

## NEWS AND EVENTS FOR THE MONTH OF APRIL 2024

1. Dr R Initha Rina, Assistant Professor received the Best Faculty award at the College Day Celebrations of KCW held on 1st April, 2024, and Ms G Bournna Devi of II MBA and Ms S E Aishwarya Lakshmi of PGDMFS received the proficiency awards
2. Dr K S Hariharan, Assistant Professor, acted as a resource person and delivered a session on “Soft Skills Adaptability: Keys to Entrepreneurial Success” as a part of one-day national seminar organized by Government Arts & Science College, Sivakasi on 1st April, 2024.
3. Dr P Sadhasivam, Director, attended the office bearers meeting of the Coimbatore Management Association on 5<sup>th</sup> April 2024.
4. Dr M Reshma, Assistant Professor, delivered an Internal Faculty Seminar on the topic, “Self-directed Learning Readiness - A Bibliometric Analysis using VOSviewer”, on 5th April, 2024.
5. Dr G B Sabari Rajan, Associate Professor, represented KCW in India Education fair organized by Association of Bhutanese Education Consultancies (ABEC) in Thimphu, Bhutan, from 4th to 7th April, 2024.
6. Dr P Sadhasivam, Director, attended the Education Panel meeting of the CII, Coimbatore on 8<sup>th</sup> April 2024.
7. Dr Brindha, Assistant Professor, delivered an Internal Faculty Seminar on the topic, “Factors influencing Mental Health in Business Classrooms” on 12th April, 2024.
8. Dr P Sadhasivam, Director, attended the Council meeting of the CII Coimbatore Zone on 11<sup>th</sup> April 2024.
9. PGDMFS students presented their field study work 12th April 2024.
10. Dr P Sadhasivam, Director, attended the launch of the Education Portal of CII on 12<sup>th</sup> April 2024.
11. Dr K S Hariharan, Assistant Professor, acted as a resource person and delivered

- a session on “Managerial Skills for Success” for the middle-level managers of S BUILDERS, Chennai, on 14th April, 2024.
12. Dr P Sadhasivam, Director, participated in the awareness campaign for voters of Coimbatore organized by the Coimbatore Ad Club on 14<sup>th</sup> April 2024.
  13. Dr K S Hariharan, Assistant Professor, acted as a resource person and delivered a session on “Soft Skills” for the employees at SVJ.ORG - a franchise of Naturals, Chennai, on 15th April, 2024.
  14. Dr G B Sabari Rajan, Associate Professor, delivered an Internal Faculty Seminar on the topic, “Analyzing the Impact of Dividend Policy on the Value of Listed Companies: Insights from India”, on 16th April, 2024.
  15. Valediction of the students’ forum *Shreyas* was held on 16th April, 2024. The Chief Guest, Ms Fiona Seah, HR Manager, Cameron Manufacturing Company, a SLB company, delivered the valedictory address and honored the achievers with certificates. Ms R Vergin, and Ms D Sonali of II MBA were awarded as the ‘Best Outgoing Students’ and Ms K C Lakshme Priyaa of I MBA was awarded as the ‘Emerging Leader’. The Management Alumni Association of GRGSMS presented the “The Rising Icon Award 2024” to Ms G Bournna Devi of II MBA, during the Valediction.
  16. I MBA students organized a programme ‘Adios’ to bid farewell to II MBA and PGDMFS students on 17th April, 2024.
  17. Dr Savitha Nair, Dean, handled a session on “Faculty Professional Presentations and Collegiality”, as a part of Module 6 of the Faculty Enhancement Programme conducted by KCW TLC on 23rd April, 2024.
  18. Dr M Reshma, Assistant Professor, acted as the Resource person for a one day workshop on “Startups Idea generation to Implementation” for the Engineering students of JCT college of Technology, Pichanur, Coimbatore on 23rd April, 2024.
  19. Ms P B Saranya, Assistant Professor, delivered an Internal Faculty Seminar on the topic, “Volatility and Herding Behaviour in the Crypto Market with special reference to NASDAQ Crypto Index” on 25th April, 2024.

20. Dr Vandana Madhavkumar, Associate Professor, attended a session on “Learnings from the Satyam Turnaround Story”, organized by FLO (FICCI Ladies Organisation) on 26th April, 2024 at the Residency Towers. Mr T N Manoharan, CA, Padma Shri Awardee, was the guest speaker and Mr K Ravi, CA, CFO Roots Group of Companies, Coimbatore, moderated the session.
21. Dr S Kavitha, Associate Professor, acted as a special invitee for the Board of Studies meeting conducted in virtual mode for BSc AI and ML programme of Sree Saraswathi Thiagaraja College, Pollachi, on 27th April, 2024.
22. Dr R Initha Rina, Assistant Professor, has published a research article “Unraveling The Impact Of Cognitive Dissonance On Online Shopping Behavior and Post Purchase Behavior: A Study Among Young Consumers”, in Educational Administration: Theory and Practice, ISSN:2148-2403, Volume 30, Issue 4, 6768-6775, 2024. (Scopus Indexed Journal)
23. Dr G Brindha, Assistant Professor, acted as the resource person for the Faculty Development Programme on the topic, “Application of AI in Teaching Methodology”, at School of Arts and Science, Sri Manakula Vinayagar Engineering College, Madagadipet, Puducherry, held on 30th April, 2024
24. Dr R Prabusankar, Professor, published an article titled, “Consumer Behaviour in the Digital Era: Understanding and Navigating the New Age Customers”, to the IPE Journal of Management (ISSN 2249-9040). Volume 14, Issue 04, Impact Factor- 7.138, January-June 2024. (UGC Care Indexed List)
25. Dr R Prabusankar, Professor & Mr Prabahar, Research Scholar, published an article titled, “A Study on Factors Determining Consumers’ Purchasing Behaviour in Social Media Atmosphere”, in International Journal of Cultural Studies and Social Sciences, ISSN 2347-4777, Volume 20, Issue 01, No 26, January-June 2024. (UGC CARE Indexed List)
26. Dr. R. Prabusankar, Professor & Mr. Premkumar, Research Scholar, Published an article titled, "Digital Marketing Strategies in the Healthcare and Medical Device Industry" in the Journal of Management and Entrepreneurship (ISSN: 2229-5348), Volume 18, Issue 2 (I), April-June 2024. (UGC CARE Group 1



Indexed Journal)

27. Dr S Kavitha, Associate Professor, completed 3 MOOC courses titled, “Quantitative Text Analysis & Scaling in R” and “Citation Analysis for Bibliometric Study”, offered by Coursera Project Network; & “Meaningful Marketing Insights”, offered by Emory University through Coursera.

#### **INCLUSIONS FOR THE MONTH OF MARCH 2024**

28. Ms P B Saranya, Assistant Professor, published an article titled “Examining the Relationship between Implied Volatility, Index Returns, and Trading Volume in the Indian Stock Market” in Indian Journal of Finance (Scopus indexed journal) Volume 18, Issue 3, March, 2024.