

## NEWS AND EVENTS FOR THE MONTH OF JUNE 2024

1. Dr S Kavitha, Associate Professor has been appointed the editorial member of the journal publication of International research for Engineering and Management on 6th June 2024.
2. Dr G Brindha presented a paper titled, 'Qualitative Analysis on Omni-Channel Marketing and Customer Experience" and Dr M Reshma and Dr J Meena Maheswari presented a paper titled, 'The influence of Familism on Risk Aversive Investment Behaviour - The mediation role of risk perception and Financial discipline", Ms Monisha LS and Ms S R Sree Remya, full time PhD Research Scholars under the guidance of Dr S Kavitha, Associate Professor presented research papers titled "Insta Insights - Lakme's success in brand engagement through Instagram Marketing" and "Examining the effects of marketing mix strategies (7ps) on online impulse buying behaviour using the stimulus-organism-response model (S-O-R)" respectively in the International Conference on Management Research organised by Sahrdaya Institute of Management Studies (SIMS), Kodakara on 6 & 7th June 2024.
3. The meeting of the Board of Studies of GRGSMS was conducted on 07th June 2024.
4. Dr P Sadhsivam, Director attended the Education Panel meeting on 10<sup>th</sup> June 2024.
5. Dr P Sadhasivam, Director, assumed the office of Vice President of The Coimbatore Ad Club on 14<sup>th</sup> June 2024.
6. Dr S Kavitha, Associate Professor acted as a resource person for the one-day workshop on MS Excel Advanced Skills organized by GRG Centre for Advanced studies for the employees of CIRCOR Flow technologies private limited, Coimbatore, Batch 2 on 14th June 2024.

7. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar attended the Managing Committee meeting of CMA on 17<sup>th</sup> June 2024.
8. Ms R Sreeprabha, Assistant Professor, attended a two day workshop on "Research Methodology" held on June 20 - 21, 2024 at PSG Institute of Management, Coimbatore.
9. Dr S Kavitha, Associate Professor has successfully completed an online course on Data Visualization and Dashboards with Excel and Cognos authorized by IBM and offered through Coursera ON 21<sup>st</sup> June 2024.
10. The first Doctoral Committee meeting of the PhD Full Time Research Scholar Ms Monisha LS under the guidance of Dr S Kavitha, Associate Professor was conducted on 24<sup>th</sup> June 2024. Dr G Sangeetha, Associate Professor, Amrita Business School was the Subject expert for the same.
11. Dr P Sadhasivam, Director, participated in the "CII Institution Members' Meet & Greet 24" on 26<sup>th</sup> June 2024.
12. Ms S R Sree Remya, PhD Full Time Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, has been awarded the GRG Trust Fellowship (II Year) worth Rs. 25,000/- for her research project titled "The Impact of Online Retailers Marketing Strategies on Impulse Buying Behaviour" on 27<sup>th</sup> June 2024.
13. Dr.R.Prabusankar has served as Subject Expert for the BOS meeting at Kathir College of Engineering on 29<sup>th</sup> June 2024.
14. Ms R Sreeprabha, Assistant Professor, and Dr Vandana Madhavkumar, Associate Professor, published a paper titled 'Navigating the New world of work: The mediation effect of Corporate Reputation on Diversity and Inclusive Practices and Job Pursuit Intention' in International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.38, January - June: 2024, ISSN: 2347-4777, UGC CARE Listed Journal.

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