

## NEWS AND EVENTS FOR THE MONTH OF MAY 2024

1. Dr S Kavitha, Associate Professor has successfully completed two online courses on “Artificial Intelligence in Marketing” offered by University of Virginia on 1<sup>st</sup> May 2024 and “Excel Skills for Business: Essentials” offered by Macquarie University on 2<sup>nd</sup> May 2024 through Coursera.
2. Dr J Meena Maheswari, Associate Professor and Dr M Reshma, Assistant Professor participated in the 5th International Conference on Entrepreneurship and Business Sustainability and presented a paper titled, “The Determinants of Risk Aversive Investment Behaviour- Evidence from Coimbatore, Tamil Nadu”. The International Conference was organized by Youth Empowerment & Research Association (YERA), in academic partnership with Commerce & Management Association of India (CMAI) & Norbuling Rigter College (NRC), Bhutan, from 3rd May to 5th May, 2024.
3. Dr R Prabusankar, Professor has become the lifetime member of the Coimbatore Productivity Council on 7th May 2024
4. Dr S Allimuthu, Associate Professor attended CFO Conclave organized by Coimbatore Management Association on 9th May 2024 at PSG institute of Management.
5. Dr Vandana Madhavkumar, Associate Professor attended the 8th Management Committee meeting of Coimbatore Management Association on 10th May held at PSG Institute of Management.
6. Ms R Sreeprabha, Assistant Professor delivered her Internal Faculty Seminar on the topic "Understanding Student Well Being: The Impact of Academic Experience on Student Success and Satisfaction" on 13th May 2024
7. Dr P Sadhasivam, Director attended the CII Educational Panel meeting on 13<sup>th</sup> May 2024.
8. Dr S Kavitha, Associate Professor has been appointed as the Doctoral Committee member of PhD Full time research scholar under the guidance of Dr Sunil Vakayil and attended the first DC meeting at RVS College of Arts and Science on 15th May 2024.
9. Dr Vandana Madhavkumar, Associate Professor visited Poppys Knitwear Ltd on 16th May 2024 as a part of consulting assignment

10. The faculty annual performance appraisal was conducted on 17<sup>th</sup> May 2024 by the external industry expert, Dr O A Balasubramaniam (Roots Group of Companies) and academic expert Dr Swamy (Johnson's School of Business).
11. Dr Vandana Madhavkumar, Associate Professor, hosted the CMA's Monday Musings held on 20<sup>th</sup> May 2024. The guest speaker was Mr Puneet Krishnan, Sales and Marketing professional and he spoke on 'The concept of First Principles in Business'
12. Dr S Allimuthu, Associate Professor, Dr G B Sabari Rajan, Associate Professor, Dr R Initha Rina, Assistant Professor and Ms P B Saranya, Assistant Professor attended Faculty Enhancement Programme organized by KCWTLC on Faculty Professionalism during 23 - 24 May 2024.
13. Dr S Kavitha, Associate Professor and Ms L S Monisha PhD Full time scholar have published a research article titled "Lakme's Successful Engagement with Instagram Customers through Influencers on Instagram" in Educational Administration: Theory and Practice, Volume-30, Issue-5, An Scopus Indexed Journal with E-ISSN:2148-2403, P-ISSN:1300-4832 on 24<sup>th</sup> May 2024
14. Dr Vandana Madhavkumar Associate Professor, hosted the Monday Musings held on 27<sup>th</sup> May 2024. The guest speaker was Mr Vigneshwaran Velusamy, Founder, Branding Beez. He spoke on the topic 'Concept of 3D Networking'
15. Dr P Sadhasivam, Director attended the Coimbatore Ad Club meeting on 28<sup>th</sup> May 2024.
16. Dr J Meena Maheswari, Associate Professor and Dr M Reshma, Assistant Professor had published a Research paper titled "Familism and Risk Aversive Investment Behaviour - Mediating Role of Risk Perception and Financial Discipline" in the journal European Economic Letters, ABDC - C CATEGORY, Volume 14 | Issue 02(2024) with ISSN 2323-5233 on 29<sup>th</sup> May 2024.
17. 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 India Private Limited, Coimbatore on 30<sup>th</sup> May 2024
18. Dr J Meena Maheswari, Associate Professor has attended the KCWTLC Faculty Enhancement Programme on Faculty Professionalism during 30-31 May, 2024.

19. Ms P B Saranya, Assistant Professor, presented a paper titled 'Volatility and Herding Behaviour in the Crypto Market: with special reference to NASDAQ Crypto Index' at the 'Management Education and Research Colloquium 2024' organized by IIM Kashipur during May 2024.
20. Ms P B Saranya, Assistant Professor, published an article entitled 'Modelling the Volatility in Bitcoin' in European Economic Letters (ABDC Indexed Journal) Vol. 14 No. 2 (2024).
21. Dr R Prabusankar, Professor, Co-authored an article with Mr. Premkumar, Research Scholar titled "Customer Relationship Management While Selling Surgical Medical Devices to Surgeon's Community in South India" published in Humanities and Social Science Studies (Vol. 13, Issue 1, No. 21, January-June 2024, ISSN 2319-829X( UGC Care Journal)
22. Dr R Prabusankar, Professor, Dr R Initha Rina, Assistant Professor collaborated with Dr T Senthil Kumar of Asia Pacific University of Technology and Innovation, Malaysia and submitted a research proposal on "Navigating Sustainability: Social Capital Formation among Organic Product Promoters in Malaysia and India." The proposal was awarded a grant of Rupees One Lakh by GRG Trust.

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

1. Dr R Prabusankar, Professor, authored an article titled "Challenges and Impacts of Artificial Intelligence Implementation in Management" published in the book "Exploring Intersections: Multidisciplinary Perspectives in Research" (Paradox International Publications, April 2024).