

## NEWS & EVENTS - February 2026

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

1. An Alumna talk was organized on the topic, "Choices and Challenges: The Value of Confidence", on 4 February 2026. Ms S Harshavardhini (Class of 2016), - Professional Artistry was the resource person for the event.
2. A CXO Talk was organised on "Union Budget 2026-27: Insights, Priorities and Economic Impact" on 22 February 2026. Mr K Ravi, Chief Financial Officer, Roots Group of Companies & Director, Roots Multiclean Ltd delivered the talk. The session highlighted the linkage between the Economic Survey and the Budget, investment in infrastructure, education and defence, the role of MSMEs and entrepreneurship in supporting long-term economic growth and Viksit Bharat 2047.

### Faculty Timeline

3. Mr M Rajesh, Placement Coordinator, attended the online meeting "PSGR LineupX" held on 2 February 2026, hosted by the Career Development Cell of PSGR Krishnammal College for Women, which focused on industry engagement, internship opportunities, and employability insights for students.
4. Dr G Brindha, Assistant Professor, attended the webinar on 'How to Protect Your Teaching Expertise in the Age of AI' organized by Harvard Business Impact on 5 February 2026. Cheryl Strauss Einhorn, Faculty at Columbia University, Cornell University, and Cornell Tech, and Founder & CEO of Decisive Inc. Delivered the talk.
5. Dr A Chitra, Assistant Professor, completed a course on "Emotional Intelligence: Cultivating Immensely Human Interactions" on 8 February 2026 through Coursera.
6. Dr Vandana Madhavkumar, Dean - Industry Relations, Dr R Initha Rina, Associate Professor, Dr PB Saranya, Assistant Professor and 5 MBA DM students attended the

- programme on 'Leadership Lessons from the Movie Industry' by Prof Kandaswamy Bharathan on 9 February 2026 at the cosmopolitan club organized by IIMA Coimbatore chapter and CMA.
7. Dr Vandana Madhavkumar, Dean - IR, joined as a member in IIMA Coimbatore chapter on 9 February 2026.
  8. Dr A Chitra, Assistant Professor, presented a paper titled "From Screen exposure to Emotional Vulnerability: A Conceptual Analysis of Digital overuse, peer comparison, and Mental health outcomes among Children", on 12 February 2026 in an International conference on 'Screen to Street: Strategies to reducing digital overuse among children'.
  9. Dr Vandana Madhavkumar, Dean - IR presented a paper titled 'Leveraging Digital Entrepreneurship: A tool for Sustainable Agency and Empowerment' at the international Conference on 'Transforming Global Business Ecosystem through Sustainability, Innovation and Technology' organized by Rajagiri Business School and Rajagiri College of Social Sciences, Kochi on 13 February, 2026.
  10. Dr Vandana Madhavkumar, Dean - IR attended Codissia Defence Innovation and Atal Incubation Centre (CDIIC) 6th Startup Onboarding and Success Meet on 16 February held at Hall C, Codissia Trade Fair Complex, Coimbatore.
  11. Dr G Brindha, Assistant Professor, delivered a session on 'Data to Decisions: Building Actionable Dashboards for Business Leaders' to MBA students of Anna University, Coimbatore on 18 February 2026, focusing on transforming data into strategic insights for managerial decision-making.
  12. Dr Ajit K Thomas, Dean, Dr Allimuthu, Associate Professor, and Dr Baggam Seshu Sailendra, Assistant Professor, attended the KCWTLC FEB Module 20 on 'AI and Transformation of Industry: Future role of the Academia' on 20 February 2026.
  13. Dr P Sadhasivam, Director, Dr Vandana Madhavkumar, Dean - IR, Dr R Prabusankar, Professor, Dr G B Sabarirajan, Associate Professor, Dr Baggam Seshu Sailendra, Assistant Professor attended the CMA National Management Day held on 20 February 2026 at the Residency, Coimbatore.
  14. Ms R Sreeprabha, Assistant Professor and Dr P. B. Saranya, Assistant Professor, presented case studies on the topic, "Financially Independent but not Financially Empowered: A personal finance dilemma" and "Bridging Theory and Practice in Waste Management: A Sustainability Case from Rural India" respectively at the

- International Case Conference on Contemporary context in Innovation, Inclusion and Impact organized by SDM IMD, Mysuru on 20 February 2026.
15. Ms R Sreeprabha, Assistant Professor and Dr P. B. Saranya, Assistant Professor, attended an Intergrated Case Writing Workshop organized by SDM IMD, Mysuru on 21 February 2026.
  16. Dr J Meena Maheswari, Associate Professor, completed a course online on "Real Estate Financial Modelling" on 24 February 2026 authorized by Coursera.
  17. Dr G B Sabarirajan, Associate Professor, served as a Resource Person for the workshop on "The Art of Case Method Teaching" at Karpagam Academy of Higher Education, Coimbatore on 28 February 2026.
  18. Dr J Meena Maheswari, Associate Professor, presented a paper titled, "Decoding Greenwashing: A Text Analytics Study of ESG Disclosures in Indian Corporates" on 28 February 2026 in the 2nd International Conference on Multidisciplinary Approaches for Sustainable Development (ICMASD 2026)
  19. Dr R Initha Rina, Associate Professor and Dr P B Saranya, Assistant Professor attended the Faculty Enrichment Programme on "Leading Academics: From Role to Influence" on 28th February 2026 organized by KCW TLC.
  20. Ms R Sreeprabha, Assistant Professor and Dr P B Saranya, Assistant Professor published a Case study on the topic "Cooling Innovations - The untapped potential of Ceiling Fans" in The Case Centre, UK with reference 325-0356-5.
  21. Ms R Sreeprabha, Assistant Professor has completed online course on the topic "Generative AI for Human Resources (HR) Professionals" by IBM and SkillUp through Coursera.

## Institute Timeline

22. An International Workshop on “Introduction to Power BI” was conducted in two modules on 5th and 12th February 2026 for I MBA students. The session was delivered by Ms. Rajashri M, Microsoft Certified Data Analyst at Western Union, United Arab Emirates.
23. The Academic Audit for the period from 2022-23’ to 2024-25 was held on 26 February 2026.

## Research, Funding & Publications

24. A Research article titled ‘The Mediating Role of Conscious Consumerism in Shaping Sustainable Consumption Intentions: Evidence from Coimbatore District, India’, authored by S Adlinda, Dr G Brindha, M Reshma, Jaheer Mukthar K. P., Jeremy Ko, Mohammad Ridwan, Chun Kai Leung, Hoi Sze Tang, R. Gowrishankar, and Wai-kit Ming, has been published in Frontiers in Sustainability, Volume 7 (2026), (Scopus Indexed, Q2 journal).
25. Dr G Brindha, Assistant Professor, delivered an Internal Faculty Seminar on the topic ‘The Mediating Role of Conscious Consumerism in Shaping Sustainable Consumption Intentions: Evidence from Coimbatore District, India’ on 13 February 2026.
26. Dr R Prabusankar, Professor, published a research article titled “From Demo to Decision: How Clinical Demonstrations Influence Medical Device Purchase Outcomes in South India” on 24 February 2026 in the Journal of Informatics Education and Research (ISSN: 1526-4726), Volume 6, Issue 1 (2026), (Page 1593-1600).
27. Dr R Initha Rina, Associate Professor presented her study titled, 'Bibliometric Review of Consumer Engagement Behaviour: Research Trends and Scholarly Impact' during the IFS held on 25 February 2026.
28. Dr M Reshma presented her study titled, 'From Self-Directed Digital Learning to Human Resource Development: Tracing the Knowledge Attainment Journey through a Bibliometric lens' during the IFS held on 27 February 2026.

29. Dr K G Nisha published a book titled Financial Reporting and Analysis for Beginners, published by Scientific National Publishing House, February 2026. (ISBN: 978-93-7196-827-0).

## Students Timeline

30. GRGSMS achieved a successful placement outcome through a recruitment drive conducted by Teknowgrade on 2 February 2026, wherein ten students were selected for the role of Inside Sales Business Development Executive. The selected students will undergo a three-month on-site internship with performance-based stipends of rs 15k and incentives of 12k based on performance, gaining practical industry exposure. Upon successful completion of the internship, candidates will be considered for full-time employment with a CTC of ₹6 LPA and 3LPA as incentive based remuneration. This achievement highlights GRGSMS's commitment to enhancing student employability through industry collaboration.
31. FEB FIESTA 2026 was successfully conducted on 9 February 2026 with the theme "Global Potpourri", celebrating the spirit of entrepreneurship. The campus transformed into a vibrant global marketplace with MBA students representing 20 countries, namely: Belgium, China, France, Germany, Indonesia, Italy, Japan, Kenya, Mexico, Russia, Singapore, South Korea, Spain, Sri Lanka, Thailand, Turkey, UAE, and UK. Each team showcased innovative business models, country-specific products, and authentic cuisine, offering experiential entrepreneurial learning.
32. A campus placement drive with Roots India Pvt. Ltd., was organised by GRGSMS on 11 February 2026. Eight students participated in the recruitment process, out of which three students – Ms M Priyanka, Ms S V Nidharsana, and Ms M Madhurasangavi were selected for the position of Executive Trainee Officer - Grade 1 with an annual salary package of 4.65 LPA.
33. The Debriefing Session of FEB FIESTA 2026 was conducted on 11 February 2026 and was evaluated by distinguished judges: Mrs Sree Priya Kowshik, Managing Director, Pinaka Innovation Private Limited, and Mr Arunkumar Visweswaran, Founder, Brand Monk Groups. The awards were conferred upon the winners of the following categories: Team 19 - France (II MBA) - Most Innovative Global Venture. Team 14 - United Arab Emirates (I MBA DM) - Best Stall Award. Team 11 - Indonesia (I MBA, Sec-

- A) - Highest Turnover & Best ROI. Team 09 - Sri Lanka (II MBA, Sec B) - Most Relevant Global Theme & Execution.
34. K Prabha Sri (I MBA, Section A), S Sharmadha (I MBA, Section B), Anusree (I MBA, Section A), and C R Shreenidhi (II MBA, Section B) participated in the Young Entrepreneurship Summit held at PSG Institute of Management. The summit offered valuable exposure to emerging entrepreneurial trends, innovative business ideas, and interactions with industry experts, enhancing the students' entrepreneurial knowledge and practical insights.
35. Students have been participating in the 'Monday Musings' organized by Coimbatore Management Association online every Monday. The students have been benefiting from the sessions, gaining exposure and insights through the talks on experiential and knowledge sharing with industry experts and academia.
36. Students have been participating in the intercollegiate events in and around Coimbatore and Erode. Students have won several prizes and also bagged the overall championship at Hindusthan College of Arts and Science, Coimbatore on 20 February 2026.
37. GRGSMS was awarded the BEST STUDENT CHAPTER OF THE YEAR by CMA in the National Management Day celebrations and Award Ceremony held at Residency, Coimbatore on 20 February 2026.

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