

## NEWS & EVENTS - November 2025

### Alumna Talk, CXO Talk & E-Talk

1. An Alumna talk on the topic "The Iron Lady: The Story of Sri Thangamman Steels" was organized on 6 November 2025. Ms.Hemalatha Easwaran (PGDMFS - Class of 2009), Founder of Sri Thangamman Steels, Annur, Coimbatore, was the resource person.
2. GRG School of Management Studies organized an Entrepreneurship Talk on "Entrepreneurship Unlocked: Foundations, Mindset and the Power of Building Something of Your Own' on 25 November 2025 The session was handled by Mr. Sathya Prashanth, Founder of Socio Potents, who shared practical insights on building entrepreneurial mindset, opportunity recognition, and venture creation. The programme was attended by I MBA & I MBA DM students,

### Faculty Timeline

3. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Dean - IR attended the CII members meet at the Coimbatore Club on 5 November 2025.
4. Dr S Kavitha, Associate Professor attended the Board of Studies meeting of department of Management (MBA) of RVS college of Arts and Science as a University Nominee on 8 November 2025.
5. Dr Vandana Madhavkumar, Dean - IR and Mr Baggam Seshu Sailendra, Assistant Professor attended the NASSCOM Technology Conference on 11 November 2025
6. Dr. G B Sabari Rajan, Associate Professor completed a three-week industry immersion from 12 November to 29 November 2025, at Decan Pumps Pvt. Ltd., gaining practical exposure to industry trends, technological advancements, and

- management practices. He also supported the Finance Department by providing insights into working capital management models.
7. Dr Vandana Madhavkumar, Dean - IR attended the Managing Committee meeting of CMA at KMCH on 13 November 2025.
  8. Dr P B Saranya, Assistant Professor delivered an Internal Faculty Seminar on the topic "Connectedness among the Global Stock Indices: An Empirical Analysis" on 14 November 2025.
  9. Dr M M Dhanya, Assistant Professor completed a course "Quantitative Methods" from the University of Amsterdam with a grade of 89% on 14 November, 2025.
  10. Dr M M Dhanya, Assistant Professor participated and presented a paper titled "Forging an enabling ecosystem for Social Enterprises in India: A Pathway to a Sustainable Future" in the two-day International Conference on "Entrepreneurship for a Sustainable Future", organised by Loyola College of Social Sciences (Autonomous), Thiruvananthapuram, in collaboration with the School of Management Studies, CUSAT, Cochin and ASEM Lifelong Learning, Denmark on 18 & 19 November 2025.
  11. Mr Baggam Seshu Sailendra, Assistant Professor attended a webinar on Hubro Simulation: Digital Marketing by Haward Business Impact on 19 November 2025.
  12. Mr Baggam Seshu Sailendra, Assistant Professor participated and presented a paper titled "A Study on the Data-Driven Entrepreneurship for Sustainable Global Business Models in Fintech" in the two-day International Conference on "Entrepreneurship for a Sustainable Future", organised by Loyola College of Social Sciences (Autonomous), Thiruvananthapuram, in collaboration with the School of Management Studies, CUSAT, Cochin and ASEM Lifelong Learning, Denmark on 18 & 19 November 2025.
  13. Ms L S Monisha, PhD Full time Scholar under the guidance of Dr S Kavitha, Associate Professor has submitted her thesis to Bharathiar University on 20 November 2025.
  14. Dr Vandana Madhavkumar, Dean - IR visited the Codissia for a meeting with Mr M Karthikeyan, President Codissia on Thursday 21 November 2025
  15. Dr M M Dhanya, Assistant Professor completed a course "Quantitative Research Methods" from the University of Amsterdam with a grade of 93% on 25 November 2025.

16. Mr Baggam Seshu Sailendra, Assistant Professor attended a programme conducted Coimbatore Management Association, along with CIO Association - Coimbatore chapter, All India Management Association, and The Institute of Indian Foundrymen - Coimbatore Chapter at Grand Regent, Coimbatore on 27 November 2025. The speaker Ms. Anya Geraldine D'Souza, Fractional Chief Marketing Officer & Marketing Strategist delivered a lecture on The Growth Blueprint for Manufacturing MSMEs - Leveraging Sales & Marketing Systems.

---

---

### **Guest Lecture**

17. 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 in the Department of Business Studies, College of Economics and Business Administration, University of Technology and Applied Sciences, Ibra, Sultanate of Oman.

---

---

### **Institute Timeline**

18. The Quality Assurance Report has been submitted to ACBSP during November 2025.

---

---

### **Research, Funding & Publications**

19. Dr R Initha Rina, Associate Professor presented a paper titled "Navigating Sustainability: Social Capital Formation among Organic Product Promoters in Tamil Nadu" at the International Conference on Business Innovation and Sustainable Society, (BISS 2025) at GITAM University, Visakhapatnam on 27 & 28 November 2025.
20. Dr G Brindha, Assistant Professor and Dr M Reshma, Assistant Professor published the paper "AI-Driven Omnichannel Marketing and Customer Experience: A

Bibliometric Overview" in the Indian Journal of Marketing (Vol. 55, Issue 11, 2025), a Scopus-indexed and ranked Q3 journal.

21. Dr K G Nisha delivered a virtual presentation of her research paper "Does Market Capitalisation Reflect Real Profitability? A Study on Sun Pharmaceutical Industries Ltd. (2008-2024)" at the ICGBEFSS-25 International Conference organized by NIER on 1 November, 2025, highlighting key insights into how Sun Pharma's market value aligns with its actual profitability over a sixteen-year period.
22. 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

23. GRG School of Management Studies conducted an Interactive Session on "Business Excellence through TQM Practices" on 01 November 2025 at MM Hall 2 for II MBA students. The session was led by Dr G M Ramachandran, Industry Expert. Dr G M Ramachandran elaborated on the principles of Total Quality Management and their significance in achieving operational excellence, continuous improvement, and customer satisfaction. The Session was organized by Dr R Prabusankar, Professor.
24. As a part of Day with Nature in coordination with the Sustainability association, students of I MBA and MBA DM (2025-27 batch) visited "Ahalia Heritage Village, Palakkad" on 1 November 2025. Dr S Allimuthu, Mr Baggam Seshu Sailendra, Dr G Brindha, Dr M M Dhanya, Dr R Initha Rina and Dr K G Nisha accompanied the students.
25. GRG School of Management Studies, in association with the Confederation of Indian Industry (CII) - Indian Women Network (IWN) and the Institution's Innovation Council, organized a panel discussion on "Women Entrepreneurs Shaping the Future – Fostering Financial Independence and Driving Innovation Amongst Women" on 4 November 2025 from 9:20 a.m. to 11:30 a.m. at GRG School of Management Studies. The distinguished panel comprised Ms Siva Raghavi, Startup Enabler and

SDG Enthusiast; Ms Benazir (B) Khan, Founder & Principal ABM Strategist; and Ms J Manju Parkavi, Joint AVP – Retail Operations and Service Excellence, Sakthi Financial Services. The session was moderated by Ar. Sowjanya Kora, Founder & Principal Architect, Dvaana Design Studio and Lead – Campus to Career, IWN–CII Coimbatore. The interactive discussion highlighted women-led entrepreneurship, access to finance, innovation ecosystems, and strategies for building sustainable ventures. MBA & I MBA DM students of GRGSMS actively participated and benefited from real-world insights shared by the industry leaders. The session was coordinated by Dr R Prabusankar, Professor.

26. II MBA students K Santhiya, A Shalini, and K Abirami were certified for successfully completing the virtual seminar course "Discover Japan" offered by CETYS University, Mexico, from 11 October 2025 to 15 November 2025.
27. GRG Gen Nxt Incubator organized a Roundtable Series titled "From Waste to Wealth: Circular Economy Innovations in Sustainability" on 21 November, 2025 near CODISSIA, Coimbatore. The session was attended by II MBA students Pooja, Priya Dharshini, Jeyashree, Dakshatha and C R Shreenidhi.
28. I MBA and I MBA (DM) students have been participating in the Monday Musings on all the Mondays in the month of November organised by Coimbatore Management Association online with experts from the industry. Two of its edition had students from its member institute as guests to deliver their talks.
29. II MBA students K Abirami, M Darshini, N Jordan Ruth Mithra, M Madhura Sangavi, S Nila, R Nithya Sri, R Pranitha, M Priyadrashini, Radhika, J V Rithiha, and C R Shreenithi, along with I MBA students G Evelin Jovita, V Oviya, S K Sri Midunya, and R V Roshana, participated in the year-long leadership development programme "As I Evolve - Season 2025-26" organized by the Rotary Club of Coimbatore under the theme "Build Your Brand, Build Your Career". The programme aimed at enhancing leadership skills, personal branding, communication competence, and professional preparedness among management students. As part of this initiative, the students attended the prestigious Youth Icon Awards 2025, held on 27 November, 2025 at the Chamber Hall, Avinashi Road, which recognized outstanding young achievers for their leadership, innovation, and community impact. The event provided the



students with meaningful exposure to inspiring role models and reinforced the importance of purpose-driven leadership and continuous self-development.

\*\*\*\*\*