event attracted 51 participants from 10 colleges and concluded with a valedictory session presided over by Dr. Ajith Thomas, Dean, GRGSMS. Dr KG Nisha, Industry Relations Coordinator, coordinated the event.

Awards and Recognition

- The case study "Messer India to find its next CEO" authored by Dr P. B. Saranya, Assistant Professor, and Ms R. Sreeprabha, Assistant Professor has been conferred with the "Best Case Study" award at the Strategic Management Forum - 26th Annual Convention organized by IIM Mumbai from 5th to 7th December 2024.

Faculty Timeline

- Dr S Kavitha, Associate Professor acted as a reviewer for the journal IIM Kozhikode Society and Management Review on 2nd December, 2024.
- Dr S Kavitha, Associate Professor, handled a session on Excel Basic Functions and Lookup functions for the MBA students of Periyar University on the 4th and 27th of December 2024, respectively, online.
- Dr. Ajith Thomas, Dean, represented PSGRKCW as a delegate at TiECON 2024 on the 4th and 5th of December 2024 at Grand Hyatt Kochi.
- Dr Vandana Madhavkumar, Dean IR, PSGRKCW, attended the CII Annual Summit on Technology, Intellectual Property, and Industry-Academia Partnerships held in New Delhi on 12th and 13th December 2024.
- Dr Vandana Madhavkumar, Dean IR, PSGRKCW, attended an online CII - HR Panel meeting on 16th December 2024.
- Dr Vandana Madhavkumar, Dean IR, PSGRKCW visited Bradken on 27th December 2024 and discussed possible Academia-Industry Collaboration.
- Dr. Ajith Thomas, Dean, is an Executive Member of the Indian Academy of Management (INDAM), an affiliate of the Academy of Management, USA.
