



Impressions

Creative thoughts in action

A BI-ANNUAL NEWSLETTER

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From the Editor



Our MBA programme goes beyond conventional learning to provide students with opportunities that are experiential, future-focused, and impactful. Through industry collaborations, real-world projects, and an emphasis on sustainability and ethical leadership, we strive to nurture professionals who think critically, innovate responsibly, and contribute meaningfully to society. Our goal is to shape visionary leaders who can drive sustainable transformation in the corporate world and beyond.

It is in this spirit that I am delighted to present the first issue of Impressions for the academic year 2025–26, capturing the key activities and milestones from March to September 2025. This period has been one of active learning, collaboration, and innovation, with our students and faculty engaging meaningfully in academic, industry, and community initiatives.

As always, Impressions reflects not just the events we organize but the spirit of inquiry, commitment, and excellence that defines our MBA programme. Through our focus on responsible leadership and sustainability, we continue to prepare our students to be catalysts of meaningful change in the business world and beyond.

I warmly invite you to explore this edition and share your valuable feedback to help us make each issue more enriching.

Dr S Kavitha
Editor - Impressions

Message from the Director



Rethinking Migration : A Call for Recognizing Talent

The recent developments concerning Indian immigrants across the world raise serious questions about how nations view migration and talent mobility. What many countries fail to acknowledge is that international students not only provide substantial revenue to universities but also contribute significantly to the host nations' growth by filling critical skill gaps in their economies.

If Indians are increasingly occupying vital roles abroad, the reason is simple: a shortage of local talent. Instead of erecting barriers to migration, governments would do well to address this underlying deficit. Restrictive policies may bring temporary political advantage, but in the long run, they risk slowing innovation and weakening economies that have long relied on global talent.

For India, this situation offers a different perspective. It should serve as an eye-opener for our youth. The same innovation and energy

that propel Indians abroad can, if invested at home, accelerate our nation's progress. Brain drain may strengthen other economies, but it can equally hold back our own. The time has come to channel our skills into building stronger domestic enterprises, research ecosystems, and industries.

For students in particular, the lesson is clear: continuous upskilling is non-negotiable. Talent that remains relevant will always find opportunities - irrespective of nationality, race, or geography. That the world still grapples with issues of racial prejudice in the 21st century is unfortunate, but it must not deter us from striving ahead with confidence.

India today stands as one of the largest pools of knowledge and skills. If nurtured and showcased effectively, this talent can make us indispensable on the global stage - whether at home or abroad. The message is simple: invest in human capital, and the world will have no choice but to recognize its value.

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

We are pleased to welcome **Dr M M Dhanya** and **Mr Baggam Seshu Silendra**, who have joined the GRGSMS fraternity as Assistant Professors in the Academic year 2025-2026.

Hearty Congratulations

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



- 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 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



- Dr S Kavitha, Associate Professor has been awarded the ICSSR Research Project under "Punyashloka Devi Ahilyabai Holkar Special Call for Women-Led Research on Women-Led Development" titled "Bridging the Digital Divide: Exploring Women's Lived Experiences and Leadership in South India's Digital Economy." with the approved budget of Rs.14,00,000/- on 10 September 2025. Dr Vandana Madhavkumar, Dean-IR is the CO-PI for the same

Director's Corner

Dr P Sadhasivam, Director, participated in the following academic and industrial programmes during the period April 2025 to September 2025

- Dr P Sadhasivam, Director, attended the meeting of the Board of Studies of Rathnam College of Arts and Science as a University Nominee, on 2 May 2025.
- Dr P Sadhasivam, Director attended the meeting of NHEC steering Committee of CII, on 20 June 2025.
- Dr P Sadhasivam, Director attended the meeting of Task Force on

Education & Industry Institute Linkages 2025-26 through virtual platform on 20 June 2025.

- Dr P Sadhasivam, Director, attended the steering Committee meeting of the National Higher Education Council of the CII Education Panel on 22 July 2025.

Institute Timeline

- Faculty appraisal was conducted by a panel, Dr Raveendran, CIO, Sakthi Finance from industry and Prof Umesh, a faculty from academia, on 10 May 2025.
- A Career Counselling Programme for I MBA (2024 - 2026) was conducted on 8 and 9 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.

- The SHREYAS valediction was held on 23 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).



- A five-day (online) Faculty Development Programme on 'Time Series Analysis' was conducted from 5 - 9 May 2025. The programme consisted of 15 sessions on various aspects of Time Series Analysis and Research in Finance. A diverse group of academicians and research scholars all over India participated and benefited from this programme. Dr S Allimuthu, Associate Professor delivered sessions on 'Causality &

Institute Timeline

Vector Auto Regression' and 'Cointegration & Vector Error Correction', Dr J Meena Maheswari, Associate Professor, on 'Risk and Return Analysis', Dr P B Saranya on 'Introduction to Time Series', 'Regression Analysis' and 'ARIMA Modelling', Dr G B Sabari Rajan, Associate Professor, on 'ARCH and GARCH Models' during this FDP.



- A faculty interaction session on “The Teaching Compass – Navigating Best Practices in Pedagogy” with Dr Nagaraj Naga Subramaniam, Palumbo-Donahue School of Business, Duquesne University, Pennsylvania was held on 14 May 2025.
- The Faculty Retreat was held at Pondicherry from 28 – 30 May 2025. As a part of this, on 29 May 2025, Faculty members made presentations on the action plan for the implementation of the Institutional Development Plan in GRGSMS.



- The Board of Studies meeting of MBA Department for the 2025-2026 odd semester was conducted on 4 June 2025 in hybrid mode.



- Placement training for the II MBA students (2024 -2026 Batch) was held from 16 June to 26 June 2025, and 91 students participated.
- 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.



- 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.



- The Academic Advisory Body Meeting of GRGSMS was held on 2 September 2025, FN. The Governing Council meeting was held on 2 September 2025, AN.



Good leaders build products.
Great leaders build cultures.
Good leaders deliver results.
Great leaders develop people.
Good leaders have vision.
Great leaders have values

- Adam Grant

Faculty Timeline

- 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 KristuJayanti College, Bengaluru, on 5 April 2025.
- 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 April 2025.
- Dr Vandana Madhavkumar, Dean – IR, was the reviewer of the papers for Anubhuti: 3rd International Conference on Indian Knowledge Systems (IKS), organised on 10 and 11 April 2025, by Vivekananda Global University, Jaipur.
- 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, 16, and 19 April 2025. The fair aimed to promote the wide array of courses offered by KCW.
- 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 April 2025 at the CII Office.
- The second DC meeting of the PhD Research Scholar Monisha LS, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 17 April 2025. Dr Sangeetha G, Associate Professor, Amrita Business School, Coimbatore, was the subject expert for the same.
- Dr S Kavitha, Associate Professor, attended an Online Seminar on Focus Group Discussion organised by the Centre for Responsible Management (CRM), FIIB, on 23 April 2025.
- Dr G B Sabari Rajan, Associate Professor, delivered an Internal Faculty Seminar (IFS) on the title "An Empirical Test of the Capital Asset Pricing Model (CAPM) in the Indian Stock Market" on 12 May 2025.
- Dr Ajith K Thomas, Dean, Participated in the CII Meeting - Educational Panel, Coimbatore on 15 May 2025.
- Dr R Prabusankar, Professor, has served as Examiner for the MBA Project Viva Voce examinations at Kathir College of Engineering on 15 May 2025.
- Dr S Kavitha, Associate Professor, attended the Board of Studies meeting for the department of AI & ML as a Special Invitee on 16 May 2025 at Sree Saraswathi Thyagaraja College, Pollachi, Coimbatore.
- Dr G B Sabari Rajan, Associate Professor, served as the external examiner for the final MBA project viva voce at Karpagam Academy of Higher Education, Coimbatore, on 16 May 2025.
- Ms L S Monisha, a full-time PhD Research Scholar under the guidance of Dr S Kavitha, Associate Professor, has submitted her PhD Synopsis to Bharathiar University on 16 May 2025.
- Dr Vandana Madhavkumar, Dean-IR, Dr S Kavitha, Associate Professor and Ms R Sreeprabha, Assistant Professor, attended the CII IWN (Indian Women Network) meeting 'Meet and Greet' on 27 May 2025
- Dr R Prabusankar, Professor, served as a Board of Studies (BoS) member for the MBA program during the BoS meeting held at Kathir College of Engineering on 31 May 2025.
- Dr J Divya Lakshmi, Assistant Professor, served as a reviewer for Vilakshan – XIMB Journal of Management.
- Dr S Kavitha, Associate Professor, has attended a webinar on The Case Study Lounge – Transforming Classroom Engagement Through the Case Method", featuring the case: "Shri Ram Temple: A Fintech Solution for a Large-Scale Project", organised by Yangpoo University on 11 June 2025.
- Dr Vandana Madhavkumar, Dean – IR, attended NIPM's Gurukul Session on 19 June 2025 at Hindustan College of Arts and Science on the topic 'Strategic Talent Management Practices @ ELGI. The Speaker was Mr Lalit Chaturvedi, Vice President - HR, Elgi Equipments Ltd.
- Dr S Kavitha, Associate Professor, attended a three-day online workshop on "Qualitative Research and Data Analysis using NVivo" organised by Service Setu Academics from 19 to 21 June 2025.
- Dr Vandana Madhavkumar, Dean – IR, attended the CII IWN meeting 'CII IWN Southern Region Legacy Trail' held at Yercaud from 27 to 29 June 2025.
- Ms Archana R Motta, PhD Scholar under Dr S Kavitha, Associate Professor, successfully defended her PhD thesis titled 'Comparative study of Single-Channel, Showrooming and Webrooming Behaviours among Millennials and Gen Z for Mobile Phones' during the public viva-voce examination held on 4 July 2025.
- Dr S Kavitha, Associate Professor participated in the discussion (online) on 'Legacy in Action: Reflections of a Padma Shri Awardee Educationist' under Education-Leadership Series organized by the Centre for Educational and Social Studies (CESS) on 9 July 2025.
- Dr Vandana Madhavkumar, Dean - IR, and Dr S Kavitha, Associate Professor, attended a session on 'Unscripted Success from Sugar to Skincare' organised by CII IWN on 11 July 2025.
- Dr Vandana Madhavkumar, Dean - IR, attended the 10th CMA MC meeting on 11 July 2025.
- Dr R Prabusankar, Professor, attended the panel discussion on 'EV Charging – Building Trust through Customer Excellence' organized by GRG Gen NXT on 18 July 2025.
- The first DC Meeting of Ms P Thennarasi, part time Ph D scholar under Dr S Kavitha, Associate Professor was held on 18 July 2025. Dr R Jayanthi, Associate Professor, Department of Management Studies, Coimbatore Institute of Technology was the subject expert.
- Dr M M Dhanya, Assistant Professor attended a Webinar on 'Unlocking Value Creation in Business through Real-World Case Studies' organised

Faculty Timeline

- by the Wealth Wizards-Finance Club and Internal Quality Assurance Cell of M P Brilla Institute of Management on 19 July 2025.
- Dr P B Saranya, Assistant Professor attended the Faculty Enhancement Programme on 'Industry Immersion - Faculty Sabbatical and Internships' organised by the Teaching Learning Centre of PSGRKCW on 28 July 2025.
- 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.
- Dr Vandana Madhavkumar, Dean Industry Relations attended the CMA Managing Committee meeting held on 8 August 2025.
- 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.
- 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.
- Dr S Kavitha, Associate Professor attended an online session on "Build your AI Teaching Toolkit" organized by Harvard Business Publishing on 21 August 2025.
- 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.
- Dr J Divya Lakshmi, Assistant Professor, acted as the reviewer for the journal Information resources management journal.
- Dr P Sadhasivam, Director, Dr Ajith K Thomas, Dean, Dr Vandana Madhavkumar, Dean-AIP and Dr G Brindha, Assistant Professor participated in the National Higher Education Conclave (NHEC) on the theme "Global Futures: Internationalization and Industrialization of Higher Education" organised by CII, Coimbatore on 11 September 2025, at Hotel Le Meridian, Coimbatore

International Affairs

- Dr PuteriFadzlineBinti Muhamad Tamyez, 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 April 2025.
- II MBA students were certified for virtual seminars offered by CETYS University, Mexico, with Ms P L Muthulakshmi, Ms M Darshini, and Ms P Monika certified for "Stress Management in Uncertain Work Environment" (8 March – 19 April 2025), Ms M Madhura Sangavi, Ms A Shalini, and Ms M Sreya certified for "Agile Project Management" (15 March – 26 April 2025) and Ms T Harshavardhini, Ms R Indhumathi and Ms R Meghanaa certified for "Circular Economy: Foundation, Design, Policy and Innovation" (15 April – 25 May 2025).
- Seven students of II MBA obtained their certificates for participating in the virtual seminars offered by CETYS University, Mexico during 19 – 24 April 2025 and 3 – 7 June 2025. Ms T Harshavardhini, Ms R Indhumathi, and Ms R Meghanaa for participating in the virtual seminar on 'Foundations, Design, Policy, and Innovation' and Ms A Abinaya, Ms K Abirami, Ms S Nisha, and Ms M Shuhaila for participating in the seminar on 'The Power of Emotional and Social Intelligence in Global Business'.
- Ms S Ponshivani of II MBA participated in the Global Summer School organised by Nottingham Trent University, UK and successfully completed a course on 'Design and Innovation in Business' from 7 July 2025 to 1 August 2025
- 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 1st 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.
- An International Guest Lecture titled, 'Experiences with the HR Performance Management Systems in Japan' was organised for the course Performance Management Systems on 2 September 2025. Ms Lakshmipriya Rajasekaran, Recruitment Consultant, CotoWork, Japan addressed the students.

Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could."

- Steve Jobs

Industry Connect

- 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 April 2025.
- 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 April 2025.
- 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 April 2025.
- Dr G Brindha and Dr J Divya Lakshmi, Assistant Professors, visited Messer Cutting Systems India Pvt. Ltd, Malumichampatti on 7 May 2025, organised by Coimbatore Management Association.
- Dr Vandana Madhavkumar, Dean – IR, visited Messer Cutting Systems on 8 May 2025 to discuss possible collaboration.
- Dr J Meena Maheswari, Associate Professor, and Dr M Reshma, Assistant Professor, visited Wheels India Pvt Ltd & Brakes India Pvt Ltd, Chennai as a part of the Faculty Industrial Mission organised by Confederation of Indian Industry Southern Region College Excellence Cluster 25 – 26 on 23 May 2025.
- Dr Ajith K Thomas, Dean, handled two sessions of the workshop titled Customer Intimacy for Circor Flow Technologies Ltd., on 3 June 2025, where executives of the company participated.
- Dr Vandana Madhavkumar, Dean – IR, visited Poppys Knitwear, Tirupur as part of the consulting assignment on 25 July 2025.
- A CXO Talk was organised on the topic ‘Rising Above Adversity: A Woman’s Journey to Achievement’ on 29 July 2025. Ms Preetha S Priyadarsini Naidu, Founder & MD of Richmond Talent Solutions (P) Ltd was the speaker.



- Mr. Gowtham, an Authorized Person (AP) from Zerodha Broking Limited, Bangalore delivered a guest lecture on the topic ‘Introduction to Stock Market and Operations’ as part of the course Security Analysis and Portfolio Management on 31 July 2025.
- 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.
- 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.



- Dr Vandana Madhavkumar, Dean Industry Relations visited Srivari Properties as a follow up of the consulting assignment completed earlier on 14 August 2025.
- 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.

- 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 Prominence 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.



Industry Connect

- 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."
- 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.
- GRG School of Management Studies conducted an interactive session on "Smart Warehousing" for II MBA (Logistics & Supply Chain Management) students on 08 September 2025. Mr. Prabhu Balasundaram, Logistics Consultant, shared insights on innovations like automation, IoT, and analytics shaping efficient, future-ready warehouses.

Faculty as a Resource person

- 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 April 2025



- 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 April 2025.
- Dr J Divya Lakshmi, Assistant Professor, addressed a workshop titled "Success Unleashed: Elevate the Entrepreneurial Mindset and Master Startup" organised by the Department of Computer Science and Design, SNS College of Engineering, Coimbatore on 5 May 2025.
- Dr G B Sabari Rajan, Associate Professor, served as the resource person for the five-day International Online Faculty Development Programme titled "Empowering Faculty Members in the Digital Era", organised by PSN College of Engineering and Technology,

Tirunelveli. He delivered a session on "The Impact of Artificial Intelligence in Education" on 6 May 2025.

- Dr G Brindha, Assistant Professor, acted as a resource person and delivered a guest lecture on the topic "Social Media Analytics: Likes to Leads" to the students of Universiti Malaysia Pahang Al Sultan Abdullah (UMPASA), Malaysia, during the Global Classroom session on 8 May 2025.
- Dr G B Sabari Rajan, Associate Professor, served as a resource person for the Coimbatore Management Association's (CMA) Monday Musings, delivering a session on the topic "Digital Innovation in Corporate Finance: Leveraging Fintech for Strategic Growth" on 16 June 2025.
- Dr Vandana Madhavkumar, Dean – IR, was the resource person for a session on 'Academia Industry Collaboration' during the Faculty Enhancement Programme organised by the Teaching Learning Centre of PSGRKCW on 28 July 2025.
- 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.



- Dr K G Nisha, 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".
- 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".
- Dr J MeenaMaheswari, Associate Professor served as a resource person for the Employee Development Program conducted by M/s United Weaves, Palladam. She delivered a session on the topic, "Personal Finance" on 11 September 2025

Alumna Connect

- 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.

Publications

- 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).
- Dr S Kavitha, Associate Professor and Ms Thennarasi, PhD 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.
- 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 & Lifelong Learning Opportunities for all: Theory and Practice."
- Dr R Initha Rina, Associate Professor, has published a research article titled "Analysing Cognitive Dissonance in a Hyper-Dynamic Marketplace: Insights into Young Consumers' Online Shopping Behaviour" in the *International Journal in Management and Social Science*, Volume 13, Issue 05, May 2025, ISSN: 2321-1784.
- The case study 'Succession Planning: Messer India's Way Forward', authored by Dr P B Saranya and Ms R Sreeprabha, Assistant Professors, has been registered with The Case Centre during May 2025.
- Dr G B Sabari Rajan, Associate Professor, published a research paper titled "An Empirical Test of the Capital Asset Pricing Model (CAPM) in the Indian Stock Market" in the *Asian Journal of Multidimensional Research*, Volume 14, Issue 5, May 2025
- 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.
- 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.
- 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
- 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 - AnisShahrulrizal, PuteriFadzline Muhamad Tamyez, Norbaya Othman and Nur Sofia Nabila Alimin.
- Dr J Meena Maheswari, Associate Professor has published a book on 'Sustainable Finance' with LAMBERT Academic Publishing (ISBN No: 9786207997718) on 27 July 2025.
- Dr J Divya Lakshmi, Assistant Professor, published an article titled 'Environmental Awareness Through Digital Media: Impact and Reach' in the *International Journal of Environmental Sciences* (Pg No: 1986-1992, ISSN: 2229-7359) during July 2025.
- The II MBA students Ms S Abinaya, Ms N Amerta Varshni, Ms J Amirtha Bashini, Ms P V Anuvashini, 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.
- Ms Abinaya A, Ms Abirami K, Ms Anusree BT, Ms Aparna E, Ms Aparna R, Ms Bavadharani D and Ms Deeba D of II MBA published their Business Research Methods project as an article, titled 'A Study on Factors Influencing Sleep Quality of Working Individuals in The International Journal of Analytical and Experimental Modal Analysis, Vol 17, Issue 09, September 2025, pp 162-174.

Community Immersion Programme (2025-2026)

- As part of the Community Immersion Programme, II MBA students visited Edayarpalayam village near Pappampatti on 11 September 2025 to undertake a preliminary study in association with Walkaroo International Private Limited. The programme was inaugurated by Dr Sumitra Binu, Head - CSR, Walkaroo International Private Limited, Coimbatore. The students conducted surveys with women, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) workers, and selected households in the village. The visit was facilitated by Dr S Kavitha, Dr GB Sabari Rajan, and Dr S Allimuthu, Associate Professors, who accompanied the students during the study



Online Courses

- 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 April 2025.
- 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 April 2025.
- 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 April 2025.
- 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.
- 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.
- 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.
- Dr S Kavitha, Associate Professor, has completed an online course on Introduction to Social Media Marketing in the Meta Social Media Marketing Professional Certificate through Coursera on 9 June 2025.
- Dr S Kavitha, Associate Professor, has completed an online course on AI in Education: Leveraging ChatGPT for Teaching, authorised by the University of Pennsylvania and offered through Coursera on 12 June 2025.
- Dr K G Nisha, Assistant Professor, completed the Course "Financial Business Accounting and MIS Reports" by Tally Education and Distribution Services Private Limited, offered through Coursera on 30 June 2025.
- Dr S Kavitha, Associate Professor, completed an online course on 'AI for Everyone' authorized by DeepLearning.AI, offered through Coursera on 7 July 2025.
- Dr S Kavitha, Associate Professor completed an online course on 'Supply Chain Analytics' authorized by Rutgers the State University of New Jersey, offered through Coursera on 24 July 2025.
- Dr M M Dhanya, Assistant Professor completed an Online course on "Human Resources Analytics" from the University of California, Irvine through Coursera on 14 August 2025.
- Dr M M 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.
- Dr M M Dhanya, Assistant Professor has successfully completed online courses on "Recruiting, Hiring, and Onboarding Employees" from the University of Minnesota and "Introduction to AI" by IBM offered through Coursera.

Paper Presentations

- Dr R Initha Rina, Associate Professor, and Ms A T Mirudula, PhD Full-Time Scholar, presented a paper titled "A Study on Organic Food Consumption Behaviour: A Bibliometric Analysis on Research Trends and Impacts" at the International Conference on Management Research Sahrdaya-SIMS 2025 (ICMRS'25), organised by Sahrdaya Institute of Management Studies, Kodakara, on 12 and 13 June 2025. The paper was published in the conference proceedings titled 'Innovative Strategies for Integrating Sustainability into Modern Business Practices', with the ISBN 978-81-988904-2-9.
- Dr J Meena Maheswari, Associate Professor, had chaired the Technical Session on Sustainable Finance scheduled on 28 June 2025 at the 7th International Conference of Financial Markets & Corporate Finance - ICFMCF 2025 Conference held at the Indian Institute of Technology, Kharagpur. She also presented a paper titled "Performance Evaluation of ESG Funds in India" on 29 June 2025.
- 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'.

Leaders don't create followers, they create more leaders

- Tom Peters

◀ Entrepreneurship Development Cell Activities ▶

- II MBA students Ms R Keerthana, Ms B Priyanga, Ms N Dharshini, Ms J Nandhini, Ms R G Pavithra, Ms K M Shujitha, Ms M Sivadharanica, Ms M Sangamitha, Ms R Nisitha Srilaa, and Ms V Krismma completed the year-long programme "As I Evolve", organised by the Rotary Club of Coimbatore, and received their certificates during the Graduation Day held on 1 May 2025 at the Chamber Hall, Avinashi Road, Coimbatore..



- II MBA students, Ms C R Shreenithi and Ms P Swetha II MBA students participated in a one-day Entrepreneurship Bootcamp held on 29 June 2025 at PSG iTech, Neelambur, Coimbatore
- An E-Talk was organised on the topic 'Sustainable Agri-Entrepreneurship' on 22 July 2025. Mr J Gnaa Saravanan, Managing Director of Deesan Farms, was the speaker.
- II MBA students Ms Shreenithi, Ms Jordan, Ms Sri Sarnithy, Ms Swetha, and Ms Ranjini participated in a panel discussion on 'EV Charging – Building Trust through Customer Excellence' organized by GRG Gen NEXT on 18 July 2025.
- Ms Sreesarnidhi, Ms Jayasree, Ms Shreenithi and Ms Jordan Ruth Mitra of II MBA were selected as ED Cell Coordinators for the academic year 2025–2026 on 18 July 2025.
- An orientation session for II MBA students was organised during 24 – 28 July, 2025. Mrs Siva Raghavi, Founder & Director of Start-up Culture was the speaker.
- An Entrepreneurship Talk on "Driving Sustainable Entrepreneurship in the Green Economy" featuring Ms. Kalaivani N., Managing Director,

WIEV EnergikPvt. Ltd., as the resource speaker was held on 25 August 2025.

- 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".



- GRG Gen Next 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.
- GRG School of Management Studies organized a One-Day Entrepreneurship Awareness Programme (EAP) for I MBA and I MBA DM students on 9 September 2025. The programme aimed to inspire and motivate students to consider entrepreneurship as a viable career option while providing them with a strong foundation in business ideation and the role of incubation in startup success. The keynote sessions featured distinguished industry experts: Mr. Premkumar M – Governing Council Member & Charter Member, TiE Coimbatore, spoke on Driving Customer Value Proposition; Mrs. Nisha Mathew – HR & Corporate Branding Leader, shared insights on Transforming an Idea into Business; Mr. Adarsh V Srinivasan – Founder & CEO, SKYX Aerospace Pvt Ltd, explained the Business Model Canvas approach; and Mr. Hetal

Sonpal – CEO, GRG Gen Next, delivered a session on Why Not an Entrepreneur? & Role of Incubation. The programme provided valuable practical insights, encouraging students to develop an entrepreneurial mindset and explore incubation support for launching future ventures.



The best way to predict the future is to create it
- Peter - F. Drucker

The cost of being wrong is less than the cost of doing nothing
- Seth Godin

Students Contribution

Managing Life like an MBA – Applying Quality Principles beyond the Classroom

- As MBA students, we are trained to think about efficiency, productivity, and growth in businesses. But what if the same quality management principles we study could also shape our personal and professional lives? After all, management is not just about organizations, it's about managing ourselves first.
- Take Kaizen, the idea of continuous improvement. In student life, this could mean improving study habits little by little, enhancing presentation skills with each attempt, or networking more effectively day by day. Rather than waiting for big leaps, Kaizen reminds us that small, consistent steps compound into career-defining progress.

- Then comes Lean thinking. In a company, it's about eliminating waste. For an MBA student, it's about not wasting time on unproductive scrolling, not wasting money on unnecessary expenses, and not wasting energy on distractions. By simplifying our routine, prioritizing what matters, and focusing on value-adding activities, we create space for real growth.
- Another powerful idea is Poka-Yoke—mistake-proofing. For a student, this could mean organizing notes systematically, setting digital reminders for deadlines, or rehearsing before a big presentation. Instead of stressing over errors later, Poka-Yoke helps us design our habits and systems to minimize mistakes in the first place.
- When we apply these principles, our MBA journey becomes more than

just academics. It becomes a training ground for life, teaching us to improve continuously, respect resources, and build reliable systems. Whether in personal goals or future professional roles, managing life with quality principles ensures we don't just chase success, we sustain it.

- In the end, quality isn't only for businesses. It's a mindset. And as management people, learning to manage our own life with quality might just be the most important lesson of all.
- Quality is not a destination, but a way of living!



Ms RITIHA J V
II MBA (2024-2026)

Threads of Togetherness, Rhythms of Life

- "Where every bond is a thread, and every moment beats to the rhythm of life"
- College life is not just about lectures and grades; it is about the bonds we build and the memories we create. For me, the strongest threads of togetherness are woven with friends, teachers, and hostel life. Friends have become my second family, always there to share laughter and worries. Teachers have been more than guides, shaping us with patience and wisdom. And hostel life has stitched these bonds tighter — from late-night talks and shared snacks to supporting each other during exams.
- One memory that shines the brightest is the Onam celebration. Beyond flowers and feasts, it was

about unity. Both MBA sections stood together in the tug of war, pulling with all our strength, our voices rising in unison. We may have lost the game, but what we won was greater — the feeling of standing side by side, celebrating togetherness. Dressing in traditional attire made the day even more special, as culture and joy blended beautifully.

- Yet, togetherness is only half the story. College also has its own rhythm of life. The steady beat of classes, the lively chatter in the canteen, the playful hostel moments — all create a song that defines our days. Festivals like Onam and Pongal add their own vibrant tunes, filling the campus with colors, dance, and celebration.
- For me, this rhythm often finds expression in dance and vibes.

Whether performing on stage or just enjoying music with friends, these moments remind me that life is about living fully, not just studying hard. If my college life had a soundtrack, it would be a mix of everything — cheerful beats of friendship, soulful notes of culture, the steady rhythm of learning, and the laughter that echoes long after.

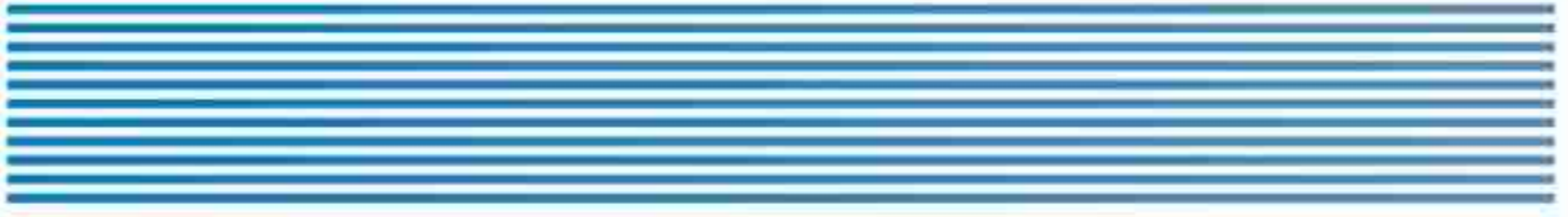
- Together, these threads and rhythms weave the true story of my youth — one of unity, joy, and unforgettable memories that will always stay close to my heart.



T JOYCE JEMIMA
II MBA (2024 - 2026)

Great leaders don't set out to be a leader, they set out to make a difference.

- Lisa Haisha



Faculty Contribution

Global Leadership through Indian Wisdom



• The timeless Indian ideal of VasudhaivaKutumbakam, translated as “the whole world is one family,” provides valuable insights for modern management education. Rooted in spiritual philosophy, it highlights inclusiveness, harmony, and collective well-being. Principles that are especially important in today’s interconnected and competitive global landscape. For management learners, it expands perspectives on leadership, organizational culture, and decision-making.

- Contemporary management often emphasizes profit, efficiency, and rivalry. In contrast, Indian management thought, shaped by spiritual traditions, advocates a balance between material achievement, ethical practices, and social responsibility. The teachings of the Bhagavad Gita, Upanishads, and Arthashastra underscore discipline, duty, collective growth, and sustainable progress. This approach helps students understand management not only as a process of optimizing resources but also as a means of fostering human and organizational development.
- Incorporating Vasudhaiva Kutumbakam into management studies equips future managers with global vision rooted in local wisdom. It develops empathy, teamwork, and cross-cultural awareness. Skills vital for leading diverse teams across geographies. Moreover, spirituality in management strengthens mindfulness, emotional intelligence,

and resilience, enabling students to face workplace pressures, ethical challenges, and rapid changes with clarity and balance.

- For aspiring leaders, this philosophy reinforces that enterprises are not detached from society but are part of a broader ecosystem. Through value-driven leadership and inclusive strategies, they can drive sustainable growth while building organizations based on compassion and fairness. Thus, VasudhaivaKutumbakam unites spirituality with management, preparing students to become leaders who serve both business and humanity.



Dr GB Sabari Rajan
Associate Professor
GRGSMS

Students’ Timeline

- 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 April 2025.
- 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 April 2025.
- II MBA student, Ms M Madhurasangavi, participated and attended 'The Ananta Aspen Emerging Leaders Fellowship' programme, organised at Kumaraguru College of Technology, Coimbatore, from 9 to 14 June 2025.
- The Fine Arts Club of GRGSMS organized Onam and Teacher’s Day Celebration on 3 September 2025.



<i>Editorial Team</i>	Patron	Team Leader	Editor
	Smt R Nandini Chairperson, GRG Institutions	Dr P Sadhasivam Director, GRGSMS	Dr S Kavitha Associate Professor

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