

NEWS&EVENTS-February2025

Guest Lecture

1. A CXO Talk on 'Transforming a Family Business into a Professional Enterprise' was organised on 12th February 2025. Mr Sudeesh Damodaran, Joint Managing Director of A1 Chips & Exports India Pvt Ltd, shared valuable insights on professionalising family businesses.
2. The ED Cell of GRGSMS hosted an E-Talk on "Agri-Entrepreneurship in the Digital Age" on 13th February 2025. Mr Kaarthik, CEO of The Coco Brothers, shared insights on leveraging technology in agriculture.
3. An Alumna talk was delivered by Ms Seemaa Manoharan(Class of 2016). She spoke on the topic," Career Opportunities in International Organizations". I MBA, II MBA and PGDMFS students attended the session on 15th February 2025.

Faculty as a Resource person

4. Dr S Kavitha, Associate Professor, delivered an online session on "Innovation and Technology: Transforming Education" in the Faculty Development Programme on "Unleashing the Management Practices for Sustainable Growth" organised by the Department of Management, Kongu Arts and Science College, Perundurai on 5th February 2025

Interest Group Activities

5. The Business Quiz Interest group has organised a Business Quiz on 5th February 2025. Dr Ajith K Thomas, Dean, was the Quiz Master for the same.

Day with Nature

6. On 1st February 2025, II MBA Section A students visited Santhosh Farms, Pollachi, accompanied by Dr S Allimuthu and Section B students visited Aliyar Dam and Arivuthirukovil, Pollachi, accompanied by Dr P B Saranya and Dr Initha Rina.

Internal Faculty Seminar

7. Dr J Meena Maheswari presented her Internal Faculty Seminar (IFS) on "Performance Evaluation of ESG Funds in INDIA" on 3rd February 2025.

Outbound Training

8. The students of I MBA (2024-26 batch) attended the Outbound Training Programme organised by Sky High Academy at Nilgiri Biosphere Nature Park (NBNP), Anaikatti, from 19th to 22nd February for batch 1 and from 26th February to 1st March 2025 for batch 2 respectively. Dr Vihas Vijay, Assistant Professor, Dr G B Sabari Rajan, Associate Professor and Dr J Divya Lakshmi, Assistant Professor, accompanied the students.

Publication

9. Dr R Prabusankar, Professor and Mr H Premkumar, Part-Time Ph.D. Research Scholar published their research paper titled "Influence of Relationship Marketing on Building Long-Term Partnerships in the Surgical Medical Device Industry in South India" in the

Business and Economics Research Journal (ABDC-C Category Journal), ISSN: 13092448, Vol. 13, Issue 7 (2025).

10. Dr S Kavitha, Associate Professor and Ms Sree Remya SR PhD Full-time scholar have published a research article titled "Exploring the 4Ps' Influence on Online Impulse Buying Behaviour and Responsible Buying Behaviour: A SOR Model" in the *Struti Management Review (SMR)*, Vol. XVII, Issue - II, Jul. - Dec. 2024, PP 208-224

11. Dr Nisha K G, Assistant Professor, authored the book *Management of Banking Services*, published by Scientific International Publishing House in 2025 (ISBN: 97893-6674-311-0).

Paper Presentation

12. Dr R Initha Rina, Associate Professor, attended and presented a paper titled 'Analysing Cognitive Dissonance in a Hyper-Dynamic Marketplace: Insights into Young Consumers' Online Shopping Behavior' at the 6th Rajagiri Management Conference (RMC) 2025 Innovate and Adapt: Building Business Resilience in a Dynamic World on 14th and 15th February 2025 at Rajagiri Business School, Kochi, Kerala.

13. Dr G Brindha and Dr M Reshma, Assistant Professors, as a part of their GRG Trust Research, presented papers titled "Sustainable Mental Health Practices in Business Classrooms: Exploring Key Factors and Their Impact on Student Well-Being" and "Factors Affecting Family Business Longevity - A qualitative study with special reference to the business families of Tirupur" at the international conference "Resilience and Progress: Pioneering Transformative Pathways To Sustainability" organised by Kristu Jayanthi College, Bengaluru on 21st and 22nd February 2025.

14. Dr G Brindha, Assistant Professor and Ms S Adlinda, Research Scholar, presented a paper titled "The Role of Psychological Factors in Shaping Sustainable Consumption

Behaviour: A Theory of Planned Behaviour Approach" at the international conference "Resilience and Progress: Pioneering Transformative Pathways to Sustainability" organised by Kristu Jayanthi College, Bengaluru on 21st and 22nd February 2025.

15. Dr R Prabusankar, Professor and Dr R Initha Rina, Associate Professor, presented a paper titled "Navigating Sustainability: Social Capital Formation Among Organic Product Promoters" at the International Conference on Contemporary Research in Management and Technology (CRMT 2025) on the 27th and 28th February 2025, conducted by PSG Institute of Management in association with PSG-CARE, Coimbatore.

Student's Timeline

16. Feb Fiesta 2025, held on 7th February 2025, was a vibrant entrepreneurial event where 19 student-led teams showcased their business skills by selling Geographical Indication (GI) tag-based products. The event emphasised cultural heritage and sustainability, fostering creativity and teamwork. Inaugurated by Dr G Kalaichelvan, Director (Campus Operations & Academic Development, PSGRKCW), the marketplace featured diverse stalls offering handmade crafts, apparel, home decor, and regional delicacies. The event recorded ₹3,65,363 in total sales, reflecting its success in promoting entrepreneurial learning and practical business experience. The event was coordinated by Dr R Prabusankar, Professor and successfully strategised by Dr Ajith K Thomas, Dean.

17. The debriefing session for Feb Fiesta 2025 was held on 10th February 2025 and evaluated by Mr Karthikeyan Jawahar, Director, Karma Innovations; Mr Premkumar M, Charter Member, TiE Coimbatore; and Dr Vandana Madhav Kumar, Dean, IR, PSGRKCW. The session recognised outstanding team performances, with Threads of Elegance securing the Highest Turnover Award, Ink & Impressions being honoured as the Most Innovative Team, Timeless Wonders receiving recognition for the Most

Relevant Theme, and Bag Boutique winning the Best Stall Award. The event was coordinated by Dr R Prabusankar, Professor.

18. Ms Akshaya U J, and Ms Farha Mohamad Mustafa of I MBA won 3rd place in Business Quiz at PPG Business School on 14th February 2025.

19. Ms Muthulakshmi P L and Ms Shreenithi C R (I MBA) participated and showcased their Next-Gen Vehicle Safety System at Startup Mela 7.0, held at JIM Trichy on 14th and 15th February 2025.

20. Our Students participated in the Student Management Day organised by Jansons Business School and Coimbatore Management Association and won HR Synergy: Ms Madhurasangavi M, Ms Radhika, and Ms Sreya M (2nd place) Business Quiz: Ms Harshavardini T, Ms Ishwarya Balan S, and Ms Sahana G (2nd place) on 15th February 2025.

21. Ms Ritiha JV, Ms Nithya Sri S, and Ms Mayukha Deivam A S won second prize at the Ideation event organized by GRD Academy of Management on 19th February 2025.

22. Ms Harshitha SS, Ms Priyadharshini M, and Ms Pranitha R won second prize at the HR Labyrinth organized by Sri Ramakrishna College of Arts and Science on 19th February 2025.

23. Ms R G Pavithra, Ms Nandhini J, and Ms Dharshini N of II MBA participated in the “As I Evolve” program organised by the Rotary Club of Coimbatore on 20th February 2025.

24. Two student teams from I MBA, Ms Ritiha JV, Ms Pranitha R, Ms Muthulakshmi and Ms Sreenithi, made their presentation in the CII Case Master: Solving Business Puzzles competition on 14th February 2025. Ms Ritiha JV and Ms Pranitha R were shortlisted,

and they presented their case during the HR NXT Conclave organised by CII on 20th February 2025 at Hotel Residency Towers, Coimbatore.

25. Our students participated and won in the following events HR Hunter: Harshitha S S, Priyadharshini M, and Ritiha J V (2nd place), Corporate Walk: Akshaya U J, Farha Mohamad Mustafa, and Jordan Ruth Mitra N (1st place) and Business Analytics: Subaharini T R & Suriya Dharsana N C (1st place) at Hindustan College of Arts and Science on 21st February 2025.

26. I MBA students Ms Abinaya A, Ms Monika P, Ms Nivashini R V, Ms Radhika, Ritiha J V and Ms Suba Sree G completed an internship at Walkaroo International Private Limited, Coimbatore, which took place from 3rd January 2025 to 14th February 2025. They did three research projects and presented their research findings to the marketing team on 25th February 2025 and were distributed an internship completion certificate by Mr V. Noushad, Managing Director, and Ms P Sushma, Deputy Manager of Marketing, Walkaroo International Private Limited, Coimbatore.

Faculty Timeline

27. Dr Ajith Thomas, Dean attended Track Chair - International Management Perspective Conference (IMPeC 2025) hosted by the Indian Institute of Management Sambalpur on 1st February 2025.

28. Dr Ajith Thomas, Dean was a member of the recruitment panel - at Thiagarajar College, Madurai on 2nd February 2025.

29. Dr Vandana Madhavkumar, Dean - IR, attended the online meeting of the CII HR & IR Panel on 6th February 2025.

30. Dr Vandana Madhavkumar, Dean - IR, attended the CMA MC Meeting on 7th February 2025.

31. Dr P Sadhasivam, Director, attended an interactive session with Mr B Santhanam, CEO, Asia Pacific & India Region, Saint Gobain & Dr Montek Singh Ahlwalia, Economist & Former Deputy Chairman, Planning Commission India, organised by CII, on 11th February 2025.
32. Ms Archana R Motta, PhD part-time scholar under Dr S Kavitha, Associate Professor, submitted her PhD thesis to Bharathiar University on 14th February 2025.
33. Dr Vandana Madhavkumar, Dean-IR, was one of the external reviewers for the Women in Research Conference research articles hosted by the University of Sharjah, to be held from 20th to 22nd February 2025.
34. A delegation from GRGSMS, comprising faculty members, along with the Director, Deans, and Heads of Departments (HoDs) of BBM and Commerce from KCW (a total of 17 members), visited the Indian School of Business (ISB), Hyderabad, on 21st February 2025 as a part of Premier B-School visit.
35. Dr Nisha KG, Assistant Professor, Attended the Seven-Day National-Level FDP on Data Analysis Using SPSS & AMOS for PhD Research and Scholarly Publishing organised by the Institute for Scholarly Research and Training (ISRT), Chennai, from 22nd to 28th February 2025. The workshop provided hands-on training in SPSS and AMOS.
36. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Dean - IR, attended the CMA National Management Day held on 24th February at The Residency.
37. Dr M Reshma and Dr G Brindha, Assistant Professors led by Dr Ajith K Thomas, Dean organised a National Level Five Days Research FDP titled "Research Ascent 2025 Mastering Research Methodology" between 25th February 2025 and 1st March 2025. Thirty-seven participants from Tamil Nadu, Kerala, Uttar Pradesh, Telangana and Maharashtra attended the sessions through online and offline modes. The sessions were handled by Dr B Sripirabaa, Adjunct Faculty, GRGSMS on the title "Research

Methodology - An Overview" on 25th February 2025; Dr M Reshma, Assistant Professor, GRGSMS on the title "Qualitative Data Analysis with MAXQDA" on 26th February 2025; Dr G Brindha, Assistant Professor, GRGSMS on the title "AI tools for Research" on 26th February 2025; Dr S Kavitha, Associate Professor, GRGSMS on the title "Parametric & Non-Parametric Tests using SPSS" on 27th February 2025; Dr Dharmendra H, Assistant Professor, CHRIST (Deemed to be University), Bangalore, Certified AMOS trainer on the title "Structural Equation Modeling using IBM AMOS" on 28th February 2025; Dr Murugan Pattusamy, Assistant Professor, University of Hyderabad, Hyderabad on the title "Moderation & Mediation Theory and Analysis using Process Macro" on 1st March 2025; Dr Ajay Jose, Associate Professor, School of Business & Management - MBA, CHRIST (Deemed to be University), Bangalore and Dr Ajith K Thomas, Dean, GRGSMS on the title "Publishing in High Impact/ SCOPUS/ABDC Journals" on 1st March 2025.

38. Dr S Kavitha, Associate Professor has completed "Content Marketing Using Generative AI" an online non-credit course authorized by the University of Virginia Darden School offered through Coursera Foundation on 28th February 2025.



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