

NEWS & EVENTS - MARCH 2025

Faculty Timeline

1. Dr R Prabusankar, Professor, and Dr J Meena Maheswari, Associate Professor, participated in RESEARCH ASCENT 2025, a five-day National Faculty Development Programme on Mastering Research Methodology, organised by GRG School of Management Studies from 25th February to 1st March 2025.
2. Dr GB Sabari Rajan, Associate Professor, served as an Academic Auditor for the Investment Management Course at Lead College of Management, Palakkad, on 8th March 2025.
3. Dr S Kavitha, Associate Professor, delivered a session on “Descriptive Analytics” as a part of the Guest Lecture organised by the Department of Management Studies, Coimbatore Institute of Technology, Coimbatore on 14th March 2025.
4. Dr S Kavitha, Associate Professor, acted as an Examiner for the Soft Skills III - Computing Skills course, Online MBA Programme of Periyar University on 19th March 2025.
5. Ms R Sreeprabha, Assistant Professor, part-time Research Scholar, under the guidance of Dr Vandana Madhvkumar, Dean- IR, submitted her synopsis to Bharathiar University, on 19th March 2025.
6. Dr R Prabusankar, Professor, was honoured with the "Outstanding Contributor Award" for 2024-2025 by CIIED during the Valedictory Function of CIIED on 19th March 2025.
7. Dr J Meena Maheswari, Associate Professor, delivered a keynote address at the National Conference on "Modernizing Entrepreneurship: Emerging Trends and Opportunities", organised by the Department of Commerce & Management of Apollo Arts & Science College, Chennai, on 21st March 2025.
8. Dr S Kavitha, Associate Professor and Dr PB Saranya, Assistant Professor, attended the Academic Leadership Program organised by Coimbatore Institute of Technology - Malaviya Mission Teacher Training Centre on the 21st and 22nd March 2025.

9. Dr KG Nisha, Assistant Professor, attended the three-day Online International workshop on “Basic Statistic Analysis and its Interpretation using JAMOVI” from 22nd to 25th March 2025 by the Institute of Statistical Analysis and Research (ISAR), Chennai.
10. Dr Vandana Madhavkumar, Dean – IR and Dr Ajith K Thomas, Dean, visited CIRCOR Flow Technologies on 25th March 2025 to discuss programmes on Customer Intimacy.
11. Dr Vandana Madhavkumar, Dean – IR, attended the 2nd Doctoral Committee (DC) Meeting of the PhD Research Scholar Ms Mukthi, under the guidance of Dr AGV Narayanan, Director at Jansons School of Business, on 27th March 2025.
12. Dr S Kavitha, Associate Professor attended a webinar on "The Evolving Data Privacy Landscape: Compliance, Challenges, and Opportunities" organized by AIMA on 28th March 2025.
13. Dr GB Sabari Rajan, Associate Professor, participated in a one-day workshop on the internationalisation of higher education in India, organised by NITI Aayog at the Indian Institute of Technology Madras on 30th March 2025.
14. Dr R Prabusankar, a Professor, conducted the first PhD Doctoral Committee meeting for his PhD part-time scholars Mr H Prem Kumar, Mr J Balaji, and Mr Y Prabakar on the 20th, 24th and 26th of March 2025, respectively.

Guest Lecture

15. A guest lecture on “The Importance of Supply Chain Management (SCM) in the Manufacturing Industry” was organised on 10th March 2025, for I MBA students as a part of the course Operations Management. Mr. Hariprasath Gunalan, Team Lead – A&D Business, SCM Department at CIRCOR Flow Technologies India Pvt. Ltd, Coimbatore, delivered the session.
16. A CXO talk titled "Harnessing Nature's Potential: The Future of Nature-Based Business" was organised on 12th March 2025. The session was delivered by Dr Santhan Ponnutheerthagiri, Managing Director of Ponsanthan Botanicals Pvt. Ltd, Chennai.
17. An online guest lecture on "Stand Out, Get Hired: Resume and Interview Strategies for Career Success" was organised on 17th March 2025 for I MBA students as a part of the course Soft Skills-II. Dr PG Suraj, Assistant Professor at VIT Business School, VIT University, delivered the session.

18. The ED Cell of GRGSMS hosted an Entrepreneurship Talk on "IP Essentials for Entrepreneurs" on 20th March 2025. Mr S Prabhunarain, Director & Head - IP Division, Gagnant Groups, shared insights on patents, trademarks, copyrights, trade secrets, and key strategies to safeguard innovations, ensuring long-term business success.
19. A Virtual CXO Talk on "A Simple Framework for Success in Life and at Work" will be held on 21st March 2025. The speaker is Ms Nirmala Palaniappan, Business & Product Strategy Advisor and Employee Mentor at I-BACUS-TECH.
20. A special talk was organised for I MBA – MBA Plus students on "Time Management: The 4D Framework – Do, Delegate, Defer, or Delete." The session was conducted by Dr S Subramaniam, Former AGM of Finance and Accounting at L&T Constructions, New Delhi, on 26th March 2025.
21. Dr Renuka Thakore, Founder & CEO of Global Sustainable Futures Network (GSFN) delivered an online guest lecture session on "Climate Action, Carbon Accounting, and ESG: Driving Sustainable Impact" to the I - MBA Students on 26th March 2025.

Industrial Visit

22. I MBA Section 2 students visited Repose Mattress and Prominence uPVC on 4th March 2025.
23. I MBA Section 1 students visited A1 Chips and Seiger Spintech Equipments Private Limited on 11th March 2025.

Internal Faculty Seminar

24. Dr S Kavitha, Associate Professor, delivered her Internal Faculty Seminar (IFS) on "AI-Driven Promotions and Fear of Missing Out (FOMO): A Study on Online Buying Behavior" on 11th March 2025.
25. Dr R Prabusankar, Professor, delivered an Internal Faculty Seminar (IFS) on 14th March 2025, on the topic "Navigating Sustainability: Social Capital Formation among Organic Product Promoters in Tamil Nadu."

Online Course

26. Dr S Kavitha, Associate Professor has completed the online, non-credit Specialization Generative AI in Marketing (with 4 courses - Content Marketing Using Generative AI, Advertising in the Age of Generative AI, Customer Service in the Age of Generative AI and Building Generative AI Capabilities) authorised by University of Virginia Darden School offered through Coursera Foundation on 5th March 2025.
27. Dr M Reshma, Assistant Professor, completed a course titled "Generative AI for Human Resources(HR) Professionals Specialization" offered by IBM through Coursera on 12th March 2025.
28. Dr S Kavitha, Associate Professor has completed "The AI Ladder: A Framework for Deploying AI in your Enterprise" an online non-credit course authorised by IBM and offered through Coursera on 29th March 2025.

Paper presentation

29. Dr R Prabusankar, Professor, and Dr Initha Rina, Associate Professor, presented their research progress on the GRG Trust Project titled "Navigating Sustainability: Social Capital Formation Among Organic Product Promoters in Malaysia and India" during the Half-Yearly Institutional Research Review Meeting on 3rd March 2025.
30. Dr R Initha Rina, Associate Professor and Ms AT Mirudula, PhD Full-Time Scholar, presented a paper titled "Mapping the Research Landscape of Organic Food Consumption: A Systematic Literature Review" at the National Level Conference on Metamorphosis of Modern Management and Research (NC 3MR 2025) organised by the Bannari Amman Institute of Technology, Erode, on 21st March 2025.
31. Dr G Brindha, Assistant Professor and Dr M Reshma, Assistant Professor, as a part of their GRG Trust Research, presented a paper titled "A Structural Equation Model for Predicting Mental Health Status among Higher Education Students: Evidence from Malaysian Business School" at the international conference "Mental Health at Work" organised by Department of Psychology, Kristu Jayanthi College, Bengaluru on 27th and 28th March 2025.

Publications

32. Dr S Kavitha, Associate Professor and Ms LS Monisha, PhD Full-time scholar, published a research article titled "Unlocking Brand Engagement: The Impact of Lakme's Influencer Marketing Strategy on Instagram" in the Journal of Marketing & Social Research, ISSN (Online): 3008-0711, Vol. 2, Issue 2 (Mar-Apr 2025), ABDC indexed - C Category on 20th March 2025.
33. Dr J Meena Maheswari, Associate Professor and Dr M Reshma, Assistant Professor, has published a Chapter titled "Globalization and Sustainability - Empirical Evidence" in the peer-reviewed Edited book entitled "Sustainable Development & Life-long Learning Opportunities for All: "Theory and Practice."
34. Dr J Divya Lakshmi, Assistant Professor, has published a book titled "Future Ready Management Education: Aligning with Corporate Needs and Sustainability" (ISBN: 978-81-984352-1-7).
35. Dr KG Nisha, Assistant Professor, published an article titled "Cybersecurity Risks in Real-Time Stock Market Analytics and Digital Marketing Campaigns," published in the Journal of Informatics Education and Research (JIER), Vol 5, Issue 1, 2025 ISSN: 1526-4726.

Students Timeline

36. I MBA students, Ms SN Ranjini, Ms M Priyadarshini, Ms AS Mayuka, Ms P Swetha, Ms LK Dhranya, and Ms C Shreenithi participated in the GRG Gen Nxt Demo Day - March Edition, organised by GRG Gen Nxt Incubator, on 14th March 2025.
37. I MBA students, Ms CR Shreenithi, Ms M Madhura Sangavi, Ms JV Ritiha, Ms S Dakshatha, Ms A Shalini, and Ms SN Ranjini, participated in the "Value Proposition and Business Modelling Workshop organised by CIIED" on 15th March 2025.
38. I MBA students, Ms R Navanetha, Ms R Harini and Ms CS Shobika, attended and certified for the virtual seminar titled "Time and Stress Management" offered by CETYS University, Mexico, between 1st March 2025 and 22nd March 2025.
39. As I Evolve", a year-long program organised by the Rotary Club of Coimbatore, conducted a Boot Camp on 24th March 2025, at Happy Valley Leadership Training Centre. Ms RG Pavithra, Ms R Nisitha Srilaa, Ms V Krismma, Ms R Keerthana, Ms N Dharshini, and Ms J Nandhini of II MBA participated in the one-day Boot Camp.

40. A debriefing session of the industrial visits to Repose Mattress, Prominance uPVC, A1 Chips and Seiger Spintech Equipments Private Limited was carried out on 27th March 2025.
41. I MBA students Ms SS Harshitha, Ms R Pranitha, Ms M Priyadharshini, and Ms JV Ritiha participated in the Best Management Team and Ms P Swetha, Ms SN Ranjani, Ms R Navanetha, Ms S Sathya participated in Ad zap at the National Level Inter Collegiate meet organised by Sakthi Institute of Information and Management Studies, Pollachi on 28th March 2025 and won first prize.

Inclusion for February 2025

42. Dr Vandana Madhavkumar, Dean-IR, was one of the external reviewers for the research articles of the Women in Research Conference hosted by the University of Sharjah, held from 20th to 22nd February 2025.
43. Dr S Kavitha, Associate Professor, reviewed the research papers for the Diamond Jubilee International Conference on Contemporary Research in Management and Technology (CRMT 2025) held on 27th and 28th February 2025, organised by PSG Institute of Management, PSG College of Technology in association with PSG CARE, Coimbatore.
