

1. NEWS & EVENTS – January 2025

Guest Lecture

1. A special guest lecture was organized for MBA Plus students of II MBA on 03rd January 2025. Mr T Kumar, Founder and CEO of Glisten Infotech India LLP, Coimbatore delivered a lecture on the topic "The Power of Envisioning: A Journey from Career to Entrepreneurship".
2. The ED Cell of GRGSMS organized an engaging E-Talk on 7th January 2025 titled "Strategic Leadership in Scaling Startups." Ms Sreepriya Kowshik, Managing Director of Pinaka Innovation Private Limited, shared her insights on the critical role of strategic leadership in driving start-up growth and scalability.
3. A CXO Talk was organised on the topic "ESG - A Drive towards Resource Consciousness and Circularity". The speaker for the session was Ms Sasikala P K S, EHS Head, ZF India Pvt. Ltd, Coimbatore on 20th January 2025.
4. An Alumna talk was delivered by Ms Seemaa Manoharan (Class of 2016). She spoke on the topic, "Career Opportunities in International Organizations" on 29th January 2025.
5. An EBSCO Business Source Elite orientation session was conducted for the I MBA students on 30th January 2025.

Online Course Completion

6. Dr S Kavitha, Associate Professor, has completed an Online Course on "GenAI in Social Media Marketing" authorised by Meta and offered through Coursera on 7th January 2025.
7. Ms R Sreeprabha, Assistant Professor completed an online course titled "Disaster Preparedness" authorized by the University of Pittsburgh and offered through Coursera on 17th January 2025.

Paper Presentation

1. Dr Vihas Vijay, Assistant Professor presented an article named "Sustainability: A 56-Year Review of Management Decision" at the AIMS International Conference on Management conducted by AIMS International and IIM Kozhikode on 3rd January 2025, also the article was published in AIMS International Conference Proceedings with ISBN 978-1-943295-24-1.
2. Dr M Reshma, Assistant Professor presented her working paper titled Factors Affecting Family Business Longevity - A Qualitative Approach on 22nd January 2025.
3. Dr S Kavitha, Associate Professor with her full-time PhD Scholar Ms Sreeremya SR, has presented a paper titled "The Role of AI Promotions and FOMO: Online Planned vs. Impulse Purchases" at the International Marketing Conference on "Bridging the gap between marketing theory & practice: Infusion, Inclusion and Integration" organised by IIM Shillong on 24th January 2025 through online.

Faculty as a resource person

4. Dr S Kavitha, Associate Professor has acted as a resource person for the Faculty Development Programme organized by the Department of Tamil, PSGR Krishnammal College for Women and delivered a session on "AI tools for Educators" on 27th January 2025.
5. Dr S Kavitha, an Associate Professor, conducted an online session on the Overview of MS Access for the MBA students of Periyar University on 30th January 2025.
6. Dr M Reshma, Assistant Professor acted as the judge for the Best Manager competition conducted as part of BRIM 2025, organised by the IBRM department, PSGR Krishnammal College for Women on 31st January 2025.

Publications

7. Dr R. Prabusankar, Professor, and Mr Y. Prabhakar, Part-Time Ph.D. Research Scholar, published their research paper titled "Marketing Challenges and Consumers Purchasing Behaviour Towards Anil Food Products" in European Economic Letters (ABDC-C Category Journal) (ISSN: 2323-5233), Vol. 14, Issue 4 (2024).
8. A SCOPUS-indexed book chapter titled "The Fringe Benefit of Industry 4.0 and Industry 5.0 on the Educational Sector: A Comprehensive Bibliometric Review" was authored by Dr Vihas Vijay and Dr Divya Lakshmi J, Assistant Professors in the book titled "Generative AI for Business Analytics and Strategic Decision Making in Service" Industry DOI: 10.4018/979-8-3693-7026-1.ch014.

Intercollegiate competition

9. URJITH 2025, the Annual Management Meet of GRGSMS, was held on 28th January 2025, with the theme 'The Power of Partnership.' Around 450 (including 100 online participants) students from premier institutions including IIT, Delhi University, Pondicherry University, Christ University, IIFT, and Amity University participated actively. Dr R. Nandini, Chairperson, presided over the Inauguration, with Mr Dinesh P. Thampi. Vice President of TCS Kerala, was the chief guest. Dr N. Yesodha Devi, Secretary, delivered the felicitation. URJITH 2025 included the prestigious Chandrakanthi Memorial Young Business Leader Award, GRG Best Management Team, Brand Bytes, Think HR, The Social Innovators, Frame Fusion, Corporate Walk, and Creative Crew for the PG and UG students in a physical format. The Business Quiz and Stock War were held online. Eminent industry experts judged the events. Mr Mani Narayanan, Managing Director of Messer Cutting Systems, Coimbatore was the chief guest for the valedictory function. Dr P.B. Harathi, Principal of PSGRKC presented the felicitation address. The winners received trophies, certificates, and cash prizes. Dr Divya Lakshmi J, Student Affairs - Coordinator coordinated the program.

10. II MBA students Ms Poorvisa MS, Ms Meenu S, Ms Janani MS, Ms Maria Laura W, and Ms Kanishka R, Participated and won first prize in Ad zap in the Intercollegiate meet Jamboree 25, organised by Kathir institutions, Coimbatore on 30th January 2025.

Faculty Timeline

11. Dr Vandana Madhavkumar, Dean of IR at PSGRKCW, visited Poppy's Knitwear in Tirupur on 7th January 2025, for a consulting assignment.
12. Dr Vandana Madhavkumar, Dean—IR at PSGRKCW, visited ZF Wind Power Coimbatore Ltd on 9th January 2025, to discuss a potential collaboration between the industry and the institute.
13. Dr Nisha K G, Assistant Professor, participated in the international online workshop on "Basic Statistical Analysis and its Interpretation using SPSS" from 11th to 13th January 2025.
14. Dr Ajith K Thomas, Dean, was a session chair in the track Supply Chain Resilience and Innovative Adaptation at the 10th INDAM conference, which was held at the Indian Institute of Foreign Trade Kolkata on 17th January 2025. He was also a peer evaluator and a delegate for this conference, held from 15th to 18th January 2025.
15. The 2nd DC meeting of Ms R Sreeprabha, PhD Scholar of Dr Vandana Madhavkumar, was conducted on 22nd January 2025. Dr N Ramkumar, Associate Professor of PSGIM, was the external DC panel member nominated by Bharathiar University
16. Dr Ajith Thomas, Dean, and Dr R. Prabusankar, Professor, actively participated in the GLOBAL EXPO and Knowledge Summit 2025, held on 24th January 2025, at the CODISSIA Trade Fair Complex.
17. Dr Sadhasivam, Director and Dr S Kavitha presented the proposed MBA - Digital Media and Marketing Communication to the scrutiny team of AICTE. Subsequently, the programme was recommended for approval on 28th January 2025.
18. Dr Nisha K G, Assistant Professor, attended the training session on EBSCOhost and its mobile application on 30th January 2025.



19. Dr. Ajith K Thomas, Dean, was a Track chair at the International Management Perspective Conference (IMPeC 2025) hosted by the Indian Institute of Management Sambalpur - on 31st January 2025.
