

## NEWS & EVENTS - APRIL 2025

### Alumna Connect

1. The Management Alumni Association of GRG Institutions, Coimbatore (MAAGIC) interviewed the Rising Icon Award 2025 nominees on 21<sup>st</sup> April 2025. The interview panel comprised Ms Sindhiya, President, and Dr Theivanayaki, Treasurer of the Association.
2. The Management Alumni Association of GRG Institutions, Coimbatore (MAAGIC) conferred the “Rising Icon 2025” award on Ms P Devadharshini, II MBA (2023 - 2025), during the Shreyas Valediction held on 23<sup>rd</sup> April 2025. Ms R G Pavithra, II MBA (2023 - 2025) was declared the First Runner-up, and Ms Keerthana R, II MBA (2023 - 2025) was recognised as the Second Runner-up. The winner received a cash prize of ₹10,000, along with a certificate and trophy. The runners-up were awarded cash prizes of ₹3,000 and ₹2,000, respectively, along with certificates of recognition.

### Faculty Timeline

3. Dr R Prabusankar, Professor, served as an Expert Panel Member for the Shodh Pravartan Research Grant Project Review and Selection process for the academic year 2024–2025, organised by the Centre for Research at Kristu Jayanti College, Bengaluru, on 5<sup>th</sup> April 2025.
4. Dr K G Nisha, Assistant Professor, participated in a national-level online workshop on navigating journal selection for scholarly publishing. The workshop was organised by the Institute for Scholarly Research and Training, Chennai, on 5<sup>th</sup> April 2025.
5. Dr P Sadhasivam, Director and Dr Ajith K Thomas, Dean were resource persons handled sessions for the senior executives of CIRCOR Flow Technologies Pvt. Ltd., on the topic, “ Customer Intimacy Through Sales Excellence” on 8<sup>th</sup> April 2025.

6. Dr Vandana Madhavkumar, DEAN – IR, delivered a Keynote Address on ‘Leadership, Management and Governance’ at an International Conference, “Indian Knowledge System: Anubhuti’ organised by Vivekananda Global University, Jaipur, on 10<sup>th</sup> April 2025.
7. Dr G B Sabari Rajan, Associate Professor, along with the KCW faculty members, visited Dimapur and Kohima in Nagaland, and Dibrugarh in Assam, to participate in the education fair held on 15<sup>th</sup>, 16<sup>th</sup>, and 19<sup>th</sup> April 2025. The fair aimed to promote the wide array of courses offered by KCW.
8. Dr P Sadhasivam, nominated in the Industry Institution Connect panel of CII, Coimbatore for the year 2025-26.
9. Dr Vandana Madhavkumar, DEAN – IR, was nominated as a member of the CII HR&IR Panel for the year 2025-26 and attended the first meeting on 17<sup>th</sup> April at the CII Office.
10. The second DC meeting of the PhD Research Scholar Monisha LS, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 17<sup>th</sup> April 2025. Dr Sangeetha G, Associate Professor, Amrita Business School, Coimbatore, was the subject expert for the same.
11. Dr S Kavitha, Associate Professor, acted as a resource person for the 5-day FDP on "Scientific Research Methodologies: Approaches for high impact research studies" organised by PSG College of Arts and Science, Coimbatore and delivered a Session on Quantitative Research Methods and Statistical Foundations on 23<sup>rd</sup> April 2025.
12. Dr S Kavitha, Associate Professor, attended an Online Seminar on Focus Group Discussion organised by the Centre for Responsible Management (CRM), FIIB, on 23<sup>rd</sup> April 2025.

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### **Guest Lecture**

13. Mr Jenner Periasamy, Senior Manager – Engineering at CIRCOR Flow Technologies and Certified Financial Planner, delivered a guest lecture session for the course Financial Management on the topic Goal-Based Financial Planning on 4<sup>th</sup> April 2025.
14. Dr Puteri Fadzline Binti Muhamad Tamyaz, Faculty of Industrial Management, Universiti Malaysia Pahang, Al-Sultan Abdullah, delivered an International guest

lecture for the course 'Design Thinking' on the topic "Unlocking Innovation: The Power of Design Thinking" for the I MBA (2024-26) on 7<sup>th</sup> April 2025.

15. Ms S Helena Susan, AGM - Corporate HR, ELGi Equipments Ltd, Coimbatore, delivered a guest lecture session for the course Human Resource Management on the topic "Aligning Performance and Pay - Best Practices" on 24<sup>th</sup> April 2025.

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### Online Course

16. Dr R Initha Rina, Associate Professor, completed an online course titled Launch Your Online Business, authorised by The State University of New York through Coursera Foundation on 1<sup>st</sup> April 2025.
17. Dr R Prabusankar, Professor, completed two online courses titled Digital Product Management: Modern Fundamentals, authorised by the University of Virginia and Logistics Excellence, authorised by Rutgers, The State University of New Jersey, through Coursera Foundation on 14<sup>th</sup> April 2025.
18. Dr K G Nisha, Assistant Professor, completed an online course titled Basics of Cost Accounting: Product Costing authorised by the Technical University of Munich (TUM), through Coursera Foundation, on 15<sup>th</sup> April 2025.
19. Dr J Meena Maheswari, Associate Professor, completed two online courses titled Introduction to Sustainability, authorised by the University of Illinois Urbana-Champaign and AI For Everyone, authorised by DeepLearning.AI through Coursera Foundation, during April 2025.
20. Dr P B Saranya, Assistant Professor, completed two online courses titled Fundamentals of Investing, authorised by SoFi and Future of Payment Technologies, authorised by the University of Michigan through Coursera Foundation, during April 2025.
21. Dr J Divya Lakshmi, Assistant Professor, completed an online course titled Women in Leadership: Inspiring Positive Change, authorised by Case Western Reserve University through Coursera Foundation during April 2025.

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### Publications

22. Dr P Sadhasivam, Director; Dr Savitha Nair, Consultant; Dr Usha Ramanathan, Department of Management, College of Business Administration, University of Sharjah and Nottingham Business School, Nottingham Trent University, UK; Dr S Allimuthu, Associate Professor and Ms R Sreeprabha, Assistant Professor, have published a paper titled "Transitioning Toward a Circular Economy: The Role of Stakeholders in Sustainable Plastic Waste Management – An Empirical Study." The paper has been published in Benchmarking: An International Journal, ISSN: 1463-5771; DOI: 10.1108/BIJ-02-2025-0133 (Scopus-indexed Q1 journal).
23. Dr S Kavitha, Associate Professor and Ms Thennarasi, PhD Part part-time scholar, have published a research article titled "A Study on AI in Digital Marketing: Dynamic Segmentation and Personalised Content Delivery" in the journal "Business Studies", ISSN: 0970-9657, Vol. XLVI, No. 05, January-June 2025.
24. Dr G Brindha, Assistant Professor, has published a Chapter titled "Role of Higher Education in Promoting Sustainable Development" in the peer-reviewed edited book entitled "Sustainable Development & Life-long Learning Opportunities for all: "Theory and Practice."
25. The II MBA students Ms S Abinaya, Ms N Amerta Varshni, Ms J Amirtha Bashini, Ms P V Anuvarshini, Ms A S Arthy, Ms Cecilia Thomas Mwinchumu, Ms D S Sahana, and Ms M Sangamitha published their BRM project as an article titled "A Study on Consumer Awareness on Food Adulteration" in the International Journal of Advances in Management and Economics, ISSN: 2278-3369, Vol. 14, Issue 2, 2025, pp. 11–20.

## Students Timeline

26. The II MBA students Ms Noora Zakir Hussain and Ms KB Saraswathy Rathanaa have received a scholarship of ₹3,00,000 each from the National Scholarship for PG Students offered by UGC on 1<sup>st</sup> April 2025.
27. A Career Counselling Programme for I MBA (2024 - 2026) was conducted on 8<sup>th</sup> and 9<sup>th</sup> April 2025, covering sessions on Digital Marketing, Finance, HR, Advertising, Entrepreneurship, Startups, Data Privacy, Retail, and Banking. The sessions were led by industry experts Mr B T S Shameer, Founder - By the Startup, Coimbatore; Mr S Jagadeesh, TAA – CORPAY India Pvt. Ltd., Chennai, Mr Dominic Savio, Managing Director – Buzzstop, Kochi; Mr J Karthikeyan, Director – Karma Innovations and

solutions, Coimbatore; Mr Hetal Sonpal, CEO – GRG Gen Next Foundation Incubator, Coimbatore; Mr M M Sakigokul, CTO – Cyber Aran, Coimbatore; Ms Vrindha Bhatia, Senior Manager, Reliance Retail, New Delhi; and Mr Kurien Joseph, Senior Manager, Federal Bank, Bangalore.

28. The SHREYAS valediction was held on 23rd April 2025, with Mr Sridhar Suryanarayanan, General Manager – HR, ZF Wind Power Coimbatore Pvt. Ltd., as the Chief Guest. He distributed prizes and certificates to the participants. The Best Outgoing Student award was presented to Ms M S Poorvisa, II MBA (2023–2025) and Ms S Vikashini, PGDMFS (2024–2025), while the Emerging Leader Award was given to Ms T Harshavardini, I MBA (2024–2026).
29. The farewell for the outgoing students was organised by I MBA students, while the II MBA and PGDMFS students arranged a heartfelt thanksgiving to the faculty members on 25<sup>th</sup> April 2025.

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### Inclusions

30. Dr G Brindha, Assistant Professor, was awarded the "Best Faculty Award" for the academic year 2024-25 on 29<sup>th</sup> March, 2025, during the College Day celebrations at KCW.

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