



# *Impressions*

Creative thoughts in action

## A BI-ANNUAL NEWSLETTER

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### From the Editor

At GRGSMS, the ethos of learning transcends conventional boundaries. Our MBA programme is meticulously crafted to foster a comprehensive understanding of management and leadership, while nurturing the holistic development of our students. Central to our approach is an innovative curriculum, structured to align with our overarching objectives, ensuring that students are equipped with the skills and competencies demanded by the dynamic landscape of modern business. Embracing technology as an enabler, our learning management system empowers students with access to a plethora of online resources, augmenting their academic journey beyond the confines of traditional learning. Faculty employ tailored pedagogies, fostering experiential learning environments. Initiatives like the Personality Development Programme (PDP), Outbound Training Programme (OBT), Career Counselling Programme (CCP) and

Community Immersion Programme (CIP) develop soft skills, team work and social responsibility. We embrace a global outlook through the Study Abroad Programme (SAB) and COIL Programme, fostering cross-cultural understanding.

Our ethos revolves around redefining education, empowering students as visionary leaders prepared to tackle global challenges. Through academic rigour, experiential learning, and global exposure, GRGSMS shapes women leaders equipped to navigate the complexities of the business world.

I am pleased to present the second issue of our Newsletter 'Impressions' for the Academic year 2023-24. The current issue highlights the details of various events and activities of the last six months. We look forward to your suggestions and feedback for any improvement.

**Dr T Jayashree**

### Message from the Director



I was discussing with few eminent academicians who shared some interesting thoughts about the future of management education. It is poised to undergo significant transformation driven by technological advancements, shifting societal needs, and evolving business landscapes. Management education will increasingly leverage technology to enhance learning experiences. Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), and Machine Learning (ML) will revolutionize the way concepts are taught, simulations are conducted, and data are analysed. Online platforms will offer personalized learning experiences tailored to individual student needs.

Curricula will prioritize teaching students how to navigate uncertainty, embrace innovation, and quickly pivot strategies in response to market disruptions. Management education will move towards a more interdisciplinary

approach, integrating insights from fields such as psychology, sociology, design thinking, and sustainability. This holistic perspective will enable students to address complex business challenges.

In an increasingly interconnected world, management education will place greater emphasis on global perspectives and cross-cultural competence. International collaborations, study abroad opportunities, and multicultural experiential learning will become integral parts of MBA programs. Industry partnerships, consulting projects, internships, and apprenticeships will provide students with real-world exposure and practical skills that are directly applicable to their future careers. Collaborations with companies will also help bridge the gap between academia and industry, ensuring that curricula remain relevant and up-to-date. Management education will extend beyond traditional MBA programs to encompass lifelong learning and continuous professional development. By embracing these trends, management education institutions can prepare students to thrive in a rapidly evolving business landscape.

**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.

"Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion."

- Jack Welch



## Hearty Congratulations !

- Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, received a funding of Rs 3,50,000 under the AICTE ATAL Technical FDP scheme for the FDP on "Trends in Management Information Systems", in September 2023.
- Ms P B Saranya, Assistant Professor, under the guidance of Dr S Allimuthu, Associate Professor, submitted her PhD thesis titled, "Dynamic linkages, asymmetric spillover of return and volatility between the implied volatility index and stock index returns in India", to Bharathiar University on 31st October 2023.
- Ms N A Ponnala Harshavardhini, PhD Research Scholar, under the guidance of Dr Savitha Nair, Dean, successfully defended her thesis on the topic "Impact of Electronic Word of Mouth (eWOM) on International Tourism related Decision - Making: A Study with Special Reference to Coimbatore City" on 24th November 2023.
- Ms R Sreeprabha, Assistant Professor, and Ms P B Saranya, Assistant Professor, were selected as the top ideators for their idea on "Delivering Financial Literacy at Scale" in the CIIED Think Tank Ideation Challenge, November 2023.



- Ms Archana R Motta, PhD Part Time Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, received Best Research Paper Award and a cash prize of Rs.15,000 for her paper titled "Analysing Consumer Purchase Behaviour in the Context of Mobile Phones: Webrooming Vs. Showrooming", presented in MARKCON 2024, the 15th International Conference and Research Consortium in Marketing, conducted by Indus Business Academy (IBA), Bangalore.
- Dr S Kavitha, Associate Professor, and Dr R Initha Rina, Assistant Professor, were selected as the top ideators for their idea on "Foodshare Connect: Bridging Hearts, Reducing Waste" in the CIIED Think Tank Ideation Challenge, December 2023.
- Ms R Vergin of II MBA was chosen as one of the Best Four Sports Students in Tamil Nadu and received a

government posting in the GST Sector from the Honourable Sports Minister Thiru. Udhaynithi Stalin on 23rd February 2024.



- Dr T Jayashree, Associate Professor, presented a research paper titled, "Exploring the factors influencing the Adoption and Continuance intention to use FinTech Services: Role of Satisfaction as a mediating effect", and received Best Paper Award, in The Silver Jubilee International Conference on "Proliferation of Business and Commerce in the Light of Fintech: Growth, Opportunities and Challenges", organized by Kristu Jayanti College, Bengaluru, in collaboration with EuroMid Academy of Business and Technology, Turkey, on 27th and 28th February 2024.

Hearty Congratulations to all for their wonderful achievements. Good luck and best wishes for all your future endeavors!

## Director's Corner

Dr P Sadhasivam, Director, participated in the following academic and industrial programmes during the period October 2023 to March 2024.

- "Global Excellence Mission" to Dubai from 1st to 6th October 2023, organized by the CII, Coimbatore.



- The education panel meeting of the CII, Coimbatore, on 4th December 2023.

- Managing committee meeting of the Coimbatore Management Association (CMA) on 8th December 2023.
- Office Bearers' meeting of the CMA on 29th November 2023.
- Office Bearers' meeting of the CMA on 2nd January 2024.
- CII Study Mission meeting online on 5th January 2024.
- Managing Committee meeting of the CMA on 20 January 2024.
- Managing Committee members meeting on 9th February 2024.
- Science Day Celebrations at Anna University, Coimbatore, as Chief Guest on 28th February 2024.

- CII Coimbatore Zone Annual Day 2024 on 4th March 2024.
- Student Management Day 2024, organized by CMA at Sree Saraswathi Thiagaraja College, Pollachi on 12th February 2024, along with Dr T Jayashree, Associate Professor, and Dr M Reshma, Assistant Professor.
- CMA's National Management Day held at The Residency on 23rd February 2024, along with Dr Vandana Madhavkumar, Associate Professor.

He was elected as the Convenor of the Education Panel of CII Coimbatore for the year 2024-25.



## Institute Timeline

- The meetings of the Academic Advisory Body and Governing Council of GRGSMS were held in hybrid mode on 2nd September 2023.
- Dr Vandana Madhavkumar, Associate Professor, attended the KCW TLC Faculty Enhancement Programme (FEP) during 11th to 15th September 2023.
- Ms P B Saranya, Assistant Professor, attended a Faculty Development Programme on "Advanced Panel Data Analysis using Gretl Software" conducted by IMS Engineering, Ghaziabad, during 11th to 15th September 2023.
- Dr S Kavitha, Associate Professor, attended a five-day online Faculty Development Programme on "Developing Marketing Capabilities using Multi-Pronged Interventions" organized by SCMS Cochin School of Business from 18th to 22nd September 2023.
- Annual General Body Meeting of Management Alumni Association of GRG Institutions was held on 26th September 2023. Ms S Sindhiya, President; Ms R Sowmithya, Vice-President; Dr M Theivanayagi, Treasurer and Dr S Kavitha, Secretary of the Association, attended the meeting.



- Dr P Sadhasivam, Director, was designated as the Joint Secretary and Dr Vandana Madhavkumar, Associate Professor, was designated as "Managing Committee Member" of CMA for the year 2023-24 on 4th October 2023.
- Dr G Brindha, Assistant Professor, visited Binghamton University, United States, from 15th September to 6th October 2023 along with a Faculty team from KCW.
- MBAPlus Mentoring Meeting with external mentors, was held online on 3rd October 2023. The industry mentors - Ms Sumithra Binu, Head - CSR, Walkaroo International Pvt Ltd, Coimbatore, and Mr Pradeep

Yuvaraj, Managing Director & Chief Storyteller, Prezantim Creative Services India Pvt Ltd, Coimbatore; and the Alumnae mentors - Ms R Nandita Karpagam, Research Analyst, London Stock Exchange Group, Bangalore; and Ms S Vidhya, Manager - Workforce Management Group, Wipro Technologies, Bangalore, participated in the meeting and interacted with the II year MBAPlus students. Dr Savitha Nair, Dean, and Dr M Reshma, Assistant Professor, held discussions with the mentors and the students.



- GRGSMS NIPM Student Chapter 2023 - 24 was inaugurated on 6th October 2023. Mr V Meenakshi Sundaram, Chairman, NIPM Coimbatore Chapter, and Head, Corporate HR, Lakshmi Ring Travellers Private Ltd, Coimbatore, presided over the event and inaugurated the student chapter. A knowledge sharing session on the topic "Employee Engagement Strategies and Best Practices", was organized. Mr R Shyam Sundar, Head - HR at Pricol Limited, Coimbatore; Mr Pon Annadurai, Vice-Chairman, NIPM Coimbatore Chapter, and Vice President - HR at CRI Pumps Pvt Ltd, Coimbatore; and Mr K Hariprasad, Deputy General Manager, HRBP - ESE & SDDC at Schneider Electric India Pvt. Ltd, Coimbatore, were the guest speakers. The Student Ambassadors of GRGSMS NIPM Student chapter are Ms R Vergin & Ms D Sonali from II MBA and Ms A Sri Ranjani & Ms K M Shujithaa from I MBA.



- ISO Internal Audit for the academic year 2023 - 24 was held on 17th October 2023.

- Dr Savitha Nair, Dean, presented a paper titled "Transitioning Towards Circular Economy: The Role of Stakeholders in Sustainable Plastic Waste Management" at the 6th International Conference on "Entrepreneurship for Sustainability and Impact (ESI): Tackling Grand Challenges for a Sustainable Future" organized by Qatar University during 17th to 19th October 2023. The paper was an outcome of the funded International Joint Research between NTU and GRGSMS on the theme "Value Creation from Waste Plastic: Sustainable Future".

- Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr S Kavitha, Associate Professor, and Dr G Brindha, Assistant Professor, attended the 7th edition of National Higher Education Conclave on "Artificial Intelligence and Educational Technology for Transforming Higher Education" organized by CII on 2nd November 2023 at Hotel Le Meridien, Coimbatore.

- The Community Immersion Programme Valediction of MBA 2022-24 batch was held on 4th November 2023. Mr Mahesh Shanmuga Sundaram, President, Namma Navakkarai, was the Chief Guest for the session.

- As a part of the National Education Day celebration, the students' forum "SHREYAS" organized a Panel Discussion on the topic, "Innovative Learning for a Sustainable Future" on 8th November, 2023. Dr Vandana Madhavkumar, Associate Professor, moderated the session followed by discussion by the Panelists, Ms V Shivashree (Class of 2020), Ms N Visrutha (Class of 2020), Ms M A Akshaya, Ms G Ambika, Ms A T Harsaya, and Ms B Nirupama Lakshmi, students of II MBA and I MBA respectively.



- Dr Savitha Nair, Dean, coordinated a One-Day Programme on 'Promoting Innovation and Entrepreneurship in



## Institute Timeline

HEIs' organized by the Association of Self - Financing Arts, Science and Management Colleges of Tamil Nadu (ASFASM) held at KCW on 30th November 2023. About 170 participants from over 50 colleges across the state participated.



- Dr G B Sabari Rajan, Associate Professor, represented KCW in the Higher Education Expo at Kuwait on 8th and 9th December 2023. The event was organized by Indians in Kuwait & Indian Community Schools, Kuwait.
- Personality Development Programme for I MBA Section II (2023-25 Batch) was conducted by Vertical Eye, Coimbatore, from 11th to 15th December 2023.



- Dr Savitha Nair, Dean, presided over the IIC 6.0 Council Meeting held at KCW on 14th December 2023.
- Dr Savitha Nair, Dean, and Dr R Prabusankar, Professor, participated in the 12th edition of TiEcon Kerala, on 15th and 16th December 2023 at Hotel Le Meridien, Kochi.
- Ms R Sreeprabha, Assistant Professor, and Ms P B Saranya, Assistant Professor, presented a case study on the topic "Nurturing Thoughtful Successors for Business Excellence: A Skill Enhancement Approach" organized by Strategic Management Forum 2024, conducted at IIM Trichy, on 18th December 2023.
- The annual GRGSMS Industry Day 2023 was organized on the theme "Fostering Sustainable Businesses: A Path to Environmental and

Economic Prosperity" on 28th December 2023. The programme was inaugurated by Dr S Vaidhyasubramaniam, Vice-Chancellor & TATA Sons Chair Professor of Management, SASTRA Deemed University, Thanjavur. Dr Nandini Rangaswamy, Chairperson, GRG Institutions, presided over the inauguration.



A Hackathon was organized and four student teams with five members each, associated with industry mentors, identified challenges, gathered insights and presented solutions on the theme 'Clean and Green Energy'. Dr Y E Sridhar, Associate Director, Cognizant Technology Solutions, and Dr Savitha Nair, Dean, served as the panel of judges and presided over the hackathon. A Debate was organized on the topic "The Impact of Technology on Sustainable Business Practices: Advantage or Challenge?". Mr Shrikumaravelu Santanakisna, Managing Partner, Tekmak Industrials, presided over the session and six students participated.



- Dr S Kavitha, Associate Professor, was appointed as the doctoral committee member by the Centre for Research, Anna University, Chennai, for the PhD Full time Scholar, Mr P Chandran, under the guidance of Dr D Kavitha, Associate Professor, PSG Institute of Management on 14th February 2024.
- A Faculty Development Programme was organized on "Trends in Management Information Systems", during 8 - 13 January 2024, sponsored by the AICTE ATAL Technical FDP initiative. Dr S Kavitha,

Associate Professor, served as the Programme Coordinator alongside Dr Vandana Madhavkumar, Associate Professor. Dr P Sadhasivam, Director, inaugurated the programme. Thirty four participants attended the programme. Over the course of the FDP, which comprised ten sessions, twelve resource persons, comprising both academia and industry experts, including national and international speakers, shared their insights.

On January 12, 2024, an industrial visit to Velan Valves India Private Limited, Coimbatore, was organized for the participants. The guest speakers were - Dr B Somasundaram, Head - Digital Transformation, Elgi Equipments Limited; Dr Raj Ganesh, Chief Marketing Officer, Roots Auto Products Private Limited; Dr S Sangheetha, Associate Professor, College of Information Technology, University of Fujairah, UAE; Dr Cheng Jack Kie, Associate Professor, Universiti Malaysia Pahang; Dr Sufianhawaldeh, Dean, University of Fujairah, UAE; Dr Prashant R Nair, Associate Professor, School of Computing, Amrita Vishwa Vidyapeetham; Dr Latha Parameswaran, Director, Computational Sciences, PSGRKCW; Mr R Saravana Kumar, Former Director, Cognizant Technology Solutions; Dr K V Shriram, Technical Evangelist, Intel Systems; Dr S Kavitha, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor. The valedictory address was delivered by Ms Thelma Anto, Manager HR, GRG Institutions.



- Dr R Prabusankar, Professor, and Mr Balaji Jagannathan, Research Scholar, presented their paper titled "Familiarizing and Mitigating Ecological, Social, and Governance Risk in Business", at IIM Bangalore - CCGS International Conference on "The Changing Landscape of Corporate Governance Sustainability: Walking the Talk", on 12th and 13th of January 2024.



## Institute Timeline

- Chandrananthi Center for Women Leadership (CCWL) was launched on 19 January 2024, during the birth centenary of Smt. G. Chandrananthi, the illustrious institution-builder and founder of PSGR Krishnammal College for Women. As a part of the talk series planned under the initiative, Ms Maya Sreekumar, Vice President & Head - Recruitment and Training Cognizant, India, delivered LEADHER TALK on the topic, "Leading with Passion & Purpose", during the Women's Day celebration held on 8th March 2024.



- "URJITH", the Annual Management Meet of GRGSMS, was held on 24th January 2024. 483 students (286 physically and 197 online) of 140+ institutions across India, including premier institutions like VIT, Amritha, IIFT, Jain University, KIIT, XIME etc participated actively. Dr Nandini Rangaswamy, Chairperson, presided over the Inauguration and Mr Kavin Kumar Kandasami, CEO, ProClime Services Pvt Ltd, was the Chief Guest. Dr N Yesodha Devi, Secretary, offered the felicitations. URJITH 2024 featured the prestigious Chandrananthi Memorial Young Business Leader Award, GRG Best Management Team, Digi Peddle,

and Think HR events for PG students; The Social Innovators and Frame Fusion for PG and UG students, in physical-mode. Business Quiz for PG students and The Creative Duo and Stock War Contest for PG and UG students were conducted in online mode. Eminent industry experts were invited as the judges for the events. Mr Sanjay Kondaas, Founder & Managing Director, Kondaas Automation Pvt Ltd, Coimbatore, was the Chief Guest for the valedictory function. Dr P Meena, Principal, PSGRKCW, offered the felicitations. The winners of various contests were awarded. Dr T Jayashree, Associate Professor, coordinated the programme.



- Dr G Brindha, Assistant Professor, along with Dr S Karpagavalli, Associate Professor & Head, Department of Computer Science, organized two short term courses titled "Lean Six Sigma for Managers"

and "Healthcare Systems Engineering, Operations Management, and Advanced Data Science & Analytics", on 29th and 30th January 2024 respectively. 30 students attended the programme.

- Dr R Initha Rina, Assistant Professor, presented a research paper titled "Exploring cognitive dissonance in online shopping: Revealing dynamics among young consumers in the era of marketing transformations", online in iMarC III, the 3rd International Marketing Conference hosted by the Indian Institute of Management(IIM), Shillong, on 30th and 31st, January 2024.
- FEB Fiesta 2024, the annual flagship event of GRGSMS, was organized on 8th February 2024 on the theme "PLANET POSITIVE". 18 teams comprising 15 students each showcased their business in Feb Fiesta. The event was inaugurated by Dr N Yesodha Devi, Secretary, KCW. A total turnover of Rs 2,93,000 was achieved by the teams on the day. Dr R Prabusankar, Professor, and Dr S Allimuthu, Associate Professor, coordinated the Programme.



- The National Board of Accreditation (NBA) expert team visited GRGSMS from 8th to 10th March 2024 and conducted the assessment for the MBA programme.

## International Affairs

- Mr Aditya Ramdass, Senior Supplier Industrialization Engineer, Tesla, USA, delivered a Special Talk on the topic "The Tesla Way: Connecting the Dots in Supply Chain Management", held virtually on 14th September 2023.
- Dr Meera Eeswaran, Senior Lecturer & Lead of DIGITAL (Driving Girls in Technology, Growth & Leadership), Asia Pacific University of Technology & Innovation (APU), Malaysia, delivered a guest lecture on the topic, "Blockchain technology in Accounting and Finance" on 29th September 2023, as a part of

'Accounting for Management' course.



- A 16 hour online seminar on "Essential Soft Skills for Success" for the students of CETYS University, Mexico, coordinated by Dr Vandana Madhavkumar, Associate Professor, was held from 14th October to 25th November 2023. Prof

S Balasubramanian, Chief Mentor, Dr P Sadhasivam, Director, Dr Savitha Nair, Dean and Dr Vandana Madhavkumar, Associate Professor, handled sessions during the seminar.



- Dr Bertha Martínez - Cisneros, Academic Coordinator, International Logistics, Professor, School of Management and Business, CETYS



## International Affairs

University, Mexico, delivered online guest lectures on the topics "Risk Management in Supply Chains", and "Metrics for Effective Performance Measurement" as a part of the courses "Essentials of Operations and Supply Chain Management" & "Performance Management System", on 31st October and 2nd November 2023 respectively.



Tamyez, Associate Professor, Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah, delivered an online guest lecture on the topic, "Unlocking Innovation: The Power of Design Thinking", as a part of the course "Design Thinking" on 15th November 2023.

- Dr S Sangheetha, Associate Professor, Faculty of Information Technology, University of Fujairah, delivered an online guest lecture on "Email Scams" on 17th Feb 2024, as a part of the I MBA course "Cyber Security".

- The 16-hour online seminar on "Leading with Emotional Intelligence" coordinated by Dr Vandana Madhavkumar, Associate Professor, for CETYS University, Mexico, started on 24th February to 23rd March 2024. 26 students from Mexico, Armenia and Morocco attended the programme. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, Dr Vandana Madhavkumar, Associate Professor and Dr J Anitha, Executive - Admin, Penguin Engineers handled sessions during the seminar.

## Industry Connect

- Mr Prasad Naveen, Facilitator & Psychotherapist - Self Mastery and Development, delivered a Special Talk for the MBAPLus students on the topic "Identifying your Power" on 4th September 2023.

- Mr Prabakar Yuvarajan, CEO, Anil Foods, addressed students on the topic "My Journey as a Management Professional", as a part of CXO Talk held on 13th September 2023.

- Mr K Hariprasad, Dy. General Manager HRBP - ESE & SDDC, Schneider Electric India Pvt. Ltd, delivered a guest lecture on the topic "Learning and Development for the Digital Workplace" on 21st September 2023, as a part of the course "Learning & Development".

- Mr M V Kumar, Partner, M/s R K Finserve, Coimbatore, delivered a guest lecture on the topic "Penetration of Mutual Funds in India - Opportunities and Challenges" on 29th September 2023, as a part of the course "Financial Services".

- Dr V Shunmugam, Former Head - Research and Index Administration, MCX India, delivered a guest lecture on the topic "Foreign Exchange Markets" on 9th October 2023, as a part of the course "Financial Markets".

- Dr Ganesh Balasubramaniam, Assistant Professor, TA PAI Manipal, delivered an expert talk on the topic, "Building Resilient Supply Chains in the face of Uncertainty", on 14th October 2023 through online, as a part of the course "Essentials of Operations and Supply Chain Management".

- Ms M Pavadharanichitra, Founder, Totally Branding, and Admin, Shethepeople, handled a guest lecture on the topic "My life journey as a Digital Marketer" on 30th October 2023, as a part of the course "Digital Marketing".

- Mr Elamurgu Karunakaran, Circle Head, HDFC Bank, delivered a guest lecture on "Current Trends in Banking Sector" on 1st November 2023, as a part of the course "Banking and Insurance".

- Mr S Prabhunarin, Director & Head, IP Division, Gagnant Groups, delivered a guest lecture on the topic "Legal Protection for Startups", as a part of the course "Essentials of Entrepreneurship" on 3rd November 2023.

- Mr Jawahar Karthikeyan, Head - Corporate HR, Walkaroo International Pvt. Ltd, Coimbatore, delivered a CXO Talk on the topic "Changing Role of HR: Navigating the New World of Work" on 8th November 2023.



- Ms R Shamini, Strategic Partner & Soft Skill trainer, Practills Learning, facilitated a Soft Skill workshop on the topic, "Workplace Communication and Everyday English" on 17th November 2023, as part of the course "Soft Skills".

- As a part of NIPM Student Chapter, Mr Sakhivel Rajasekar, Director - HR, India Generation Cognizant (GenC) Program, delivered a special talk on the topic, "Career in HR: Everything you need to Know" on 18th November 2023.

- CXO talk by Mr Siddharth Manoharan, Director - Strategy, Pricol Group of Companies, Coimbatore, on the topic "Being Resilient and Embracing Change for Gen Next Leaders", was held on 30th January 2024.



- Mr M Ashok Kumar, Virtual Coach and Founder of VLB (Vera Level Business), delivered a guest lecture on "Google Analytics", as a part of the course "Marketing Analytics" on 3rd February 2024.

- Ms S Akila, AGM - HR and Admin, Messer Cutting Systems India Pvt Ltd, handled a guest lecture on the topic "Balanced Scorecard", as a part of the course "Strategic Management" on 13th February 2024.

- Mr Puneet Krishnan, Former Business Cluster Head, Vodafone Idea Ltd, delivered CXO Talk on the topic "Post-MBA Careers: Expectations Vs Reality" held on 21st February 2024.



## ◀ Faculty as a Resource Person ▶

- Dr Savitha Nair, Dean, handled a session on 'Pedagogical Approaches' on 12th September 2023; and Dr S Kavitha, Associate Professor, handled sessions on "Gamification and Simulation" and "Technology for Teaching and Learning" on 13th and 14th September 2023, as a part of Module 5B of the Faculty Enhancement Programme (FEP) organized by Teaching Learning Center (TLC) of KCW during 11th to 15th September 2023.
- Dr G B Sabari Rajan, Associate Professor, handled sessions for II year B Com and BBA students of KCW, on the topic "Opportunities for Progression Programmes with our International Collaborative Partner Universities" from 13th to 15th September 2023.



- Dr Savitha Nair, Dean, acted as a resource person and handled a session on "Incorporating SDGs in Everyday Life", as a part of the IQAC conference on "SDG Interface: Unlocking Action for a Better World", organized by KCW's Internal Quality Assurance Cell (IQAC) & Research Cell on 14th September, 2023. She also acted as a judge to evaluate the participants' paper presentations on the theme.
- Ms P B Saranya, Assistant Professor, acted as the resource person for a session on "Time Series Econometrics" during the Faculty Development Programme on

"Research Methods in Finance" organized by Dr NGP Institute of Technology, Coimbatore, on 25th September, 2023.

- Dr G B Sabari Rajan, Associate Professor, acted as a resource person and delivered a session on the topic "Economic Impacts of Climate Change: Exploring the Relationship" and "Climate Change in the Context of United Nations Sustainable Development Goals" at PSG Community Radio, PSG College of Technology, on 18th and 27th October 2023.
- Dr S Kavitha, Associate Professor, acted as a subject expert for the Faculty Review and Academic Audit conducted on 19th October 2023 at the Management Department of Sree Saraswathi Thyagaraja College, Pollachi. She also delivered a session on "Business Analytics for Managers" to the MBA students and a session on "Funding Opportunities and Writing Proposals" for the faculty members on the same day.
- Dr S Kavitha, Associate Professor, acted as a resource person for five days online FDP on Mastering "SPSS: Empowering Statistical Analysis" organized by Happy Valley Business School, Coimbatore, from 20th to 25th March 2024.
- Dr G Brindha, Assistant Professor, delivered a session on "Ethics in Research: Navigating the Right Path" at the Department of Business Administration, Sri Krishna College of Arts and Science, in association with Institution Innovation Council on 9th January 2024.
- Dr G Brindha, Assistant Professor, acted as a Resource Person for a National Level 5-Day Virtual Faculty Development Programme on

"Harmony in Education", and delivered an online session on the topic "ICT Tools for Educators: Effective Teaching" organized by HKBK Degree College, Bengaluru, on 23rd January 2024.

- Dr M Reshma, Assistant Professor, delivered a half day awareness session on "Voting for First time voters", for the students of HKBK College Bangalore, on 31st January 2024, on the event of National Voters Day 2024, organized jointly by the IQAC and NSS dept of HKBK College, Bangalore.
- Dr Vandana Madhavkumar, Associate Professor, acted as the resource person and handled session on "Case Method of Teaching and Learning" in Five Day Online FDP "Innovative Teaching Pedagogy and Tools in the Digital Era" organized by the Department of Biomedical Engineering, Sri Ramakrishna Engineering College, on 16th February 2024.
- Dr R Initha Rina, Assistant Professor, acted as a Resource Person - Marketing Stream, in the Two-Day International Conference on "Business Resilience: A paradigm shift in Industry 5.0" organized jointly by Justice Basheer Ahmed Sayeed College for Women (Autonomous) and Madras Chamber of Commerce and Industry (MCCI), Chennai, on 20th and 21st February 2024



"A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done."

- Ralph Lauren



## Alumna Connect

- An Alumna talk by Ms Rubeni Navin (Class of 2013), Trustee, Ruby Matriculation Higher Secondary School, Coimbatore, was held on the topic "Unlocking the Entrepreneur Inside", on 27th October 2023.



- Ms Gowthami Nithya (Class of 2009), Founder, Happy Shades Art Studio,

Coimbatore, delivered an Alumna talk on the topic, "Art as a Therapy", on 30th November, 2023.

- Ms Reema Karnika (Class of 2015), CEO, Sri Sabari Traders, Coimbatore, delivered an Alumna talk on the topic 'Work - Life Balance: Finding Harmony and Happiness' on 18th December 2023.



- Ms Yogavarshini (Class of 2017), Process Analyst, Renault Technology & Business Centre India Pvt Ltd, delivered an Alumna talk on the topic "How Innovative Mindset Drives Organizational Growth?", on 18th January 2024.

- Alumnae Homecoming, an annual reunion event, was organized on 10th February 2024. A total of 47 alumni attended the event. Ms Hemalatha Easwaran (Class of 2009) was recognized as "Best Alumna Entrepreneur"; Ms V Anjana (Class of 2017) was recognized as "Best Alumna Professional"; and Ms Nandhitha Karpagam Ravichandran (Class of 2020) was awarded as "Best Young Alumna".

## Towards the Community

- As a part of the Community Immersion Programme (CIP), II MBA students visited Navakkarai village on 2nd, 3rd, 9th, 10th, 12th, 22nd and 23rd September 2023. All the teams executed their action plans. Health and Hygiene team conducted a health camp on 23rd September 2023.



The team covered basic medical, eye, dental, and spine checkups in collaboration with Namma Navakkarai (NGO), Thulasi Pharmacy India Pvt Ltd (Kovaipudur branch),

Dr Agarwal Eye Hospital (R.S. Puram), Dento Care (Kovaipudur), and Edamannassey Spine Hospital (NSN Palayam). 98 beneficiaries of the Navakkarai community availed the service.

- CIP at Navakkarai village was concluded on 14th October 2023 and the following activities were conducted by the teams :
  - The Vanam team prepared 701 seed balls, and installed the project display board at the project site.
  - The Resource Recovery team conducted a post-feedback session and collected plastic waste from rural households.
  - The Agriculture team distributed information pamphlets and native seeds to farmers promoting sustainable agricultural practices.

- The School team conducted training on basic conversation skills for 6 to 9 grade students, mathematical grade students, mathematical functions for 6 & 7 grade students and computer skills for 8 & 9 grade students.
- Around 80 students participated in an awareness rally to promote responsible waste management, advocate the use of native seeds in farming, raise awareness about organic farming, emphasize the reduction of fertilizers, highlight the importance of children's education, and encourage the planting of more trees.



## Parents Teachers Meeting 2024

- Parent Teacher Meeting was organized on 13th February 2024 through online. Parents of MBA and PGDMFS students participated in the meeting.



"Leadership is the art of giving people a platform for spreading ideas that work."

- Seth Godin



## Faculty Publications

- Dr G Brindha, Assistant Professor, published a paper titled "Impact of Responsible Production on Sustainability" in a UGC Care Listed Journal Sanshodhak, Issue 1, ISSN: 2394-5990, September 2023.
- Dr S Kavitha, Associate Professor, and Ms S R Sreeremya, PhD Research Scholar, published a research article on "The study of the impact of different online review platforms on purchase decision" in the ISBN edited book titled "Information Technology and Digital India" published by Urania Publishing House, ISBN: 978-93-5658-063-3, September 2023.
- Dr J Meena Maheswari, Associate Professor, published a book titled, "An Empirical Analysis in Indian Capital Market", TJPRC Publishers, ISBN 9 78196 43586, 5th October 2023.
- Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, authored a case study titled "The most uncommon common man" and published it in the UK Case Centre, Reference no. 523-0118-8, during December 2023.
- Dr S Kavitha, Associate Professor, and Ms Sree Remya SR, PhD Research scholar, published an article titled "Examining the influence of promotional techniques, website and app features of online retailers on impulse buying behaviour" in the Journal of Oriental Institute, Vol 72, Issue 3, No 13, ISSN:0030-5324, December 2023.
- Dr S Kavitha, Associate Professor, and Ms Thennarasi, PhD Research scholar, published an article titled "Improving online brand equity through modern website design: A customer perspective" in Journal of Indian School of Political Economy, Volume 35, No 9, ISSN: 0971-0396, July - December 2023
- Dr J Meena Maheswari, Associate Professor, published a research paper titled "Stock Analysis based on P/E Ratio - An Empirical Analysis with respect to BSE Sensex" in the Journal of Research Administration - Society of Research Administrators International, Scopus Indexed Journal, ISBN : 1539 - 1590 E ISSN : 2573-7104, 12th February 2024.
- Dr S Kavitha, Associate Professor, developed and submitted eContent for the course "Soft Skills III - Computing Skills" for the MBA online degree programme offered by Periyar University Centre for Online and Distance Education (PUCODE), 22nd February 2024.

## Students' Forum in Action

- As a part of Environment Interest Group Activity, "Green Quest", the Eco - Treasure Hunt Event was organized for the students on 4th October 2023.
- As a part of the Speaker's Forum Interest Group, "Ideas Unboxed" event was organized on 28th October 2023. "MythBusters" and "Mix and Mingle" contests were conducted.
- The Business Quiz interest group organized a "Business Quiz" on 1st November 2023.
- The students' forum "SHREYAS" organized Christmas celebrations on 22nd December 2023 and the Secret Santa event was conducted.



- The Fine Arts Interest group organized Diwali celebrations on 11th November 2023.
- As a part of Right-Brainer's Interest Group, "Neuro Nexus" event was organized on 22nd November 2023 & 19th December 2023. Cognitive games and Creative activities were conducted.
- As a part of Environment Interest group activities, "EnviroCraft Challenge: Weaving Tomorrow's Green Bags" event was conducted on 10th January 2024.
- As a part of Pongal celebration, the student forum organized a Sirappu Pattimandram on the topic "Festivals: Splendor Vs Spending" on 12th January 2024. Dr P Sadhasivam, Director, moderated the session followed by discussion by the Panelists, Ms P B Saranya, Assistant Professor; Dr M Reshma, Assistant Professor; and Ms N Arshitha Fathima, Ms J Sumathi, Ms M Sharon Angelina, Ms M S Poorvisa, students of II MBA and I MBA respectively.
- As a part of the Health and Fitness Interest group activity "Fitness Fiesta", Zumba, Dodgeball and Stopball events were conducted on 9th February 2024.
- As a part of the Business Quiz Interest Group, a business quiz was conducted on 20th February 2024. Prof S Balasubramanian, Director, GRG Centre for Advanced Studies, acted as Quiz Master.



## Students' Participation and Achievements

- Ms K C Lakshmepriya, I MBA, and District Trainer, Rotaract District Organisation 3201, acted as the resource person for "Infotsav", organized by Rotaract Club of PSGRKCW on 5th September 2023 and delivered a session on "Resume Building". She also acted as the resource person for "Inspirus 6.0" organized by Rotaract Club of Coimbatore Institute of Technology and delivered a session on "Etiquette Enclave" on 27th October 2023.
- Twelve students of II MBA participated in the Intercollegiate competition "SNS Colors 2k23" organized by SNS College of Engineering on 12th and 14th September 2023. Ms G Amitha, Ms D Arthiha and Ms T Pooja Priyadarshini secured first prize in "Social Empresario" event; Ms V Priyadarshini, Ms K Gayathriga & Ms K S Gayathri secured 2nd prize in "Corporate Sage" event; Ms S Abirami, Ms J Merlin Mary, Ms P Brindha and Ms J Sumathi secured first prize in "Admad" event and Ms J Merlin Mary secured first prize in "Best Manager" event; Ms S Abirami, Ms J Sumathi, Ms Jackline J Mwassa and Ms CV Jayamani secured first prize in "Zero gravity Mime - Social concept" event; Ms J Merlin Mary, Ms G Bourna Devi, and Ms M Subhasri secured first prize in "Trash to Treasure" event; and Ms J Merlin Mary, Ms S Abirami & Ms C Jayamani secured first prize in "Siasis Case Study".
- Ms G Bourna Devi of II MBA participated in Regional Pre-Finals Youth Talk organized by ICT Academy, Tamil Nadu, at Hindustan College of Arts and Science on 23rd September 2023.
- Ms V Yalini and Ms R Supriti of PGDMFS showcased their stalls in the VISTARA event, organized by the Department of BBA (IB RM & BPM), KCW, on 25th September 2023.
- Ms N S Kalaiyarasi, Ms K Karnika, Ms Jackline Jackson Mwassa, Ms P Karpagalakshmi, Ms C V Jaya Mani and Ms C Jaya Saraswathi of II MBA published their Business Research Methods project as a

research article titled "A Study on People Perception Towards AI Based Apps" in International Journal of Research and Analytical Reviews (IJRAR), Volume 10, Issue 3, PP 965 - 978, E-ISSN 2348-1269, P - ISSN 2349-5138, September 2023.

- Ms R Alagumeena and Ms S Swetha, published an article on the topic, "A study on financial performance of the selected 5 public sector banks" in the International Journal of Research and Analytical Reviews, Volume -10, Issue-4, PP 104-112, E-ISSN: 2348-1269, P-ISSN : 2349-5138, October 2023.
- Thirteen students participated in "Tiecoons", a National level Business Meet organized by Jamal Institute of Management, Trichy, on 12th October 2023. Ms J Merlin Mary, Ms J Sumathi, Ms C V Jayamani, Ms S Abirami and Ms J Jackline of II MBA participated in Adzap and won first prize. Ms Madhuri Muralidharan, Ms Y Nivrethi, Ms S K B Sama shree and Ms M Noorus Shifa of I MBA participated in the HR Event and won first prize, Ms A T Harshaya of I MBA won Best Manager award. GRGSM was awarded the Overall trophy.



- Eight students participated in "Dhriti'23", a National Level Management Meet, organized by Sona School of Business and Management, Salem, on 24th November 2023. Ms A T Harsaya of I MBA participated in the Best Manager event and won first prize; Ms R Swetha, Ms A Sri Ranjini, and Ms Y Nivrethi of I MBA participated in the HR Event and won first prize.



- Ten students participated in "TAKSHAK 2023", an Intercollegiate Competition organized by Karpagam College of Engineering, Coimbatore, on 1st December 2023. Ms A T Harsaya of I MBA participated in the Best Manager event and won second prize.
- Seventeen students participated in "Srijana '24" - A National level intercollegiate meet organized by PSG Institute of Management on 1st and 2nd February 2024. Ms J Subiksha, Ms R Akshaya Suruthi, Ms S Swetha, Ms G Gayathri and Ms C Vishrutha of II MBA were runners in the Moneyball contest; and Ms P Devadharshini, Ms K C Lakshme Priya, Ms U Sneka, Ms M S Janani and Ms S Meenu of I MBA were runners in the HR contest.
- Eighteen students participated in "Krish Yukti '24", a Management event organized by Sri Krishna Institutions on 8th February 2024. Ms Y Roshini, Ms R Swetha, Ms S Varshini, and Ms A Sri Ranjini of I MBA were the runners up in the Business plan contest.
- Seven students participated in "Repowis 2k24", a national level talent fest, organized by Kongu Engineering College on 9th February 2024. Ms S Sowdhanya and Ms K Gowri of II MBA were the runners up in the Stock War contest
- Fourteen students participated in Student Management Day 2024, organized by CMA at Sree Saraswathi Thiagaraja College, Pollachi, on 12th February 2024. Ms U K Sneha, Ms S Meenu, Ms M S Janani, Ms N Amerta Varsini won Runners up in Adzap; and Ms K C Lakshmi Priya won Best Manager Award. GRGSM received the Best Student Chapter Award 2024.





## Students' Participation and Achievements

- Five students participated in "Forza 2K24", a national level management event organized by Sri Ramakrishna College of Arts and Science on 1st March 2024. Ms M S Janani and Ms S Meenu of I MBA were the winners of the Adzap contest.
- Four students participated in "HENOSIS", a techno cultural event organized by Dr NGP Institute of Technology on 5th March 2024. Ms J Vidhya Kalaivani and Ms M Sharon Angelina of I MBA secured second place and Ms S Varshini, and Ms S R Varshitha Srimathi of I MBA secured third place in Case Study competition.
- Nine students participated in "Prabandhaz '24", a national level management meet organized by Tamil Nadu Agricultural University (TNAU) on 5th and 6th March 2024. Ms M S Janani and Ms S Meenu of I MBA won third place in the Brand Battle contest. Ms M S Poorvisa and Ms R S Janashri of I MBA secured third place in the Money Maven contest.

## Educational Visit

- An industrial visit to Safexpress Pvt Ltd, Coimbatore, was organized for 23 students, as a part of "Essentials of Operations and Supply Chain Management" course on 11th October 2023.
- An Industry Visit was organized for I MBA Section II Students on 25th November, 2023, Two batches of 30 students each visited Revathi Equipment and Messer Cutting Systems respectively.
- As a part of Industry Visit, 30 Students of I MBA visited Repose Mattress Pvt Ltd and 32 Students of I MBA visited Prominence UPVC Windows and Doors Ltd on 8th December 2023.
- Thirty one student members of NIPM Student Chapter visited Walkaroo International Pvt Ltd. on 9th December 2023.
- The students of I MBA (Section I and II) attended the Outbound Training Programme organized by Sky High Academy at Nilgiri Biosphere Nature Park (NBNP), Anaikatti, from 21st to 24th February 2024 and 28th February to 2nd March 2024 respectively.
- The students of I MBA attended the "Day with Nature " on 23rd March 2024 at Sadumugai, Sathya mangalam, an organic farm, followed by a visit to Kodiveri Dam.
- As a part of Multidisciplinary elective, "Environmentology" and "Psychology", I MBA students visited KoDesam, Pollachi, and InMind hospital (Institute for mind and brain), Thrissur, respectively on 26th March 2024.



## Faculty Contribution

### From Numbers to Knowledge: The Impact of Big Data & Analytics

Big data has reshaped the business landscape in this digital age where vast volume of structured and unstructured data gets generated from various sources. The data generated from social media, mobile phones, sensors, and other transactional systems cannot be handled by traditional data processing methods. The data accumulated by the digital platforms due to every interaction and transaction leaves behind a trail of data. It should be analyzed to unlock invaluable insights. Businesses that exploit the power of big data can gain a competitive advantage over other companies by pulling out valuable insights and making future predictions that lead to data-driven decisions. Such unparalleled precision can unlock the big details of the information accumulated at every instance.

In this hyper-connected world, big data serves as a base for marketers to develop customer-centric strategies where customer demands personalized experiences and instant gratification.

By analyzing voluminous datasets, marketers can explore customer preferences, and sentiments to offer tailored products, services, or even marketing campaigns to target the fundamental demands of the customers. This will lead to personalized product recommendations to the customers which cultivates strong customer relationships. Dynamic pricing strategies support the companies to have a favorable share in the competitive market landscape.

Big data is instrumental in optimizing the operational efficiency of the business which enhances cost savings across various levels of business operations. Advanced analytics facilitates predictive modeling techniques which help companies to predict demand fluctuations, reduce inventory costs, optimize energy consumption, and much more. Big data supports companies to adapt swiftly to the changing market dynamics. OTT platforms like Netflix leverage big data to curate personalized user experiences

for its subscribers to increase user engagement and retention. The advanced analytics segments its audience to provide personalized experiences that suit the diverse viewer demographics and tastes. Amazon uses big data to improve personalized shopping experiences and optimize its supply chain which has made it a global leader in e-commerce and cloud computing.

Even though, big data fuels innovation at every level of the organization, harnessing its full power is not without challenges. The complexity of the data posts hurdles in the form of storage, processing, and analysis. Data privacy and regulatory compliance add another layer of complexity to the big data landscape. Nevertheless, businesses can navigate these challenges by investing in robust data infrastructures to reap the benefits of big data-driven innovation and growth.

**Dr G Brindha**  
Assistant Professor



## ◀ CIIED - Entrepreneurship Development Cell Activities ▶

- A One-day Entrepreneurship Awareness Programme (EAP) was conducted on 15th September 2023 in collaboration with TIE-Coimbatore, for the students of I MBA and PGDMFS. Dr Savitha Nair, Dean; Ms Soundarya Lakshmi Narayanan, MD, Upeksha Wellness Pvt Ltd; Dr R Prabusankar, Professor; and Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, handled sessions on the day.
- Ms Divya Shetty, Co-founder of Infinite Circle Private Limited, addressed the students on the topic, "How to Develop a Compelling Pitch Deck?" as a part of E Talk held on 25th October 2023.
- KCW-TiE Coimbatore Student Council was inaugurated on 9th November 2023. Dr Nandini Rangaswamy, Chairperson delivered the inaugural address, and Mr A Somasundaram, President of TiE Coimbatore, delivered the presidential address. An MoU was signed to initiate closer collaboration.
- Mr Prakadesh Subramanian, Founder and CEO, Zerobillion, delivered an E Talk on the topic, "How to Write a Business Plan" on 15th November 2023
- Thirty one participants attended a "Two-Day Workshop for MSMEs",

jointly organized by GRGSMS, CIIED and TiE Coimbatore on 24th & 25th November 2023. Professor S Balasubramanian, Chief Mentor, inaugurated the event. Ten resource persons delivered sessions on various themes. Dr P Meena, Principal, KCW, gave the concluding remarks and Mr M Premkumar, TiE U Chair, gave the valedictory address. Dr R Prabusankar, Professor, coordinated the programme.

- GRG Women Innovation & Startups Excellence (GRG WISE), a four day certification course for women entrepreneurs was held from 3rd - 6th January 2024, in collaboration with CIIED and TiE Coimbatore chapter. Mr M Premkumar, TiE U Chair delivered the Inaugural address & Ms J Mohanasundari, Managing Director of Sharp Electrodes Private Limited & KayJay Sharp Trendys, Coimbatore, delivered the valedictory address. Eleven resource persons delivered sessions on various theme and 15 participants attended the programme.



- Mr Raman and Mr Lakshmanan, Founders & Directors of Backyard Creators Private Ltd delivered a E Talk on "Next-Gen Entrepreneurship: Insights and Innovations from Young Entrepreneurs" on 27th December 2023.



- Dr Radha Damodaram, Zonal President (WEE), Coimbatore, delivered an E Talk on the topic, "Empower HER: Learning and Networking for Women Entrepreneurs" on 29th January 2024.
- Ms Ramya Santhosh, Founder and CEO of Sharas Venture LLP, delivered an E Talk on the topic, "Navigating Entrepreneurial Challenges in Social Entrepreneurship", on 20th February 2024.
- FEB Fiesta 2024 - Debriefing session was conducted on 8th Feb 2024. Mr Nawin Krishna, Serial Entrepreneur, was chief guest for the programme. Student teams presented their business experiences and the teams with highest turnover, most innovative team, and the team most relevant to the theme were recognized.

## ◀ Placements ▶

- Ten students of Batch 2021-23 Batch were placed in Corizo, at a package of Rs 6 LPA in October 2023.
- Nine Students of the 2022-24 batch were placed in BNP Paribas, in the role of Global Security Operations (GSO) - Associate, at a Package of Rs 5 LPA.
- Five MBA students of the 2022-24 batch were placed in Quadra Systems, Coimbatore, as Account Managers with a package of Rs 4.8 LPA.
- Three Students of II MBA, were placed in Antwalk, Bangalore, in Customer Success and Marketing

Roles on 23rd December, 2023, with a CTC of Rs 4 LPA.

- Two Students of II MBA were placed in Frigate.ai, as Business Development and Market Research Trainees on 3rd January 2024, with CTC of Rs 5 LPA.
- Two Students of II MBA were placed in Fouvi Technologies as Interns - Digital Marketing on 5th January 2024 with CTC of Rs 4 LPA.
- Ms Sonali Devarajan of II MBA got placed in Kalvium as Program Manager on 11th January 2024 with a CTC of Rs 7 LPA.

- Ms Merlin Mary of II MBA got placed in Hyperlaunch, Chennai, as Customer Success Manager on 29th January 2024 with a CTC of Rs 4 LPA.
- Ms G Ambika of II MBA got placed in Pick your Trail, Chennai, as Management Trainee on 30th January 2024 with a CTC of Rs 4.7 LPA
- Ms P Anne Mariya Jose, Ms A Pooja and Ms S Swetha were placed in Technoduces, Coimbatore, in the role of Business Development Executive - Intern at a package of Rs 3.6 LPA (Post internship) on 5th February 2024.

### Editorial Team

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