

NEWS & EVENTS - October 2025

Alumna Talk, CXO Talk & E-Talk

1. An Alumna talk was organized on the topic, "Entrepreneurship in Creative Industries" on 9 October 2025 with Ms.Tharika Srinivasan (PGDMFS - Class of 2017), Founder of FabKraft, being the resource person.
2. GRGSMS organized an Entrepreneurship Talk on "Crafting a Killer Pitch Deck" featuring Mr. Baskar Perumal, Entrepreneurial Consultant, BKD Advisors & Director - Startup Grind (Madurai Chapter), as the resource speaker on 8 October 2025.
3. Dr Sadhasivam, Director, attended the Managing Committee meeting of the CMA on 10th October 2025.
4. Samyukthi 2025 - Thriving in Transformation: Skills for Leadership Excellence was organized, on 10 October 2025, as a dynamic leadership lab and industry-academia connect platform. The event was inaugurated by Mr. Omprakash Pratap, Senior Vice President, Deloitte, Bengaluru, who highlighted the need for collaboration, disruption, and resilience in modern leadership. With participation from 141 students representing 22 MBA institutions, the day featured flagship events – Hackathon, Trailblazer, and Debate – judged by eminent industry leaders from Bosch, Messer Cutting Systems, Circor, and Sampurnam Group. The winners of the events were awarded during the valediction. Sri Roshini S (I MBA) and Hari Dharshini M (II MBA) were recognized as Best Performers in the Debate.
5. A CXO Talk on "Art of Resilience in Business and Life" was organized on 15 October 2025. The session featured Dr. A. Shanmugavasan, Managing Director of KOB Medical Textiles, who shared powerful insights on building resilience through inner strength, ethics, and right thinking.
6. A CXO Talk on "Leading Digital Transformation: Challenges, Opportunities, and Best Practices" was organized on 16 October 2025. The session featured Mr. Sunil David, Digital Technology Consultant and Former Regional Director - IoT, AT&T India, who

shared impactful insights on digital leadership, 5G, AI, and IoT. Another CXO Talk on “Future of Work and Organizational Transformation in the AI Era” was organized on the same day. Mr. Anil Kumar, Vice President, Infosys, discussed how AI and automation are transforming workplaces and emphasized continuous learning, adaptability, and design thinking

Faculty Timeline

7. Dr K G Nisha, has been awarded the Best Teacher Award - 2025 by the Oliva Foundation Charitable Trust on September 2025. (Inclusion)
8. Dr M M Dhanya, Assistant Professor, completed two online courses on "Human Resources Management Capstone: HR for People Managers " from the University of Minnesota and Introduction to Artificial Intelligence (AI)" offered by IBM through Coursera on 3 October 2025.
9. Dr G Brindha, Assistant Professor, served as a VC nominee for the second doctoral committee meeting of Mr M Rajesh on 8 October 2025, at Sri Krishna Arts and Science College, Coimbatore.
10. Dr Vandana Madhavkumar, Dean - IR attended the CMA MC meeting at IBIS on 10 October 2025.
11. Dr Vandana Madhavkumar, Dean - IR attended the Skill Conclave organised by Coimbatore Productivity Council on 11 October 2025 at the Residency. She also signed an MoU with (CPC) on the same day.
12. Dr K G Nisha and Mr. Baggam Seshu Sailendra Assistant Professors, attended a Five-Day National Level Online Faculty Development Programme on “Business Analytics” organized by the Department of Management Science, Sri Krishna Arts and Science College, Coimbatore, from 13 to 17 October 2025.
13. Dr R Prabusankar, Professor, and Dr R Initha Rina, Associate Professor, completed a GRG Trust Research Project titled “Navigating Sustainability: Social Capital Formation among Organic Product Promoters in India” on 15 October 2025.
14. Dr R Prabusankar, Professor, participated in CII CONNECT 2025 - Conference on Information and Communication Technology (ICT) - Tamil Nadu, held on 16 and 17

- October 2025 at Hotel Le Royal Méridien, Chennai. Dr Vandana Madhavkumar, Dean - IR attended the event on 17 October 2025
15. Dr S Allimuthu, Associate Professor along with PhD research scholar Ms P Revathi, presented a paper on the topic “Moderating Effect of Agency Cost Mechanism on the relation between Capital Structure, Corporate Governance and Firm Performance with Special Reference to Indian Pharmaceutical Industry” in the 13th International Conference on Emerging Trends in Corporate Finance and Financial Markets on 17-18 October, 2025
 16. Dr P B Saranya, Assistant Professor participated and presented a paper titled 'Examining the Interconnectedness of Stock Indices and their Impact on Indian Stock Market' at the International Finance Conference organised by SDMIMD, Mysore during 17 and 18 October, 2025
 17. Dr M M Dhanya, Assistant Professor, participated in the online National Level Workshop on "How to Write and Get your Research Paper Published" conducted by ESSGEE DIGISKILLS from 21 to 31 October 2025.
 18. Dr M M Dhanya, Assistant Professor, completed Course Specialisation on "Improve your English Communication Skills" from the Georgia Institute of Technology on 22 October 2025.
 19. Dr S Kavitha, Associate Professor has successfully completed an online course on "AI in the Classroom" offered by Canva Design School on 22 October 2025
 20. Dr M M Dhanya, Assistant Professor, participated in a one day National Level Online Workshop on "Data Analysis Using Excel" conducted by HI LEARN EDUTECH INSTITUTE on 18 October 2025.
 21. Dr K G Nisha, Assistant Professor, presented a research paper titled “Promoting Repair and Reuse Culture for a Circular Economy” at the 15th International Conference on Sustainable Water Management and Circular Economy & IPLA Global Forum 2025 (Day 3 Virtual Presentation) held on 31 October 2025.
 22. Dr G Brindha, Assistant Professor completed a course titled "Natural Language Processing" through Coursera on 31 October 2025.
 23. Dr J Divya Lakshmi, Assistant professor, completed a course Managing Employee Compensation offered by University of Minnesota through Coursera on 31 October 2025.

24. Dr G B Sabari Rajan, Associate Professor, was invited to serve as the Chair for a technical session and as the Guest of Honour for the valediction ceremony of the International Conference on “Business Management, Technology, Social Innovation, and Sustainable Development,” organized by Vivekananda Institute of Management Studies in association with Sharda University, Uzbekistan on 31 October 2025.
25. Dr Vandana Madhavkumar, Dean - IR received the Best Paper Award as a coauthor of the paper titled ‘Aligning Human Resource Operations with Sustainable Development Goals (SDGs): A Comparative Study of India and Malaysia in October 2025 at the 3rd International Conference on Cross-Disciplinary Academic Research organized by UPTM and CAR in Malaysia along with Ahmad Hafizi Ahmad Giran, Puteri Fadzline Muhamad Tamyez, Muhammad Ashraf Fauzi

Guest Lecture

26. A guest lecture was organized for the course Digital Marketing on 7 October 2025. Mr Raj Ganesh, CMO, Roots Holistics Health and Wellness Centre, Coimbatore has delivered an insightful session on “AI in Social Media Marketing”
27. A series of International Guest Lectures were organised in October 2025 to enrich students’ understanding of global management practices, technology, and organizational behaviour. Experts from reputed international institutions and industries shared their knowledge and experiences, offering valuable insights into contemporary business trends and practices.

The sessions included:

- “Cultural Dynamics in Consumer Decision Making” by Dr. Raúl Martínez Flores, International Business Global Program Coordinator, CETYS University, Mexico - 07.10.2025
- “Measuring the Effectiveness of Creative Strategy Planning” by Dr. Raúl Martínez Flores, CETYS University, Mexico - 09.10.2025
- “Organisation Culture” by Dr. Mohd Hanafiah Bin Ahmad, Dean, Faculty of Industrial Management, University Malaysia Pahang - 14.10.2025

- ‘Introduction to Information Systems and Digital Age Innovations” by Mr. Paary Nanjukutti, Team Lead, North Rhine-Westphalia, Germany - 15.10.2025
 - “Enterprise Systems” by Dr. Bertha Martínez-Cisneros, Academic Coordinator, CETYS Universidad, Mexico - 22.10.2025
 - “The Evolution of CRM: From Rolodex to Cloud Intelligence” by Mr. Abrar Riyasudeen, Lead - Sales and Operations, Amcan Bearing Official, Canada - 23.10.2025
 - “Business Intelligence” by Dr. Alejandra Rosales, Professor-Researcher, CETYS Universidad, Tijuana, Mexico - 24.10.2025
28. An online special talk was organized as a part of the Banking and Insurance course for II MBA students. The session was delivered by Dr. Nithya Ramachandran, Senior Faculty, Department of Business Studies, College of Economics and Business Administration, University of Technology and Applied Sciences, Ibra, Sultanate of Oman.

Institute Timeline

29. Disaster Preparedness & Fire Safety Mock Drill Training with the theme “Prepare, Prevent, Protect - Safety in Action” was organized on 14 October 2025, to promote awareness on emergency response and campus safety. The session was led by Dr. K. V. Vinayagamoorthy, Safety Awareness Trainer, and Mr. Vandhematharam A. Madhavan, Corporate Trainer & Disaster Management Expert from AGNI, who provided practical insights on fire safety, evacuation techniques, and disaster readiness. A live mock drill conducted on the sports ground enabled students to experience real-time emergency handling, teamwork, and crisis coordination. As part of the initiative, a dedicated Emergency Response Team (ERT) was also formed to strengthen safety preparedness within the campus.
30. The fine arts association along with SHREYAS organized Diwali Celebration 2025 on 16 October 2025. Students showcased their talents through captivating music, dance, games, and a dazzling ramp walk that celebrated togetherness and happiness.

Research, Funding & Publications

31. The I DC of Ms A T Mirudula Full time PhD Scholar under the guidance of Dr R Initha Rina, Associate Professor was conducted on 17 October 2025. Dr D Kavitha, Professor, PSG IM was the subject expert for the same.
32. Dr R Prabusankar, Professor, published a research paper titled “Leveraging Data Science for Effective Operations Management: Trends and Application in Manufacturing” in the Scopus-indexed journal Lex Localis - Journal of Local Self-Government (ISSN: 1581-5374, E-ISSN: 1855-363X), Vol. 23, No. S6 (2025).

Students Timeline

33. As part of the Community Immersion Programme, teams 3, 6, and 7 of II MBA visited the villages of Edayarpalayam, Kallapalayam, and Pappampatti from 6 to 8 October 2025, and conducted a series of community-oriented sessions for school students and villagers with the support of Walkroo Foundation. The initiatives included Maths and English training sessions supporting SDG Goal 4 - Quality Education, Menstrual Health and Drug Awareness sessions aligned with SDG Goal 3 - Good Health and Well-being, and Women Empowerment through Government Scheme Awareness activities also contributing to SDG 5 - Gender Equality. The programmes were coordinated by Dr. S. Kavitha, Dr. G. B. Sabari Rajan, and Dr. S. Allimuthu, Associate Professors respectively.
34. As a part of Community Immersion Programme, Team 2 students of II MBA conducted an awareness programme for the students of Viswankar Public School, Perur, Coimbatore, on 7 October 2025, in alignment with SDG 6 - Clean Water & Sanitation

- and SDG 3 - Good Health and Well-being in collaboration with the TREE (Trust for Environment and Ecosystem) NGO. The activity was coordinated by Ms R Sreeprabha, Assistant Professor.
35. II MBA students – Jeyashree, Pon Shivani, Harshitha, Madhura Sangavi, Mayukha Deivam, Pooja Dharshini, Shreenithi, Sreya, and Sri Subathra – served as volunteers for the Tamil Nadu Global Startup Summit (TNGSS) held on 9 and 10 October 2025 at the CODISSIA Trade Fair Complex, Coimbatore. The student volunteers actively supported event coordination and networking activities, gaining valuable exposure to the startup ecosystem.
 36. As part of the Community Immersion Programme, team 8 of II MBA visited Kanuvaipalayam, Peelamedu, and Gandhipuram with the support of Ilam Thalir Social Service Trust and Panchayat Union Primary School, Kanuvaipalayam and conducted the project “Repair and Reuse Culture for Circular Economy” on 11 and 13 October 2025 in alignment with SDG 12 - Responsible Consumption and Production. The project was coordinated by Dr K G Nisha, Assistant Professor.
 37. The Health and Fitness Association, conducted a Zumba Dance Program at the Sports Arena with Mr Mugesh, Choreographer and International Instructor from Rudra Dance Studio, being the Instructor on 15 October 2025.
 38. As part of the Community Immersion Programme (CIP), the II MBA students conducted an Awareness Study on Sustainable Transportation among the general public and organized a session on Mechanization and Automation in Farming for the farmers of Madampatti and Boluvampatti villages. GRGSMS, in association with THE DLO NGO, also organized an Awareness Walkathon at Boluvampatti village under the SDG theme: Climate Action (SDG 13) on 22 and 23 October 2025. This project was coordinated by Dr R Prabusankar, Professor.
 39. II MBA Students - Shreenithi C R, Pooja Dharshini, Dakshata, and Jeyashree, attended the Founder’s Meetup on “Exploring Your Business Beyond Borders,” addressed by Mr. P. Nikhil Vyass, Founder, Month End. The session was organized by GRG Ignite (Pre-Incubation Centre) on 23 October 2025
 40. Community Immersion Programme (CIP) presentation of II MBA students was conducted on 24 October 2025. The presentations were evaluated by the external evaluator Mr Harihar Ravichandran, Founder & Managing Trustee, Ilam Thalir Social Service Trust.

41. The students of I MBA and MBA DM have participated in the EBSCO training session on “Value of Business Source Elite and IEEE Xplore in Research, Project Work, and Placement” organised on 28 October 2025.
42. II MBA students – Pranitha R, Ritiha J V, Nila S P, Darshini M, Madhura Sangavi M, Jordan, Abirami K, Radhika, and Nithya – and I MBA students – Harishavarthini S, Midunya, Oviya V, Evelin Jovita, and Roshana – attended Session #3 of “As I Evolve - Season 2025-26” organized by the Rotary Club of Coimbatore on 30 October 2025 at Chamber Hall, Avinashi Road. The session, titled “Mindset Makeover - ‘Can I?’ to ‘I Can!’” was delivered by Ms. Sindhu Kalyanasundaram, Founder - Ignite Akademi and Co-founder - Sarva Happiness.
43. Ms Krishnaveni P, Ms Lidiya Reni M, Ms Madhumitha S, Ms Meghanaa R, Ms Mithuna J, Ms Mohanapriya M and Ms Monisha Pruthvi G G of II MBA published their Business Research Methods project as an article, titled ' Travel Preferences and Behaviour of Generation Z' in The International Journal of Analytical and Experimental Modal Analysis, Vol 17, Issue 09, September 2025.
