

## NEWS & EVENTS - August 2025

### CXO Talks, E-Talks, Alumna Talks

1. An Alumna talk on the topic, "The Future of Banking in the Digital Age" was organized on 14 August 2025. Ms. Devasena D (Class of 2003), Proprietor- DST Transport & Kongu Meen Santhai was the resource person.
2. An Entrepreneurship Talk on "Driving Sustainable Entrepreneurship in the Green Economy" featuring Ms. Kalaivani N., Managing Director, WIEV Energik Pvt. Ltd., as the resource speaker was held on 25 August 2025.
3. A CXO Talk was organized on 26 August 2025. Ms. Rekha Varma, Head of Engineering at Bosch Engineering and Business Solutions, Coimbatore, addressed on the topic "Leading Through Uncertainty: Navigating Change."

### Faculty Timeline

4. An online workshop on Mutual Funds was organized on 2 August 2025. Ms. S. Chitra, Director, Annamalai Capital Services Pvt. Ltd., Coimbatore, was the Resource person for the Workshop. A total of 49 participants attended the program. Dr Meena Maheswari, Associate Professor coordinated the workshop.
5. Dr S Kavitha, Associate Professor acted as a Resource Person for the Faculty Enhancement Programme (FEP) organized by KCW-TLC on 7 August 2025 and delivered sessions on Technology Integration in higher education - An Overview, Gamification in Education and Collaborative tools in Education.
6. Dr Vandana Madhavkumar, Dean Industry Relations attended the CMA Managing Committee meeting held on 8 August 2025.
7. Dr. Nisha K. G., Assistant Professor was invited as Resource Person for the NAL Conclave Series at Nehru Academy of Law, Palakkad on 8 August 2025. She delivered

- a session on “Money Laundering and Financial Crimes: Legal Provisions under PMLA 2002”.
8. Dr. G. B. Sabari Rajan, Associate Professor, served as the resource person for the Employee Enhancement Program (EEP) organized by M/s. Majestan Realty Asset Management, Coimbatore on 11 August 2025. He delivered a session on the topic “Finance for Non-Finance Executives”.
  9. Dr. G. Brindha, Assistant Professor, served as a Doctoral Committee Member for Ms. Aishwariya on 13 August 2025, at Sri Krishna Arts and Science College, Coimbatore.
  10. Dr Vandana Madhavkumar, Dean Industry Relations visited Srivari Properties as a follow up of the consulting assignment completed earlier on 14 August 2025.
  11. Dr Vandana Madhavkumar visited Bosch Global Software Technologies on 14 August 2025 and gave a presentation to centre head Mr Naved Narayan and the Women in Leadership team to explore possible collaboration.
  12. Dr MM Dhanya, Assistant Professor completed an Online course on "Human Resources Analytics" from the University of California, Irvine through Coursera on 14 August 2025.
  13. Dr J Divya Lakshmi, Assistant professor attended the KCW-TLC FEP Module 12 on Research and Academic Enhancement: Innovation, Action, Enhancement and Funding" scheduled on 18 - 19, August 2025.
  14. Dr S Kavitha, Associate Professor attended an online session on "Build your AI Teaching Toolkit" organized by Harvard Business Publishing on 21 August 2025.
  15. Dr P B Saranya, Assistant Professor participated and presented a paper titled 'Risk Analytics: Examining the Interconnectedness of Stock Indices and their Impact on Indian Stock Market during the Russia Ukraine War' at the National Conference organised by JAIN (Deemed to be University) on 22 and 23 August, 2025. The paper was conferred with 'Best Paper Award'.
  16. Dr MM Dhanya, Assistant Professor, completed an online course on "Preparing to Manage Human Resources" from the University of Minnesota offered through Coursera on 27 August 2025
  17. Dr J Divya Lakshmi, Assistant professor, acted as the reviewer for the journal Information resources management journal.

## Guest Lecture

18. An expert lecture for II MBA students for the course Strategic Management, titled “Unleash the Inner CEO: Ignite Strategic Thinking, Drive Competitive Advantage” was organized on 7 August 2025. The session was delivered by Prof. C. K. Ravish, Adjunct Faculty at the University of Cyberjaya, Malaysia.

## Institute timeline

19. Mr Baggam Seshu Sailendra, Assistant professor joined GRGMS on 4 August 2025.
20. The inauguration of the I MBA and MBA - Digital Media and Marketing Communication 2025-27 batch was held on 18 August 2025. Dr R Nandini, Chairperson of GRG Institutions, inaugurated the event. The orientation programme was conducted from 19 August to 21 August 2025. The external experts Dr. B. Sripirabaa, Consultant handled a session on the topic ‘Mindfulness’, and Dr. R. Krishnamoorthy, on ‘SUPER’ for Super Brain, along with the internal faculty members of GRGSMS.
21. GRGSMS in association with CMA and FICCI FLO Coimbatore, organized “Pioneering Women: Breaking Barriers” on 20 August 2025. Dr. P. Sadhasivam delivered the welcome address, followed by the inaugural by Dr. Nithyanandan Devaraaj, President, CMA and the presidential address by Dr. Aparna Sunku, Chairperson, FICCI FLO Coimbatore, and Fashion & Social Entrepreneur. A distinguished panel featuring Dr. Aparna Sunku; Ms. Megha Asher, COO/Co-Founder, Juicy Chemistry; Ms. Gandhimathi Vinodkumar, Admin Director, Pharmbioz Healthcare Pvt Ltd; and Ms. Swathi Ramesh, VP Projects, Alphacraft Pvt Ltd, moderated by CA Meena Swaminathan, Chartered Accountant and Immediate Past Chairperson, FICCI Ladies Organisation, Coimbatore Chapter, inspired the audience with their experiences and insights. The event concluded with a lively Q&A session and a vote of thanks by Mr. Puneet Krishnan, Secretary, CMA. The program was coordinated by Dr. Vandana Madhav Kumar, Dean-IR and Dr. R. Prabusankar, Professor.

---

---

## Industry Connect

22. Industry Connect Forum was inaugurated on 2 August 2025. The topic for discussion was “Industrial Relations Code, 2020: Perspectives and Implications.” Guest speakers Mr. V. Meenakshisundaram, Head - Corporate HR, Lakshmi Ring Travellers Pvt Ltd, and Mr. P. Gandhimathinathan, Former HR Head, Bradken India Private Limited enriched the discussion with real-world insights. Six student teams made presentation about the topic.

---

---

## Industry Visit

23. Thirty student from II MBA Section 1 visited Messer Cutting on 22 August 2025. The next batch of thirty students from II MBA Section 1, visited Prominance Window Systems on 22 August 2025. Students attended an insightful and interactive session on functional areas, policies, and best practices, followed by a showroom display and a guided production unit tour.
24. II MBA Section 2 students visited SWELECT HHV Solar Photovoltaics Pvt Ltd on 30 August 2025. The visit provided valuable exposure to solar module manufacturing.

---

---

## Research & Publications

25. Dr S Kavitha, Associate Professor and Ms Sree Remya SR Full time PhD research scholar have published a research article titled “Emotional Consumers and Online Impulse Purchase: Analysing Affective Reaction” in the International

- Journal of Environmental Sciences, ISSN: 2229-7359, Vol.11, No.20s, 2025, SCOPUS Indexed.
26. The II DC meeting of Ms Sree Remya SR, Full time PhD Scholar under the guidance of Dr S Kavitha, Associate Professor was conducted on 29 August 2025. Dr Uma Maheswari G, Associate Professor, PSG IM was the subject expert for the same.
27. Dr. R. Initha Rina, Associate Professor & Mirudula A T, PhD Full-Time research scholar published a paper titled “Understanding research dynamics in organic food consumption behaviour: A quantitative study” in IJRDO-Journal of Business Management with ISSN number 2455-6661, Vol. 11, No. 2.
28. Mrs P Revathi, Research Scholar and Dr S Allimuthu, Associate Professor, published a research paper on the topic " Influence of Risk Propensity, Behavioral Biases and Personality Traits on the Investment Attitude of Employees in Coimbatore and Tirupur Districts" in the International Research Journal of Multidisciplinary Science and Technology. Published in July 2025, Volume - 08, Issue - 5
29. Dr Vandana Madhavkumar, Dean Industry Relations published a paper titled ‘Understanding the intersection of Women’s commitments and career advancement in their Corporate Leadership’ in the Journal of Governance and Integrity, Vol 8, No 1 (2025) along with faculty members of Universiti Malaysia Pahang - Anis Shahrulrizal, Puteri Fadzline Muhamad Tamyez, Norbaya Othman and Nur Sofia Nabila Alimin.

---

## Students Timeline

30. Eleven II MBA students successfully participated in the CETYS International Summer Programme (ISP) 2025, held from July 14 to July 25, and were awarded certificates upon completion during August 1<sup>st</sup> week. This programme offered a unique platform for global academic engagement and knowledge sharing through the following specialized tracks: International Trade: Focusing on the North American Region - Pranitha R, Swetha P, and Santhiya K; Leadership and Innovation - Saraswathy A and Vishnupriya; Sustainability and Competitiveness - Ritiha J V, Kiruthiga K, and

Shreenithi C R; and Strategic Management - Farha Mohamad Mustafa, Suriya Dharsana NC, and Ranjani SN.

31. II MBA students Pranitha R, Ritiha J V, Nila S P, Darshini M, Shreenithi, Madhura Sangavi M, Jordan, Abirami K, Radhika, Nithya and I MBA students Oviya V, Evelin Jovita participated in the year-long programme As I Evolve Season 2025-26, launched on 28 August 2025 by Rotary Club of Coimbatore, themed “Build Your Brand, Build Your Career.”

32. GRG Gen Nxt Demo Day - an exclusive event where Pooja Priya Dharshini, Jeyashree, Dakshatha, and Shreenidhi C.R of II MBA explored startup demos, networked with entrepreneurs, and gained expert feedback to enhance their entrepreneurial perspectives on 29 August 2025.

\*\*\*\*\*