



# Impressions

Creative thoughts in action

## A BI-ANNUAL NEWSLETTER

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### From the Editor



Our commitment to holistic education at GRGSMS is shaped by timeless wisdom and the rhythm of global transformation. The Bhagavad Gita inspires us with its profound message that true leadership begins with self-awareness, clarity of purpose, and inner balance. In today's fast-paced world, where achievements often take center stage, the Gita gently reminds us of the power of purposeful action and excellence rooted in self-realisation.

This year, our academic and co-curricular programmes have deepened their focus on values-based leadership, sustainability, and the cultivation of global competence. Our MBA curriculum thoughtfully integrates psychological insight, technological fluency, and a strong foundation in ethics and human values, nurturing professionals who lead with both intellect and empathy.

In parallel, the rise of Artificial Intelligence offers us inspiring parallels. Just as the Gita emphasises thoughtful, value-driven action, AI systems, when developed responsibly, demonstrate how data,

learning, and insight can come together to support informed decisions and impactful outcomes. When used with wisdom and integrity, AI becomes a powerful ally in enhancing human potential, encouraging creativity, collaboration, and continuous learning.

With exciting initiatives in research, experiential learning, and community engagement, GRGSMS continues to empower women to become forward-thinking, compassionate leaders. Our students and faculty have shown remarkable dedication—defending research, securing grants, and making meaningful contributions to academia and beyond.

As you explore this edition of Impressions, we invite you to reflect on the harmony between tradition and innovation. Let us remain grounded in purpose while embracing the transformative tools of our time. In doing so, we rise with resilience - guided by timeless values, inspired by evolving knowledge, and united in our shared pursuit of excellence.

We look forward to your continued feedback and participation in this journey of growth.

**Dr J Divya Lakshmi**  
Coordinator - Student Affairs

### Message from the Director



In 2025, the resurgence of presidentship in the U.S. has brought a new wave of policy shifts in higher education, creating ripples across the Indian education ecosystem, particularly for business schools. Stricter visa norms, increased scrutiny of international student applications, and a renewed "America First" push have made U.S. business schools less accessible and less appealing to Indian aspirants. As a result, many Indian students are now reconsidering plans to pursue MBAs in the U.S., redirecting attention toward domestic and alternative international programs.

This shift is catalyzing a strategic response from Indian business schools. Top institutions such as ISB, IIMs, and emerging private B-schools are seeing increased interest and applications. They are expanding international collaborations, offering global immersion programs, and redesigning curricula to match international standards. At the same time, the demand for globally-oriented faculty and executive education

has surged, as students seek a blend of global exposure and local relevance.

Moreover, the US leadership's protectionist economic policies have cast uncertainty over post-MBA job prospects in the U.S., encouraging Indian students to look for career opportunities in Asia and the Middle East. Overall, U.S. trends in 2025 are accelerating the global positioning and competitiveness of Indian business schools.

As for as the opportunity for Indian Institutions, with increased barriers to U.S. education, Indian institutions have a golden opportunity to step up and retain talent. This means enhancing global competitiveness, infrastructure, and academic standards to fill the void created by the U.S. policy changes. As competition intensifies, only institutions that invest in faculty quality, industry linkages, and innovative pedagogy will survive and thrive. The rest may struggle to remain relevant. Institutions that can effectively blend global exposure with local affordability will emerge as leaders in this new phase.

So yes - survival of the fittest, but also an era of transformation and redefinition for Indian higher education.

**Dr P Sadhasivam**  
Director

## Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective, and recognition of human dignity.

## Mission

We are committed to empowering young women to become successful business leaders and entrepreneurs, and enable these young women to lead their lives with professional will and personal humility, coupled with knowledge, skill and competence.

### Hearty Welcome

**Dr Ajith K Thomas**  
joined as DEAN of GRGSMS  
during the academic  
year 2024 - 2025.



## ◀ Hearty Congratulations ▶

- Dr P Sadhasivam, Director and Dr S Kavitha, Associate Professor, were honoured with the 'Appreciation Award' by Lions International during the Teacher's Day celebration held on 5<sup>th</sup> September 2024.
- Ms K G Nisha, Assistant Professor, successfully defended her dissertation during the Public Viva Voce examination held at Nehru College of Management, Coimbatore on 18<sup>th</sup> September 2024.
- The project proposals titled 'ESG Investing and Financial Sustainability' by Dr J Meena Maheswari and Dr S Allimuthu, Associate Professors, and 'Navigating Sustainability: Social Capital Formation among Organic Product Promoters in Malaysia and India' by Dr R Prabusankar, Professor, and Dr R Initha Rina, Associate Professor, were approved and a sum of Rs. 50,000/- (each project) was sanctioned by GRG TRUST on 19<sup>th</sup> September 2024.
- Mr Vihas Vijay, Assistant Professor, successfully defended his dissertation during the Public Viva Voce examination held at Vellore Institute of Technology, Vellore, on 8<sup>th</sup> October 2024.
- Ms P B Saranya, Assistant Professor, part-time PhD scholar under the guidance of Dr S Allimuthu, Associate Professor, successfully defended her dissertation during the Public Viva Voce examination held on 9<sup>th</sup> October 2024 at PSGR Krishnammal College for Women, Coimbatore.
- Dr J Divya Lakshmi and Dr K G Nisha were awarded doctoral degrees at the convocation held at Bharathiar University on 14<sup>th</sup> October, 2024.
- Dr K G Nisha, Assistant Professor, was honoured with the 'Excellence in Innovation and Research Award' by DMI St John the Baptist University, Malawi, on 2<sup>nd</sup> October 2024.
- The case study 'Messer India to find its next CEO', authored by Dr P B Saranya and Ms R Sreeprabha, Assistant Professors, was conferred with the 'Best Case Study' award at the Strategic Management Forum—26<sup>th</sup> Annual Convention organised by IIM Mumbai from 5<sup>th</sup> to 7<sup>th</sup> December 2024.
- CIIED honoured Dr R Prabusankar, Professor, with the 'Outstanding Contributor Award' for the academic year 2024 - 25 at the Valedictory Function held on 19<sup>th</sup> March 2025.

## ◀ Director's Corner ▶

Dr P Sadhasivam, Director, GRGSMS, participated in the following programmes during the period September 2024 to March 2025:

- Attended the Zonal Council meeting of the CII Coimbatore on 13<sup>th</sup> September 2024.
- Attended the Tamil Nadu State Council Meeting of CII on 5<sup>th</sup> October 2024.
- Organised a roundtable discussion at CII bringing together representatives from industries and institutions in Coimbatore, on 25<sup>th</sup> October 2024.
- Acted as the moderator for the session 'Nurturing Research with Funding Sources and Opportunities' at the National Higher Education Conclave, organised by CII on 15<sup>th</sup> and 16<sup>th</sup> November 2024.
- Inaugurated the short-term certificate course for Women Entrepreneurs offered by GRG Women Innovation & Startup Excellence (GRG WISE) in association with CIIED, TiE Coimbatore, and Startup TN on 28<sup>th</sup> November 2024.
- 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 11<sup>th</sup> February 2025.

## ◀ Institute Timeline ▶

- The Academic Advisory Body Meeting of GRGSMS was held on 2<sup>nd</sup> September 2024 in hybrid mode.



- The Governing Council Meeting of GRGSMS was held on 9<sup>th</sup> September 2024 in hybrid mode.



- Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Dean – IR, attended the National Management Convention of All India Management Association held in New Delhi on 11<sup>th</sup> and 12<sup>th</sup> September 2024.

- As part of the Chandrakanthi Centre for Women Leadership (CCWL) initiatives, the second edition of the 'LEADER TALK' series was held on 11<sup>th</sup> September 2024. Professor Ida Fatimawati bt Adi Badiozaman, Deputy Pro Vice-Chancellor - Research, at the School of Research, Swinburne University of Technology, Sarawak, Malaysia, delivered an insightful session on the theme 'Women & Leadership'.





## Institute Timeline

- Dr P Sadhasivam, Director, Dr S Kavitha, Associate Professor and Ms P B Saranya, Assistant Professor participated and presented about 'MBAPlus' at 'Spread the Spark 2024 - Celebrating Teachers', event organized by CII on 20<sup>th</sup> September 2024.
- The Annual General Body Meeting of the Alumnae Association of GRGSMS was held on 21<sup>st</sup> September 2024.



- An Orientation Programme for the new faculty members was organized 26<sup>th</sup> to 28<sup>th</sup> September 2024.
- As a part of 'Day with Nature', students of I MBA (2024 - 2026) were taken to Arivuthirukovil and Aliyar Dam on 5<sup>th</sup> October 2024.
- An educational tour to Goa and Mangalore was organized from 13<sup>th</sup> to 18<sup>th</sup> October 2024, for 51 students of II MBA. Students visited Hindustan Coca-Cola Beverages Private Limited, Goa on 15<sup>th</sup> October, 2024 and Gurucharan Industries, Mangalore on 17<sup>th</sup> October 2024.



- Dr P Sadhasivam, Director, Dean's Dr Vandana Madhavkumar and Dr Ajith K Thomas, faculty members Dr S Kavitha, Dr G B Sabari Rajan, Dr P B Saranya, Dr Vihav Vijay participated in the National Higher Education Conclave and Edu-Tech Expo organised by CII at the CODISSIA Trade Fair Complex, Coimbatore, on 15<sup>th</sup> and 16<sup>th</sup> November 2024.
- A hands-on training on 'CMIE

Prowess' was organized for the students of I MBA on 18<sup>th</sup> November 2024.

- Dr J Divya Lakshmi, Assistant Professor and Ms R Rathnaa, I MBA (2024 - 2026), participated in the 8<sup>th</sup> SEAA-PEREGRINE International Case Competition 2024, held online on 25<sup>th</sup> November 2024.
- PSGR Krishnammal College for Women signed a Memorandum of Understanding (MoU) with CIRCOR Flow Technologies on 27<sup>th</sup> November 2024, paving the way for collaborative efforts in knowledge exchange, student internships and placements, joint research initiatives, consulting projects, professional development programmes and community outreach programmes.



- The Board of Studies (BoS) meeting of GRGSMS for the even semester was held on 29<sup>th</sup> November 2024 via online mode.
- A short-term certificate course for Women Entrepreneurs was offered under 'GRG Women Innovation & Startup Excellence (GRG WISE)' by GRGSMS and CIED in association with TiE Coimbatore, and Startup TN from 28<sup>th</sup> to 30<sup>th</sup> November 2024. 24 women entrepreneurs participated in the programme.
- Dr Ajith K Thomas, Dean, represented PSGRKCW at TIECON 2024, held on 4<sup>th</sup> and 5<sup>th</sup> of December 2024 at Grand Hyatt Kochi.
- Dr Vandana Madhavkumar, Dean - IR, attended the CII Annual Summit on Technology, Intellectual Property, and Industry-Academia Partnerships held at New Delhi on 12<sup>th</sup> and 13<sup>th</sup> December 2024.
- A five-day Personality Development Programme was conducted for the students of I MBA (2024 - 2026) by Mr K Krishnakumar, Co-founder and Director at Vertical Eye, Conoor. Batch I students attended the

programme from 18<sup>th</sup> to 23<sup>rd</sup> September 2024, and batch II students attended the programme from 11<sup>th</sup> to 15<sup>th</sup> December 2024.



- Samyukthi 2024, the Industry-Institute Interface Day of GRGSMS, took place on 21<sup>st</sup> December 2024, under the theme 'Leadership Reimagined: Building Talent for Business Transformation'. The event commenced with an inaugural address by Mr Riju Antony, Head HR-Retail Operations at Reliance Fashion & Lifestyle, Business and Certified Leadership Coach, Bengaluru, Karnataka. Samyukthi 2024 featured competitions like Debate, Hackathon, and Trailblazer. 51 students from 10 colleges participated and showcased their leadership and problem-solving skills. The competitions were judged by esteemed industry professionals. The event was concluded with a valedictory address.



- Dr Ajith K Thomas, Dean, and Dr R Prabusankar, Professor, actively participated in the GLOBAL EXPO and Knowledge Summit 2025, held on 24<sup>th</sup> January 2025, at the CODISSIA Trade Fair Complex.
- Dr Ajith K Thomas, Dean, became the Executive Member of the Indian Academy of Management (INDAM), an affiliate of the Academy of Management, USA.
- URJITH 2025 - 'Power of Partnership',

## Institute Timeline

the Annual Intercollegiate Management Meet of the GRGSMS, was held on 28<sup>th</sup> January 2025. Around 450 (including 100 online participants) students from 123 institutions, including IIT Madras, Delhi University, Pondicherry University, Christ University, IIFT, and Amity University, participated actively. The programme was inaugurated by Mr Dinesh P Thampi, Vice President of TCS Kerala. URJITH 2025 featured the prestigious Chandrakanthi Memorial Young Business Leader (CMBL) Award, GRG Best Management Team, Brand Bytes, Think HR events for PG students, and The Social Innovators, Frame Fusion, Corporate Walk, and Creative Crew events for PG and UG students in physical mode. The events Business Quiz and Stock War were conducted through online mode. Eminent industry experts judged the events. Mr Mani Narayanan, Managing Director, Messer Cutting Systems, Coimbatore, delivered the valedictory address, prizes were distributed to the winners and runners.



- Dr P Sadhasivam, Director and Dr S Kavitha, Associate Professor presented the proposal to start a new course 'MBA – Digital Media and Marketing Communications' to the scrutiny committee of AICTE. Subsequently, the approval for commencement of the new course during the academic year 2025 -26 was granted by AICTE on 29<sup>th</sup> January 2025.
- An EBSCO Business Source Elite

orientation session was conducted for the I MBA students on 30<sup>th</sup> January 2025.

- As a part of 'Day with Nature', students of II MBA (2023 – 2025) were taken to Santhosh Farms and Aliyar Dam, Pollachi on 1<sup>st</sup> February 2025.
- Feb Fiesta 2025, a vibrant entrepreneurial event, was held on 7<sup>th</sup> February 2025, where 19 student-led teams showcased their business skills by selling Geographical Indication (GI) tag-based products. Dr G Kalaichelvan, Director – COAD, PSGRKCW, inaugurated the event. The marketplace featured diverse stalls offering handcrafted apparels, home decors and regional delicacies. The total sales revenue (₹3,65,363) reflects the success of the event. The event emphasised cultural heritage, sustainability, creativity, teamwork and entrepreneurial spirit among students.



- A debriefing session to discuss the key learnings during Feb Fiesta 2025 was held on 10<sup>th</sup> February 2025. The session was evaluated by Mr Karthikeyan Jawahar, Director, Karma Innovations; Mr M Premkumar, Charter Member, TIE Coimbatore; and Dr Vandana Madhavkumar, Dean - IR, PSGRKCW. The outstanding team performances were recognised, 'Threads of Elegance' securing the 'Highest

Turnover' award, 'Ink & Impressions' being honoured with 'Most Innovative Team' award, 'Timeless Wonders' received the 'Most Relevant Theme' award, and 'Bag Boutique' won the 'Best Stall' award.



- The Director, Dean, and faculty members of GRGSMS, along with the Heads of the Departments of BBA and Commerce from KCW, visited the Indian School of Business (ISB), Hyderabad, on 21<sup>st</sup> February 2025 as part of the premier B-School visit.



- Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Dean - IR, attended the National Management Day organised by CMA on 24<sup>th</sup> February, 2025.
- Outbound Training Programme for the students of I MBA (2024 -2026) was conducted by Sky High Academy at Nilgiri Biosphere Nature Park (NBNP), Anaikatti, from 19<sup>th</sup> to 22<sup>nd</sup> February, and 26<sup>th</sup> February to 1<sup>st</sup> March 2025 for batch 1 & 2 respectively.
- A five-day national level Faculty Development Programme, 'Research Ascent 2025: Mastering Research Methodology', was organized from 25<sup>th</sup> February 2025 and 1<sup>st</sup> March 2025. Thirty-seven participants from Tamil Nadu, Kerala, Uttar Pradesh, Telangana and Maharashtra benefited from the programme.





## Online Courses

- Dr S Kavitha, Associate Professor, has completed an online course (specialisation) titled 'Generative AI in Marketing' authorized by University of Virginia Darden School and 'The AI Ladder: A Framework for Deploying AI in your Enterprise' authorized by IBM offered through Coursera Foundation during March 2025.
- Dr G B Sabari Rajan, Associate Professor, completed 6 online courses titled 'Building AI-Powered Chatbots Without Programming' authorized by IBM, 'Business Implications of AI: Full Course' authorized by EIT Digital, USA, 'SAP Professional Fundamentals' authorized by University Alliances, EMEA, 'Brand Management: Aligning Business, Brand and Behaviour' authorized by the University of London, 'Creating a Portfolio' authorized by the Indian School of Business, 'Understanding Financial Statements: Company Position' authorized by Illinois, USA, 'Understanding the Enterprise Systems Environment' authorized by University Alliances, EMEA North, offered through Coursera Foundation.
- Dr S Allimuthu, Associate Professor, completed an online course titled 'The Future of Payment Technologies,' authorized by University of Michigan offered through Coursera Foundation.
- Ms R Sreeprabha, Assistant Professor, completed an online course titled 'Disaster Preparedness' authorized by the University of Pittsburgh offered through Coursera Foundation.
- Dr M Reshma, Assistant Professor, completed an online course (specialization) titled 'Generative AI for Human Resources (HR)' authorized by IBM offered through Coursera Foundation.
- Dr K G Nisha, Assistant Professor, completed an online course titled 'Valuation for Startups using DCF approach' authorized by Yonsei University offered through Coursera Foundation.

## Faculty Timeline

- Dr Vandana Madhavkumar, Dean – IR, acted as the subject expert for the DC meeting of the PhD Research Scholar Ms Mukthi, under the guidance of Dr AGV Narayanan, Director, Jansons School of Business, Coimbatore on 27<sup>th</sup> March 2025.
- Dr Ajith K Thomas, Dean acted as panel member in the recruitment process at Thiagarajar College of Engineering, Madurai on 2<sup>nd</sup> February 2025.
- Dr S Kavitha, Associate Professor, attended the AIMA YLC virtual session 'Harmonizing Minds: Business Psychology and Spirituality' by Ms Anshul Bafna, Business Psychologist & Spiritual Coach on 27<sup>th</sup> September 2024.
- Dr S Kavitha, Associate Professor, attended a webinar on 'SEO Memorial Service: A Fond Farewell to Things That Don't Matter Anymore' organized by the American Marketing Association on 27<sup>th</sup> September 2024.
- Ms P Thennarasi, a full-time PhD scholar and Dr S Kavitha, Associate Professor won the 'Best Paper Award' in the online track for the paper titled 'A Study on AI in Digital Marketing: Dynamic Segmentation and Personalized Content Delivery' presented at the International Conference on the theme 'Three Pillars of Today's Age: Digitalization, AI and Automation and its impact on Management' organized by Sardar Patel College of Administration and Management, Gujarat in virtual mode on 28<sup>th</sup> September 2024.
- Dr S Kavitha, Associate Professor, attended the Board of Studies meeting of the Department of Business Administration (MBA), Dr SNS Rajalakshmi College of Arts and Science on 3<sup>rd</sup> October 2024.
- Dr S Kavitha, Associate Professor, attended a National Webinar on 'Ratan Tata's Leadership: A Modern Reflection of Bharatiya Wisdom in Management' under the CESS (Centre for Educational and Social Studies) Talk Series on 26<sup>th</sup> October 2024.
- Ms S R Sree Remya, a full-time PhD scholar under the guidance of Dr S Kavitha, Associate Professor, presented a paper titled 'Emotional Consumers and Online Impulse Purchase: Analysing Affective Reaction' and Ms R Sreeprabha, Assistant Professor and part-time research scholar under the guidance of Dr Vandana Madhavkumar, Dean – IR, presented a paper titled 'The Impact of Talent Management Practices on Organizational Performance in SMEs in Coimbatore: A Study of Key Predictors' at the 18th ISDSI-Global Conference 2024, organized by the Pune Institute of Business Management (PIBM) through online mode on 27<sup>th</sup> December 2024.
- Dr S Kavitha, Associate Professor, with her full-time PhD Scholar Ms S R Sreeremya, 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' organized by IIM Shillong on 24<sup>th</sup> January 2025 through online mode.
- Ms Archana R Motta, part-time PhD scholar under the guidance of Dr S Kavitha, Associate Professor, submitted her PhD thesis to Bharathiar University on 14<sup>th</sup> February 2025.
- 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 27<sup>th</sup> and 28<sup>th</sup> February 2025, organised by PSG Institute of Management, PSG



## Faculty Timeline

- College of Technology in association with PSG CARE, Coimbatore.
- Dr S Kavitha, Associate Professor, and Dr P B Saranya, Assistant Professor, attended the Academic Leadership Program organized by the Department of Management Studies, Coimbatore Institute of Technology under the Malaviya Mission Teacher Training Centre on the 21<sup>st</sup> and 22<sup>nd</sup> of March 2025.
- Dr S Kavitha, Associate Professor, attended a webinar on 'The Evolving Data Privacy Landscape: Compliance, Challenges, and Opportunities' organized by AIMA on 28<sup>th</sup> March 2025.
- Dr P B Saranya, Assistant Professor, presented a paper titled 'Do Investors Herd? Examining the Herding Behaviour among Cryptocurrencies at the International Conference on 'Emerging Trends in Corporate Finance and Financial Markets' organized by SDMIMD, Mysuru on 24<sup>th</sup> and 25<sup>th</sup> October 2024.
- Dr J Meena Maheswari, Associate Professor and Dr P B Saranya, Assistant Professor, attended a five-day Faculty Development Programme on 'Time Series Modelling and Applications' organised by Birla Institute of Management Technology, Noida from 26<sup>th</sup> to 30<sup>th</sup> November 2024.
- Dr P B Saranya, Assistant Professor, participated and presented a case study at the 'Ivey Case Conference' organised by IIM Nagpur from 21<sup>st</sup> to 22<sup>nd</sup> of December 2024.
- Dr G B Sabari Rajan, Associate Professor, presented a paper titled 'Sustainable Development Finance: Integrating ESG' in the national seminar held at Vigyaan College of Applied Science, Thiruvananthapuram on 26<sup>th</sup> October 2024.
- Dr G B Sabari Rajan, Associate Professor, presented a paper titled 'Forecasting Stock Price Volatility: A Comprehensive Analysis of Nonlinear Symmetric GARCH Model in the Automobile Sector' in the national seminar held at RVS Institute of Management, Coimbatore, on 8<sup>th</sup> November 2024.
- Dr G B Sabari Rajan, Associate Professor, participated in a one-day workshop on the Challenges of higher education in India, organised by NITI Aayog at IIT Madras on 30<sup>th</sup> March 2025.
- Ms R Sreeprabha, Assistant Professor, attended a Faculty Development Programme on 'Maximizing Research Impacts: Publications and Beyond,' organized by the Internal Quality Assurance Cell and Research Cell of KCW, from 26<sup>th</sup> to 27<sup>th</sup> September 2024.
- Ms R Sreeprabha, Assistant Professor, participated and presented a case study titled 'Messer India to Find its Next CEO' at the Strategic Management Forum Conference organised by IIM Mumbai from 5<sup>th</sup> to 7<sup>th</sup> December 2024.
- Ms R Sreeprabha, Assistant Professor, part-time PhD Scholar, under the guidance of Dr Vandana Madhavkumar, Dean – IR, submitted her synopsis to Bharathiar University on 19<sup>th</sup> March 2025.
- Dr R Initha Rina, Associate Professor, participated 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 organised by Rajagiri Business School, Kochi on 14<sup>th</sup> and 15<sup>th</sup> February 2025 at.
- Dr R Initha Rina, Associate Professor and Ms A T Mridula, full-time PhD 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 Bannari Amman Institute of Technology, Erode, on 21<sup>st</sup> March 2025.
- Dr G Brindha and Dr J Divya Lakshmi, Assistant Professors, attended a webinar titled 'ChatGPT Strategies You Can Implement Today to Enhance Your Class Sessions' organised by Harvard Business Publishing Education on 24<sup>th</sup> September 2024.
- Dr G Brindha, Assistant Professor and Ms S Adlinda, full-time PhD 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 21<sup>st</sup> and 22<sup>nd</sup> February 2025.
- Dr M Reshma, Assistant Professor and Ms Kalaiyarasi, part-time PhD scholar presented a paper titled 'Skilling Population for Greening Society in Circular Economy' at the International Conference on Sustainable Development and Circular Economy: Roadmap for an Inclusive and Equitable World, organized by the Society for Pathways to Sustainability (Paths) in collaboration with Jai Narain Vyas University, Jodhpur, Rajasthan on 23<sup>rd</sup> and 24<sup>th</sup> December 2024.
- Dr G Brindha and Dr M Reshma, Assistant Professors, 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 21<sup>st</sup> and 22<sup>nd</sup> February 2025.
- Dr G Brindha, Assistant Professor and Dr M Reshma, Assistant Professor, 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 27<sup>th</sup> and 28<sup>th</sup> March 2025.



## Faculty Timeline

- Dr J Meena Maheswari, Associate Professor, delivered a keynote address at the National Conference on 'Modernising Entrepreneurship: Emerging Trends and Opportunities', organised by the Department of Commerce & Management, Apollo Arts & Science College, Chennai, on 21<sup>st</sup> March 2025.



- Dr R Prabusankar, Professor, with his part-time PhD scholars Mr J Balaji, Mr Y Prabakar, and Mr H Prem Kumar participated and presented research papers titled 'Approaches Towards Sustainability in India: Sustainable Waste Management', 'Marketing Challenges and Consumers' Purchasing Behaviour Towards Anil Food Products,' and 'Zero-Transmission Endoscopy: Innovations in Medical Waste Management for Infection Control' at the 14<sup>th</sup> International Conference on Sustainable Waste Management-Circular Economy and IPLA Global Forum 2024 held at GITAM School of Business, Visakhapatnam, from 28<sup>th</sup> November to 1<sup>st</sup> December 2024.
- Dr R Prabusankar, Professor, and Dr J Meena Maheswari, Associate

Professor, attended the five-day Faculty Development Programme, 'Research Ascent 2025: Mastering Research Methodology' organised by GRGSMS from 25<sup>th</sup> February to 1<sup>st</sup> March 2025.

- Dr R Prabusankar, Professor, conducted the first DC meeting for his PhD part-time scholars, Mr H Prem Kumar, Mr J Balaji, and Mr V Prabakaran on the 20<sup>th</sup>, 24<sup>th</sup>, and 26<sup>th</sup> of March 2025, respectively.
- Dr J Divya Lakshmi, Assistant Professor, presented a case study titled 'Harmonising Phygital Integration and Sustainability at Ramraj Cotton' at the International Case Conference organised by Dr B H Agalgatti and the International Institute of Management Studies, Pune on 13<sup>th</sup> September 2024.
- Dr J Divya Lakshmi, Assistant Professor, presented a paper titled 'Redefining Smart HRM 4.0: An In-Depth Review of Cutting-Edge 4.0 Technologies Revolutionizing Human Resource Management' at the international conference jointly organized by the International Institute of Management Studies, Pune and Saint Peter's University, USA, on December 27<sup>th</sup> and 28<sup>th</sup> December 2024.

- Mr Vihas Vijay attended a webinar on 'Envisioning a Hybrid Model of Peer Review: Integrating AI with Reviewers, Publishers & Authors' on 24<sup>th</sup> September 2024.
- Dr Vihas Vijay, Assistant Professor presented an article titled 'Sustainability: A 56- Year Review of Management Decision' at the AIMS International Conference on Management conducted by AIMS International and IIM Kozhikode on 3<sup>rd</sup> January 2025.
- Dr K G Nisha, Assistant Professor, attended an international workshop (online) on 'Basic Statistical Analysis and its Interpretation using SPSS' from 11<sup>th</sup> to 13<sup>th</sup> January 2025.
- Dr K G Nisha, 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 22<sup>nd</sup> to 28<sup>th</sup> February 2025.
- Dr K G Nisha, Assistant Professor, attended a three-day International workshop (online) on 'Basic Statistical Analysis and its Interpretation using JAMOV!' from 22<sup>nd</sup> to 25<sup>th</sup> March 2025 by the Institute of Statistical Analysis and Research (ISAR), Chennai.

## Industry Connect

- A CXO Talk by Mr Arumugam Singaram, Managing Director, CIRCOR Flow Technologies, on the topic 'Visionary Leadership and Strategic Thinking' was organised on 24<sup>th</sup> September 2024.
- A CXO Talk by Mr Raja Rajan, Founder of Boston Creative Company, was organised on the topic 'The Future of E-Commerce – Trends and Opportunities', 26<sup>th</sup> November 2024.
- Dr Vandana Madhavkumar, Dean - IR, visited ZF Wind Power Pvt. Ltd. for a knowledge-sharing session on 'ESG in Real Time' on 22<sup>nd</sup> November 2024, organised by the CII HR Panel.
- A CXO Talk by Mr Hari V P Rao, Director of People & Culture (Talent Acquisition), Annalect India, on the topic 'Leading through Change:

Transformative Leadership in Dynamic Business Environments' was organized on 24<sup>th</sup> October 2024.

- II MBA (2023 - 2025) students visited SAFEXPRESS Private Limited for field exposure as a part of the course Logistics and Supply Chain Management.
- A CXO talk by Ms Madhu Sharma, Senior Director - Human Resources at CIRCOR Flow Technologies Pvt. Ltd., on the topic 'Preparing for Employability in an Ever-Changing World', was organised on 17<sup>th</sup> December 2024.
- A CXO Talk by Ms P K S Sasikala, EHS Head, ZF India Private Limited on the topic 'ESG - A Drive towards Resource Consciousness and Circularity' on 20<sup>th</sup> January 2025.



- A CXO Talk by Mr Sudeesh Damodaran, Joint Managing Director of A1 Chips & Exports India Private Limited, was organised on the topic 'Transforming a Family Business into a Professional Enterprise' on 12<sup>th</sup> February 2025.





## Industry Connect

- A CXO talk by Dr Santhan Ponnutheertthagiri, Managing Director of Ponsantham Botanicals Pvt. Ltd., Chennai, titled 'Harnessing Nature's Potential: The Future of Nature-Based Business' was organised on 12<sup>th</sup> March 2025.
- A Virtual CXO Talk by Ms Nirmala Palaniappan, Business & Product Strategy Advisor and Employee Mentor at I-BACUS-TECH, titled 'A Simple Framework for Success in Life and at Work', was held on 21<sup>st</sup> March 2025.



## Guest Lecture

- Mr Janardhan Nanjundan, a Climate Optimist and Conservation Educator from The Nilgiris delivered a special talk on the topic 'Responsibility is not a Choice' for the MBAPlus students on 12<sup>th</sup> September 2024.
- Mr Sakthivel Rajasekar, Director HR, and Mr Amiya Das, Senior Associate HR of India Generation Cognizant (GenC) Program, delivered a guest lecture on the topic 'Training Evaluation: Best Practices' on 13<sup>th</sup> September 2024 as a part of the course Learning and Development.
- Mr M Yoganathan, an Environmentalist and Eco Warrior delivered a special talk on the topic 'Environmental Stewardship: A Collective Responsibility' for the MBAPlus students on 23<sup>rd</sup> September, 2024.
- An interactive session was organised with Mr B Ramachandran, Consultant & Facilitator - Business Excellence, on the topic 'Role of Marketing & Sales Functions; as a part of the course New Product Development on 27<sup>th</sup> September 2024.
- Mr Abinеш Balakrishnan, HR, CIRCOR Flow Technologies, Coimbatore, delivered a guest lecture on the topic 'Pay for Performance: Compensation Plans, Challenges and its Impact on Employee Performance' on 4<sup>th</sup> October 2024 as a part of the course Performance Management Systems.
- Mr V Raj Ganesh, Chief Marketing Officer, Roots Holistic Health and Wellness Centre LLP and Corporate Marketing, Roots Group of Companies delivered a guest lecture on the topic 'Artificial Intelligence in Digital Marketing' on 22<sup>nd</sup> October 2024 as a part of the course Digital Marketing.
- Mr Ajith Sivadas, a member of the Institute of Cost Accountants and Chartered Accountants of India delivered a guest lecture on the topic 'Decoding Financial Statements: Advanced Techniques for Auditors in Ensuring Compliance and Transparency' on 13<sup>th</sup> December 2024, as a part of the course Financial Reporting and Statement Analysis.
- Mr T Kumar, Founder and CEO of Glisten Infotech India LLP, Coimbatore, delivered a special talk on 'The Power of Envisioning : A Journey from Career to Entrepreneurship' for the MBAPlus students on 3<sup>rd</sup> January 2025.
- Mr Hariprasath Gunalan, Team Lead – A&D Business, SCM Department at CIRCOR Flow Technologies India Pvt. Ltd., Coimbatore, delivered a guest lecture on the topic 'The Importance of Supply Chain Management (SCM) in the Manufacturing Industry' on 10<sup>th</sup> March 2025 for I MBA (2024 - 2026) students as a part of the course Operations Management.
- Dr P G Suraj, Assistant Professor at VIT University, Vellore, delivered a guest lecture on the topic 'Stand Out, Get Hired: Resume and Interview Strategies for Career Success' was organised on 17<sup>th</sup> March 2025 for I MBA (2024 - 2026) students as a part of the course Soft Skills II.
- Dr Renuka Thakore, Founder & CEO of Global Sustainable Futures Network (GSFN), delivered a guest lecture on the topic 'Climate Action, Carbon Accounting, and ESG: Driving Sustainable Impact' to the I MBA (2024 - 2026) Students on 26<sup>th</sup> March 2025.
- Dr S Subramaniam, Former AGM of Finance and Accounting at L&T Constructions, New Delhi, delivered a special talk for MBAPlus students of I MBA on 'Time Management: The 4D Framework – Do, Delegate, Defer, or Delete' was conducted on 26<sup>th</sup> March 2025.



## ◀ Faculty as a Resource Person ▶

- Dr Vandana Madhavkumar, Dean - IR, reviewed research articles for the Women in Research Conference organised by the University of Sharjah, United Arab Emirates from 20<sup>th</sup> to 22<sup>nd</sup> February 2025.
- Dr Ajith K Thomas, Dean, acted as a session chair in the 'Supply Chain Resilience and Innovative Adaptation' track at the 10<sup>th</sup> INDAM conference, which was held at the Indian Institute of Foreign Trade, Kolkata on 17<sup>th</sup> January 2025.
- Dr Ajith K Thomas, Dean acted as a track chair at the International Management Perspective Conference (IMPeC 2025) organized by the Indian Institute of Management Sambalpur during 31<sup>st</sup> January and 1<sup>st</sup> February 2025.
- Dr S Kavitha, Associate Professor, acted as an External Auditor for the academic audit held at Rathinam College of Arts and Science on 1<sup>st</sup> October 2024.
- Dr S Kavitha, Associate Professor, served as the subject expert for the second DC meeting of the PhD research scholar Ms Palin Jeromina under the guidance of Dr Preetha James of Bishop Appasamy College of Arts and Science, Coimbatore on 24<sup>th</sup> October 2024.
- Dr S Kavitha, Associate Professor, acted as the subject expert for the DC meeting of the PhD Research Scholar Ms C Shibini, under the guidance of Dr Sunil Vakayil on 26<sup>th</sup> October 2024.
- Dr S Kavitha, Associate Professor handled a session on Computing Skills for the MBA students of Periyar University on 9<sup>th</sup> November 2024.
- Dr S Kavitha, Associate Professor, acted as a reviewer for the Journal 'IIM Kozhikode Society and Management Review' on 2<sup>nd</sup> December 2024.
- Dr S Kavitha, Associate Professor, handled a session on Excel Basic Functions and Lookup Functions for the MBA students of Periyar University on 4<sup>th</sup> and 27<sup>th</sup> of December 2024.
- Dr S Kavitha, Associate Professor was a resource person for the session 'AI tools for Educators' during the FDP organized by the Department of Tamil, PSGR Krishnammal College for

Women\* on 27<sup>th</sup> January 2025.

- Dr S Kavitha, an Associate Professor, handled a session on the 'Overview of MS Access' for the MBA students of Periyar University on 30<sup>th</sup> January 2025.
- Dr S Kavitha, Associate Professor, delivered a session on 'Innovation and Technology: Transforming Education' during the FDP on 'Unleashing the Management Practices for Sustainable Growth' organised by the Department of Management, Kongu Arts and Science College, Perundurai on 5<sup>th</sup> February 2025.
- Dr S Kavitha, Associate Professor, delivered a session on 'Descriptive Analytics' as a part of the Guest Lecture organized by the Department of Management Studies, Coimbatore Institute of Technology, Coimbatore on 14<sup>th</sup> March 2025.



- Dr S Kavitha, Associate Professor, acted as an Examiner for the Soft Skills III – Computing Skills course which is a part of the Online MBA Programme offered by Periyar University, Salem, on 19<sup>th</sup> March 2025.
- Dr G B Sabari Rajan, Associate Professor, delivered the keynote address on 'Sustainable Development Finance' at the Two-Day National Seminar on Redesigning Business & Innovation in a Sustainable Ecosystem, held at Vigyaan College of Applied Science, Thiruvananthapuram, on 25<sup>th</sup> October 2024.
- Dr G B Sabari Rajan, Associate Professor, acted as the Academic Auditor for the course 'Investment Management', at Lead College of Management, Palakkad, on 8<sup>th</sup> March 2025.
- Dr M Reshma, Assistant Professor, delivered a session on 'HR Analytics' for the students of Apollo Arts and Science College on 3<sup>rd</sup> October 2024.

- 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 of PSGR Krishnammal College for Women on 31<sup>st</sup> January 2025.



- Dr G Brindha, Assistant Professor, acted as a subject expert for the DC meeting of Mr M Rajesh, held at Sri Krishna Arts and Science College, Coimbatore, on 27<sup>th</sup> November 2024.
- Dr J Divya Lakshmi, Assistant Professor, acted as a reviewer for the book chapter 'Impact of Generative AI on Business Analytics and Decision-Making In-Service Organizations' for IGI global publications (Scopus Indexed) on 11<sup>th</sup> September 2024.
- Dr J Divya Lakshmi, Assistant Professor, delivered a Special talk on the topic 'Digital Mindfulness: Sustain Smarter and Live Lighter' to the students of BA English Literature PSG College of Arts and Science on 3<sup>rd</sup> March 2025.



- Dr Vihas Vijay, Assistant Professor, acted as a reviewer for an article in the International Journal of Applied Systemic Studies on 27<sup>th</sup> October 2024.
- Dr Vihas Vijay, Assistant Professor, acted as a resource person for the 5-day FDP program on the topic 'Foundations of Research Bibliometric Analysis' organised by Marudhar Kesari Jain College for Women, Vaniyambadi, Tamil Nadu, on 4<sup>th</sup> December 2024.



## ◀ Internal Faculty Seminars ▶

The following Internal faculty seminars were delivered during the period September 2024 to March 2025:

- 6th September 2024: Dr G Brindha, Assistant Professor, - 'Enhancing Customer Experience through AI-Driven Omnichannel Marketing'.
- 25th September 2024 : Ms P B Saranya, Assistant Professor, - 'Do Investors Herd? - Examining the herding behaviour in cryptocurrencies'.
- 21st October 2024: Dr K G Nisha, Assistant Professor, - 'The Impact of Cognitive and Emotional Factors on Financial Decision-Making'.
- 11<sup>th</sup> December 2024 : Ms R Sreeprabha, Assistant Professor, - 'A Study on Talent Management Practices on Organizational Performance with special reference to IT Companies'.
- 22<sup>nd</sup> January 2025: Dr M Reshma, Assistant Professor, - 'Factors affecting Family Business Longevity - A Qualitative Approach'.
- 3<sup>rd</sup> February 2025: Dr J Meena Maheshwari, Associate Professor, - 'Performance Evaluation of ESG Funds in INDIA'.
- 11<sup>th</sup> March 2025 : Dr S Kavitha, Associate Professor, - 'AI-Driven Promotions and Fear of Missing Out (FOMO): A Study on Online Buying Behavior'.
- 14<sup>th</sup> March 2025: Dr R Prabusankar, Professor, - 'Navigating Sustainability: Social Capital Formation among Organic Product Promoters in Tamil Nadu'.

## ◀ Industry Visit ▶

- The students of I MBA (2024-26) visited KoDesam, Pollachi, for a field exposure as part of their multidisciplinary course "Environmental Science" on 10<sup>th</sup> December 2024.
- PGDMFS students visited Indian Overseas Bank, Coimbatore on 16<sup>th</sup> December 2024 for field exposure as a part of the course Management of Banking Services.
- II MBA students visited SAFEXPRESS Private Limited for field exposure as a part of the course Logistics and Supply Chain Management



- Industry visits to ZF Power Coimbatore on 23<sup>rd</sup> October 2024, CIRCOR Flow Technologies Private Limited on 5<sup>th</sup> November 2024 and Walkaroo International Private Limited on 9<sup>th</sup> November 2024 were organised for the students of I MBA (2024 - 2026), and debriefing of the

key learnings was held 2<sup>nd</sup> December 2024.

- Industry visits to Repose Mattress and Prominence UPVC on 4<sup>th</sup> March 2025, A1 Chips and Seiger Spintech Equipments Private Limited on 11<sup>th</sup> March 2025 were organised for the students of I MBA (2024 - 2026), and debriefing of the key learnings was held 27<sup>th</sup> March 2025.



## ◀ Faculty Publications ▶

- Dr Vandana Madhavkumar, Dean - IR, published an article titled 'Decoding the Future of Human Resource: How Human Resource Analytics Revolutionize the Organisational Landscape' in the International Journal of Industrial Management, Vol 18, No 4, along with Mr Ahmad hafizi Ahmad Giran, Mr Puteri Fadzline muhamad Tamyez, Mr Muhammad Ashraf Fauri, UMP, Malaysia.
- Dr S Kavitha, Associate Professor, along with Ms Archana Motta, full time PhD scholar published a research article titled 'Analysing consumer purchase behaviour in the context of mobile phones: Webrooming Vs Showrooming' in the Journal of Informatics Education and Research (ABDC – Category C), Volume 4, No.3 (2024) on 6th October 2024.
- Dr S Kavitha, Associate Professor and Ms S R Sree Remya, full-time PhD Scholar, published an article titled 'Exploring the 4Ps' Influence on Online Impulse Buying Behaviour and Responsible Buying Behaviour: A SOR Model' in the Srusti Management Review (SMR), Vol. XVII, Issue - II, Jul - Dec 2024, PP 208-224.
- Dr S Kavitha, Associate Professor and Ms L S Monisha, full-time PhD 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 (ABDC – Category C), ISSN (Online): 3008-0711, Vol. 2, Issue 2 (Mar-Apr 2025), on 20th March 2025.
- Dr R Initha Rina, Associate Professor published a research paper on 'A Case Study on Integrating Social and Environmental Sustainability Development In the Curriculum through Experiential Learning' in the International Journal of Economic Perspectives (ABDC – Category C), 18(09), 28–32, September 2024.
- Dr G Brindha published a chapter titled 'The Influences of Globalisation on Sustainable Consumption' in the book titled 'Redefining Globalisation for Sustainable Development: Strategies for a Balanced Future', ISBN 978-91-41-00127-5.
- Dr M Reshma, Assistant Professor and Dr J Meena Maheshwari, Associate Professor published a



## Faculty Publications

- chapter titled 'Familism and Risk Aversive Investment Behaviour' in the book 'Management Theory and Practice in the Post-Pandemic World', published by Sahrdaya Institute of Management Studies.
- Dr M Reshma, Assistant Professor, published a chapter titled 'Globalization and Sustainability Empirical Evidence' in a peer-reviewed book titled 'Globalization and Sustainable Development: Context, Issues and Frameworks' (ISBN 978-91-41-00126-8).
  - Dr J Meena Maheswari, Associate Professor, has published a book titled, 'A Handbook on Finance' with LAP LAMBERT Academic Publishing, Germany on 9th September 2024.
  - Dr J Meena Maheshwari, Associate Professor, Dr M Reshma and Dr J Divya Lakshmi Assistant Professors published a paper titled 'Information Technology Sectoral Index Stock Price Prediction Using Artificial Intelligence' in Journal Frontiers in Health Informatics (Scopus indexed), ISSN (Online): 2676- 7104, 2024; Vol 13: Issue 3.
  - Dr J Meena Maheswari, Associate Professor, published a chapter titled 'Globalization and Economic Development' in the book 'Redefining Globalization for Sustainable Development: Strategies for a Balanced Future', published by Red Shine Publication, an international edition, ISBN: 978-91-41-00127-5.
  - Dr R Prabusankar, Professor along with his part-time Ph D scholar Mr J Balaji published a research paper titled 'Sustainable Waste Management: Approaches Towards Sustainability in India' in the Journal of Informatics Education and Research (ABDC – Category C), ISSN: 1526-4726, Vol. 4, Issue 3, December 2024.
  - Dr R Prabusankar, Professor along with his part-time Ph D scholar Mr Y Prabhakar, published a research paper titled 'Marketing Challenges and Consumers Purchasing Behaviour Towards Anil Food Products' in European Economic Letters (ABDC – Category C), ISSN: 2323-5233, Vol. 14, Issue 4 (2024).
  - Dr R Prabusankar, Professor along with his part-time Ph D scholar Mr H Premkumar, published a research paper titled 'Influence of Relationship Marketing on Building Long-Term Partnerships in the Surgical Medical Device Industry in South India' in the journal 'Business and Economics Research' (ABDC - Category C), ISSN: 13092448, Vol. 13, Issue 7 (2025).
  - Dr J Divya Lakshmi, Assistant Professor, has published a book titled, 'Future Ready Management Education: Aligning with Corporate Needs and Sustainability' on January 2025 (ISBN: 978-81-984352-1-7).
  - Dr Vihas Vijay and Dr J Divya Lakshmi, Assistant Professors published a chapter titled 'The Fringe Benefit of Industry 4.0 and Industry 5.0 on the Educational Sector: A Comprehensive Bibliometric Review' in the book 'Generative AI for Business Analytics and Strategic Decision-Making in Service Industry', Scopus Indexed. DOI: 10.4018/979-8-3693-7026-1.ch014.
  - Dr Vihas Vijay, Assistant Professor, published an article titled 'Sustainability: A 56-Year Review of Management Decision' in AIMS International Conference Proceedings (ISBN 978-1-943295-24-1).
  - Dr K G Nisha, Assistant Professor, co-authored a paper titled 'Cross-Functional Integration: Marketing and HR Collaboration to Drive Employee Engagement in Fintech'. The paper was published in CAHIERS MAGELLANES-NS (WoS Indexed).
  - Dr K G Nisha, Assistant Professor, co-authored the book 'Finance and Risk Analytic', published by Scientific International Publishing House in October 2024.
  - Dr K G Nisha, Assistant Professor, has published a book titled 'Management of Banking Services' with Scientific International Publishing House, ISBN: 97893-6674-311-0.
  - Dr K G Nisha, Assistant Professor, published an article titled 'Cybersecurity Risks in Real-Time Stock Market Analytics and Digital Marketing Campaigns' in the Journal of Informatics Education and Research (JIER), Vol. 5, Issue 1, 2025, ISSN: 1526-4726.

## International Affairs

- The GRG-APU Webinar Series titled 'Navigating Ethics and Strategy in Business' was organised during 3<sup>rd</sup> to 6<sup>th</sup> September 2024. The series commenced on 3<sup>rd</sup> September 2024 with sessions on 'Strategic Challenges in Global Logistics and Environmental Ethics' by Mr Kantharow Apparavu and 'Guardians of Integrity: Ethics as the Pillar of Corporate Governance' by Ms Subasiny Krishnan. On 4<sup>th</sup> September 2024, sessions on 'Ethical Dilemma' by Dr Ooi Bee Wah, 'Value Creation through Social Entrepreneurship' by Ms Cynthia Paul and 'Supply Chain Ecosystem: How Digitization Enhances Efficiency, Agility and Customer Focus' by Ms Shailaja Kumar were conducted. On 5<sup>th</sup> September 2024, sessions on 'Strategies and Structure of International Business' by Ms Margaret Subramaniam, 'Women in Fintech Leadership Exploring Challenges and Opportunities' by Dr Meera Eswaran and 'Navigating the Ethical Maze Leadership Decision-Making Under Pressure' by Ms Subasiny Krishnan were delivered. The series concluded on 6<sup>th</sup> September 2024 with a session on 'Impact of Climate Adaptation on Global Supply Chains' by Ms Shailaja Kumar. This webinar series brought together experts from various fields to address ethical issues and strategic decisions that can shape the future of global business.





## International Affairs



- II MBA students Ms J Nandhini, Ms R Sharmila and Ms U K Sneha attended the virtual seminar titled 'PR and Marketing Around the World' offered by CETYS University, Mexico between 7<sup>th</sup> October 2024 and 15<sup>th</sup> October 2024.
- Dr G Brindha, Assistant professor, handled a session on 'Data Ethics: Missing Piece in the Metaverse Puzzle' for UMPSA Malaysia on 5<sup>th</sup> November 2024.
- Dr G B Sabari Rajan, Associate Professor, handled a session on 'Digital Innovation in Corporate

Finance: Leveraging Fintech for Strategic Growth' for Asia Pacific University, Malaysia on 20<sup>th</sup> November 2024.

- Guest lectures were organised with international professors like Dr Bertha Martinez (CETYS University, Mexico) and Dr Alejandra Rosales Soto (CETYS University, Tijuana) on Enterprise Systems and Business Intelligence topics on the 21<sup>st</sup> and 29<sup>th</sup> of November 2024.



- Six students of II MBA attended the Virtual Seminars offered by CETYS University, Mexico, on the topics 'Digital Creativity: Mastering the Art of Creative Thinking' and 'Responsible Competitiveness' between 9<sup>th</sup> November 2024 and 14<sup>th</sup>

December 2024.

- Ms R G Pavithra, II MBA, participated in the Global Immersion Programme on 'Digital Transformation' at James Cook University, Singapore from 9<sup>th</sup> to 19<sup>th</sup> December 2024.



- Dr S Kavitha, Associate Professor, delivered a session on 'What, Why and How of Digital Marketing' to the MBA students as a part of the Global Classroom (GC) Event, organised by the Faculty of Industrial Management (FIM), University Malaysia Pahang Al-Sultan Abdullah (UMPSA) on 18<sup>th</sup> December 2024.

## Entrepreneurship Development Cell Activities

- Entrepreneurship Awareness Program was organised on 6<sup>th</sup> September 2024 for the students of MBA (2024 - 2026) and PGDMFS (2024 -2025). The event aimed to equip aspiring entrepreneurs with knowledge for launching and developing their ventures. The event had four sessions, 'Entrepreneurship Mindset' by Mrs Deepa Mohanraj, Founder and Director of Kaumaram Prashanthi Academy; 'Funding Options and Government Schemes' by Mr Srinivasan, Founder and Financial & Management Consultant at Idea Guru Solution; 'Business Model Canvas' by Mr Gowtham Krishnamoorthy, Founder and CEO of Nutz Technovation (P) Limited and 'Transforming Idea into Business' by Mr N Vasukumar, Founder and CEO of Vridhi Techno Farms (P) Limited.
- Ms S Meenu, Ms P A Kaviya, Ms V Harunya Devi, Ms R Swetha, Ms S N Ranjani, Ms R Meghanaa, Ms N Jordan Ruth Mitra, Ms C R Shreenithi and Ms S Vikashini, were selected as ED cell Coordinators on 16<sup>th</sup> September 2024.
- Mr Sriram Prasad, Founder of Keerai

Kadai Ventures, delivered a talk on 'Revolutionizing Agriculture Through Technology - The Keerai Kadai Journey' on 10<sup>th</sup> October 2024.



- Mrs Kalaiyarasi Ramachandran, Founder of Raatai Handloom, delivered a talk on 'Empowering Tradition with Innovation: Modernizing the Handloom Industry' on 15<sup>th</sup> November 2024.
- Mr Santosh Duraisamy, Managing Partner, Saraswathy Steel Furniture delivered a talk on 'Building Sustainable Ventures' on 23<sup>rd</sup> December 2024.



- Ms Sreepriya Kowshik, Managing Director of Pinaka Innovation Private Limited delivered a talk on 'Strategic Leadership in Scaling Startups' on 7<sup>th</sup> January 2025.



- Mr Kaarthik, CEO of The Coco Brothers, delivered a talk on 'Agri-Entrepreneurship in the Digital Age' on 13<sup>th</sup> February 2025.
- Mr S Prabhunairan, Director & Head-IP Division, Gagnant Groups, delivered a talk on 'IP Essentials for Entrepreneurs' on 20<sup>th</sup> March 2025.



## Alumnae Connect

- Ms Durgesh Nandhini (Class of 2008 - 09) delivered a talk on the topic 'Digital Minimalism' on 24<sup>th</sup> September 2024.
- Ms S Vidya (Class of 2009) delivered a talk on the topic 'The Staffing Process' on 4<sup>th</sup> October 2024.



- Ms Krithika Sathishkannan (Class of 2010) delivered a talk on the topic

'Why Save Early? The Power of Time and Compound Interest' on 18<sup>th</sup> November 2024.



- Ms Seemaa Manoharan (Class of 2016) delivered a talk on the topic 'Career Opportunities in

International Organizations' on 29<sup>th</sup> January 2025.



- Ms Mayuri Manikandan (Class of 2009) delivered a talk on the topic, 'Empower the Entrepreneur within you', on 15<sup>th</sup> February 2025.

## Students Participation and Achievement

- II MBA Students, Ms R Keerthana, Ms N Dharshini, Ms J Nandhini and Ms Nisitha Srilaa, participated in the 'Anne Frank – A History for Today' exhibition at Yellow Train School organized by the Rotary Club of Coimbatore as part of the year-long 'As I Evolve' program on 12th September 2024.



- Ms R Nisitha Srilaa, II MBA, was declared as the 'winner' of 'As I Evolve' competition organized by the Rotary Club of Coimbatore. on 26th September 2024.



- II MBA students Ms R Keerthana, Ms B Priyanga, Ms N Dharshini, Ms J Nandhini, Ms R G Pavithra, Ms K M Shujithaa, Ms M Sivadharanica, Ms M Sangamitha, Ms V Krismma, and Ms Nisitha Srilaa, attended the session 'As I Evolve' organized by the Rotary Club of Coimbatore on 25th October 2024. Dr Kazevino Aram, President of Shanthi Ashram, Mr Harsh Valeccha, Founder of Gaia Grid and Mr Mohamed Siraj, CEO of

Zaksberg, are the keynote speakers.

- II MBA students Ms M S Poorvisa, Ms S Meenu, Ms M S Janani, Ms W Maria Laura, and Ms R Kanishka of II MBA participated and won first prize in the Ad Zap contest of 'Jamboree 25' organised by Kathir Institutions, Coimbatore on 30th January 2025.
- Ms U J Akshaya, and Ms Farha Mohamad Mustafa of I MBA won 3rd place in Business Quiz contest organised by PPG Business School on 14th February 2025.



- Ms P L Muthulakshmi and Ms C Shreenithi C R of I MBA participated in the 'Startup Mela 7.0' event organised by Jamal Institute of Management, Trichy on 14th and 15th February 2025. Their idea 'The Next-Gen Vehicle Safety System' was showcased at the event.
- I MBA students participated in the Student Management Day organised by Coimbatore Management Association at Jansons School of Business 15th February 2025. Ms M Madhurasangavi, Ms Radhika and Ms M Sreya won second place in the HR Synergy contest. Ms T Harshavardini, Ms S Ishwarya Balan, and Ms G Sahana secured second place in the Business Quiz contest.



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



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



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



## ◀ Students Participation and Achievement ▶



- Two students from I MBA, Ms J V Ritiha, Ms R Pranitha presented a case study during the HR NXT Conclave organised by CII on 20<sup>th</sup> February 2025.
- I MBA students, Ms U J Akshaya, Ms Farha Mohamad Mustafa, and Ms N Jordan Ruth Mitra won 1<sup>st</sup> place in Corporate Walk, Ms S S Harshitha, Ms M Priyadharshini, and Ms J V Ritiha won 2nd place in HR Hunter, and Ms T R Subhaharini & Mr N C Suriya Dharsana won 1<sup>st</sup> place in Business Analytics at Hindustan College of Arts and Science on 21<sup>st</sup> February 2025.



- Ms A Abinaya, Ms P Monika, Ms R V Nivashini, Ms Radhika, Ms J V Ritiha and Ms G Suba Sree of I MBA took up three research projects with Walkaroo International Private Limited, Coimbatore, from 3<sup>rd</sup>

January 2025 to 14<sup>th</sup> February 2025. They presented their research findings to the marketing team on 25<sup>th</sup> February 2025.



- I MBA students, Ms S N Ranjini, Ms M Priyadharshini, Ms A S Mayukha Deivam, Ms P Swetha, Ms L K Dhranya, and Ms C R Shreenithi participated in the GRG Gen Nxt Demo Day - March Edition, organised by GRG Gen Nxt Incubator, on 14<sup>th</sup> March 2025.
- I MBA students, Ms C R Shreenithi, Ms M Madhura Sangavi, Ms J V Rithia, Ms S Dakshatha, Ms A Shalini, and Ms S N Ranjini, participated in the 'Value Proposition and Business Modelling Workshop' organised by CIED on 15<sup>th</sup> March 2025.
- I MBA students, Ms R Navanetha, Ms R Harini and Ms C S Shobika, attended and certified for the virtual seminar titled 'Time and Stress Management' offered by CETYS University, Mexico, between 1<sup>st</sup> March 2025 and 22<sup>nd</sup> March 2025.

- II MBA students Ms R G Pavithra, Ms R Nisitha Srilaa, Ms V Krismma, Ms R Keerthana, Ms N Dharshini, and Ms J Nandhini participated in the one-day Boot Camp, 'As I Evolve', a year-long program organised by the Rotary Club of Coimbatore, conducted a Boot Camp on 24<sup>th</sup> March 2025, at Happy Valley Leadership Training Centre, Coimbatore.



- I MBA students Ms S S Harshitha, Ms R Pranitha, Ms M Priyadharshini, and Ms J V Ritiha participated in the Best Management Team and Ms P Swetha, Ms S N 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 28<sup>th</sup> March 2025 and won first prize.



## ◀ Towards The Community ▶

- As a part of the Community Immersion Programme, students of II MBA were engaged in key projects such as Livelihood Creation and Health & Hygiene, Career Guidance, Environment & Waste Management, and Agriculture & Water Management at Navakkarai Village from 5<sup>th</sup> to 16<sup>th</sup> November 2024.
- The School Team conducted life skill training sessions for 71 students from grades 6 to 9. Key concepts in Mathematics and English were taught through blended learning and gamification. Additionally, sessions on basic manners were conducted.



- The Environment Team conducted a survey and created awareness about waste segregation among the households of MGR Nagar at Navakkarai. Activities to create awareness about waste segregation among the children of grades 1 to 9 was conducted. 18 kgs of non-degradable waste was collected by the children during the waste collection drive.



- The Health and Hygiene Team educated school children on hygiene and organized a health camp in association with Tulasi Pharmacy and Madurai Eye Center. The camp

served 68 residents, offering services such as eye check-ups, blood pressure monitoring, and diabetes testing.

- The Agriculture and Water Management Team engaged with 62 farmers. They organized expert-led sessions on beekeeping with Mr M Anand, a Honey Bee Farm owner, and on smart farming techniques with Mr Y Navaneethan, Sales Executive at Farmagain Agro Pvt. Ltd. The team also educated school students on water conservation.



## Student Forum Actions

- The students' forum SHREYAS, the Campus Company 'Magical Shades' and the ED Cell were inaugurated by Mr G Radhakrishnan, Founder & Managing Director of SIEGER Spintech Equipment (P) Limited on 30th September 2024. The Bi-Annual journal 'PRERANA', Volume 16, Issue-2 and the Bi-Annual Newsletter 'IMPRESSIONS', September issue were released during the event.



- To commemorate the National Sports Day, the HealthFusion Interest Group organised 'Energizest' which featured tournaments like Throw Ball & Badminton, track events and fun games such as Tug of War, Stack Ball, Hit the Tail, and Dodgeball, on 2<sup>nd</sup> September 2024.
- The HealthFusion Interest Group organized engaging activities such as left-hand drawings and memory games on 12<sup>th</sup> September 2024 and

19th September 2024, respectively.

- The Artistry Minds interest group organized 'Mind Fusion – Engage & Elevate' on 20th September 2024.



- The HealthFusion interest group organized a 'Dance and Fitness' Session 8<sup>th</sup> October 2024.
- The students' forum SHREYAS organized Diwali Celebrations on 25<sup>th</sup> October 2024 in association with the Artful Synergy Interest Group.
- The Inspirational Podium Interest Group organized a debate on 'Mind vs. Mind' and an interactive Negotiation Nexus on 4<sup>th</sup> November 2024.
- The Green Nexus interest group organised a webinar on Carbon neutrality and industry challenges

and opportunities by Dr Ajith Gopi, Additional Chief Technical Manager ANERT, Government of Kerala, on 7<sup>th</sup> November 2024.

- The Tech Vitality interest group organised Tech Hunt, Tech Charades, Viz connect on 8<sup>th</sup> November 2024.
- The students' forum SHREYAS and HealthFusion interest group organized Pongal celebrations and a Sirappu Pattimandram on the topic 'Handling Family Problems Wisely – Men or Women' on 10<sup>th</sup> January 2025.



- The Business Quiz Interest group organised Business Quiz on 5<sup>th</sup> February 2025.

## Placements

- Ms S Abinaya, Ms N Amerta Varrsni, Ms B Mithra, Ms V U Nithiya Varshini, Ms R Keerthana, Ms V Krismma, Ms M Noorus Shifa, Ms M Sharon Angelina got selected as Sourcing Analysts at GEP, with a CTC of Rs 4.48 LPA.
- Ms S R Varshitha Srimathi got placed as Senior Executive Corporate Sales at Infoedge/Naukri, with a CTC of Rs 5.58 LPA.
- Ms K C Lakshme Priyaa was placed as a Business Development Trainee at ERPRoots.
- Ms S Meenu, Ms M Sangamitha got selected as Territory Sales Managers at Airtel, with a CTC of Rs 4.5 LPA.
- Ms S Meenu, Ms M Sangamitha, Ms Roshini Yogesh have been placed as Executive Trainees at ESAF, with a CTC of Rs 4.25 LPA.
- Ms M Devadharshini secured a position as Business Development Representative at Innovalley Works, with a CTC of Rs 6 LPA.
- Ms B Priyanga, Ms K M Shujithaa, Ms J Vidhiyakalaivani got selected as Sales and Marketing Executives at Boston Group of Companies.
- Ms K Eniya Shree, Ms M S Janani, Ms Madhuri Muralidharan, Ms S Sukitha, Ms N G Rashika got placed as Business Development Executives at Mako IT, with a CTC of Rs 5 LPA.
- Ms R Swetha has been selected for an Apprenticeship role at State Street HCL.
- Ms Y Nivrethi, Ms U K Sneka, Ms S Deepadharshnee were recruited as Graduate Trainees at Annaleckt India, with a CTC of Rs 4.5 LPA.
- Ms S Varshini have joined Kalvium as an Associate Campus Support, with a CTC of Rs 4.5 LPA.
- Ms P Siva Sandhiya, Ms S Vaishnavi have been selected as Sales Management Interns at Kalvium, with a CTC of Rs 5 LPA.
- Ms P Devadharshini, Ms R Kanishkaa secured placements as Financial Analyst, Compliance Analyst at CORPAY, offering a CTC of Rs 6.6 LPA.

## Student contribution

### Beyond Grades : Redefining Success in the Modern Era

Success is not a destination—it's a journey. And unlike a fixed point on a map, a journey changes with each step we take. For a baby, success is taking

their very first step; for a student, it may be passing an exam; for a graduate, getting their first job. As we age and accumulate experiences, the definition of success changes. Particularly in a country as ever-changing and diverse as

India, success has to be redefined—it's not merely a choice, it's a requirement.

As a student, I was taught that success was all about marks—big numbers, top grades, medals for academic performance. And I believed it for some



## ◀ Student contribution ▶

time. But the moment I ventured out of the comfort zone of the classroom and into the real world, I understood something significant: a marksheet is just a tiny piece of the larger picture. Education in India is gradually changing today. Memorization is giving way to substance-based learning—through analytical reasoning, case-study questions, and ongoing internal evaluations. Increasingly, more schools are welcoming students to apply ideas, challenge concepts, and relate learning to the world around them.

But still, even with all these welcome shifts, there's an unseen pressure that hangs heavy in the air—the pressure to perform, to score, to excel. I've experienced it, and I know I'm not alone. This pressure can strangle creativity and dissuade experimenting. When kids are

too afraid to fail, they're not going to try something new or cross the lines that have been drawn for them. That's why it's so critical to create a culture of curiosity and resilience. A growth mindset—the idea that intelligence and ability can be developed through effort—must be fostered in all students. It's okay to stumble, because that's how we tend to learn best.

More importantly, we must expand our notion of what success actually is. It's no longer just about engineering degrees or working in the government. Now we have young entrepreneurs creating startups in small towns, content creators sharing stories that make a difference, artists pushing boundaries, social workers changing communities. These are people being hailed not for their grades, but for their willingness to

be different—for their impact, innovation, and passion.

Redefining success is providing students with room to discover who they are and what they care about. It is acknowledging and cultivating different strengths—whether that's in coding, writing, sports, art, or social work. Real success is in purpose, not pressure; in collaboration, not comparison. As someone who's been on this path myself, I think that when we finally stop gauging success with the same old yardsticks and begin viewing it through the lens of personal growth and societal contribution, we don't just build better people—we build a better future.

Ms S P Nila  
I - MBA (2024-2026)

## ◀ Faculty Contribution ▶

### Sustainable Living: A Path Towards a Greener Future

Sustainable living is a lifestyle choice aimed at reducing one's environmental impact while preserving natural resources for future generations. As the global population continues to grow, the demand for resources increases, leading to deforestation, pollution, and climate change. By adopting sustainable practices, individuals can contribute to a healthier planet and promote environmental responsibility.

Sustainable living is guided by several key principles:

- ◆ **Waste Reduction:** Implementing the 3Rs—Reduce, Reuse, and Recycle—helps minimize landfill waste and environmental pollution.
- ◆ **Energy Conservation:** Using energy-efficient appliances,

switching to renewable energy sources like solar or wind power, and reducing energy consumption.

- ◆ **Water Efficiency:** Practicing responsible water use through rainwater harvesting, fixing leaks, and using low-flow fixtures.
- ◆ **Sustainable Transportation:** Reducing reliance on fossil fuels by using public transport, cycling, carpooling, or opting for electric vehicles.
- ◆ **Eco-Friendly Consumption:** Supporting ethical brands, using biodegradable products, and making conscious purchasing decisions.

Technological advancements have played a significant role in promoting sustainability. Innovations such as renewable energy, green construction,

and smart cities are paving the way for a more eco-friendly future. Companies are increasingly adopting sustainable business models that focus on carbon neutrality and responsible resource management.

Sustainable living is not just an individual responsibility but a collective effort that requires action from governments, businesses, and communities. By making conscious lifestyle choices, such as reducing waste, conserving resources, and supporting ethical industries, individuals can contribute to a more sustainable and environmentally friendly future. The journey towards sustainability starts with small changes that, when adopted globally, can lead to a significant positive impact on the planet.

Dr S Allimuthu  
Associate Professor

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