

NEWS AND EVENTS FOR THE MONTH OF JULY 2024

1. Dr. R. Initha Rina, Associate Professor, went on an Industry Exposure visit for HE faculties to Elgi Equipments Ltd. She also attended the Workshop on Digital Transformation at PSGR Krishnammal College for Women, organized by CII, on July 3, 2024.
2. Dr. M. Reshma, and Dr. G. Brindha, Assistant Professors presented a paper titled "Examining the Attitude of Students Towards the Third Gender in Higher Education Institutions - Evidence from Coimbatore, Tamil Nadu." Dr. J. Meena Maheswari, Associate Professor presented a paper titled "Prospects & Challenges in Financial Inclusion and Financial Literacy." Both presentations took place at the International Conference - Global Summit on Empowering Higher Education at the University of Sri Jayewardenepura, Sri Lanka, from July 3 to 5, 2024.
3. Dr. S. Kavitha, Associate Professor, attended the Faculty Enhancement Programme (Module 6 Batch 6) on "Faculty Professionalism" organized by the KCW Teaching Learning Centre on July 4 and 5, 2024.
4. The Executive Council meeting of the Management Alumni Association of GRGSMS was conducted on July 9, 2024.
5. Dr. G. B. Sabari Rajan, Associate Professor, presented a paper titled "Examining the Influence of Dividend Policy on the Valuation of Listed Firms: Insights from India" at the national conference organized by Happy Valley Business School, Coimbatore, on July 10, 2024. The conference's theme was "Navigating the New Frontier: Sustainable Practices in Management."
6. Dr P Sadhasivam, Director and Dr. Vandana Madhavkumar, Dean - IR, attended the 10th MC Meeting of CMA on July 12, 2024, at the Coimbatore Club.
7. 12 students from the second year of the MBA program completed four courses offered by CETYS University, Mexico, as part of their International Summer Programme (ISP) from July 15 to July 26. Three students participated in each of the courses: "Sustainability and Competitiveness," "Strategic Management," "Business Intelligence," and "Leadership and Innovation."
8. Dr. G. B. Sabari Rajan, Associate Professor, organized an expert lecture for the course "Security Analysis and Portfolio Management" titled "Stock Market Simplified." The session was conducted by Mr. Gowtham Dhamodarasamy, an Authorized Person from Zerodha Broking Limited, Bengaluru, on July 16, 2024.
9. Mr. Vihas Vijay, Assistant Professor completed a MOOC through Coursera offered by IBM titled "Introduction to Artificial Intelligence (AI)" on July 17, 2024.
10. Dr. S. Kavitha, Associate Professor, attended a webinar on "Generative AI: Rethinking Learning Futures" organized by the Australia India InnovEd Forum on July 18, 2024.

11. The ED Cell of GRGSMS organized an E-Talk on "Converting Innovation into a Start-up - The Formulaw.io Journey." The talk was delivered by Mr. Aadhiswaran Shanmugam, Co-Founder of Formulaw.io, on July 19, 2024.
12. Dr P Sadhasivam, Director attended a Panel Discussion on 'Investments' organised by the AD Club, Coimbatore, on 20th July 2024.
13. CIIED and GRGSMS, in collaboration with StartupTN and the American Center, U.S. Consulate General, Chennai, organized a two-day workshop titled "Business Communication for Young Entrepreneurs" on July 22-23, 2024. The event was coordinated by Dr. R. Prabusankar, Professor & CIIED Coordinator, and Dr. N. Priyadharsini, Head of CIIED. Forty MSME participants attended the workshop.
14. Mrs. P. B. Saranya, Assistant Professor, attended an e-FDP in "Financial Modeling" organized by M. S. Ramaiah Institute of Management from July 22 to 26, 2024.
15. Dr. Vandana Madhavkumar, Dean - IR, visited Poppys Knitwear, Tirupur, for a consulting assignment on July 20, 2024.
16. Mr. Vihas Vijay, Assistant Professor, completed a MOOC through Coursera offered by IBM titled "Building AI Powered Chatbots Without Programming" on July 26, 2024.
17. Mr. Vihas Vijay and Ms. Divya Lakshmi J, Assistant Professors, attended a 2-day Faculty Induction Program by IQAC PSGR KCW on July 25 and 26, 2024.
18. Dr P Sadhasivam, Director attended the (online) first meeting of the CII Southern Region Taskforce on Education & Industry Institute on 25th July 2024.
19. Dr P Sadhasivam, Director and Dr. Vandana Madhavkumar, Dean - IR, attended the Members' Meet with Mr. R. Mukundan, Vice President of CII and MD & CEO of Tata Chemicals Ltd, on July 26, 2024, at Hotel Le Meridien.
20. Dr. G. B. Sabari Rajan, Associate Professor, attended an online research workshop on publishing qualitative papers in top-ranked journals organized by Christ University, Bengaluru, on July 26, 2024.
21. Dr. G. B. Sabari Rajan, Associate Professor, attended an Investors Awareness Program organized by AMFI in association with DSP Mutual Fund, along with two second-year MBA students, at Hotel Kiscol Grands on July 26, 2024.
22. Dr. G. Brindha, Assistant Professor, presented a paper titled "Leveraging Artificial Intelligence for Sustainable Development: A Bibliometric Analysis," and Dr. M. Reshma, Assistant Professor, presented a paper titled "Self-Directed Learning Readiness - A Bibliometric Analysis" at the International Conference on New Age Technologies & Digital Transformation for Sustainable Market Development organized by Christ University, Bangalore, on July 26-27, 2024.
23. Ms. Sree Remya S.R., a PhD full-time scholar under the guidance of Dr. S. Kavitha, Associate Professor, presented a paper titled "The Impact of Online Retailers' Marketing Strategies on the Urge to Buy Impulsively and Responsible Consumption" at

- the NTSMD Hybrid International Conference organized by the School of Business and Management, Christ University, Bangalore, on July 26-27, 2024.
24. Dr. G. B. Sabari Rajan, Associate Professor, presented a paper titled "Forecasting Stock Price Volatility: A Comparative Analysis of Nonlinear Symmetric and Asymmetric GARCH Models in the Automobile Sector" at the International Conference organized by Christ University, Bengaluru. The conference's theme was "New Age Technologies and Digital Transformation for Sustainable Market Development" on July 27, 2024.
 25. 16 second-year MBA students volunteered at the Eye Camp organized by Walkaroo International as part of their CSR activity, along with Arvind Eye Hospital, at Panchayat Union Primary School (opposite to Mariamman Kovil), Malumichampatty, on July 28, 2024.
 26. Mrs. P. B. Saranya, Assistant Professor, attended a session on the 'Union Budget 2024' organized by CII on July 30, 2024.
 27. Dr. G. B. Sabari Rajan, Associate Professor, completed a MOOC titled "ESG Investing: Setting Standards & Conducting Analysis" offered by Interactive Brokers, USA.
 28. Dr. S. Kavitha, Associate Professor, successfully completed an online course titled "Business Implications of AI: Full Course," authorized by EIT Digital and offered through Coursera, on July 31, 2024.
 29. Mrs. P. B. Saranya, Assistant Professor, published a paper entitled "Forecasting Silver Prices: A Univariate ARIMA Approach and a Proposed Model" in Mineral Economics, an ABDC Indexed Journal (Category C), in July 2024.
 30. Dr. R. Initha Rina, Associate Professor, published a research paper titled "Digital Distractions: Smartphone Intrusion and Productivity in IT Workspaces" in the International Journal of Economic Perspectives, 18(7), 33-49, in July 2024 (UGC Care Group II and WOS).
 31. Second-year MBA students N. G. Rashika, S. A. Reethiga Shri, J. K. Renuliza, K. K. Rithanya, D. S. Sahana, and M. Sangamitha published their BRM project as an article titled "Assessing Quality Education Determinants in Online Learning Platforms" in the Asian Journal of Multidimensional Research, ISSN: 2278-4853, Vol. 13, Issue 6, June 2024, pp. 1-14.

INCLUSIONS FOR THE MONTH OF JUNE 2024

1. Dr. Vandana Madhavkumar, Dean - IR, participated in the National Conference on 'Indian Knowledge System in Management' organized by Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, and presented a case study on 'Isha Foundation: Enabling Social Transformation' from July 4 to 6, 2024.

2. Dr. Vandana Madhavkumar, Dean - IR, has been appointed as a member of the Human Resources and Industrial Relations (HR&IR) Panel of CII and attended the first HR&IR panel meeting on June 11, 2024, at the CII Office, Sungam, Coimbatore.
3. Dr. Vandana Madhavkumar, Dean - IR, visited Poppys Knitwear Ltd. on June 13, 2024, as part of a consulting assignment.
4. Dr. Vandana Madhavkumar, Dean - IR, attended the 9th MC meeting of CMA at Hotel IBIS on June 15, 2024.
5. Dr. G. B. Sabari Rajan, Associate Professor, attended a webinar on Issues in Global Supply Chain Management organized by Chinmaya Vishwa Vidyapeeth (Deemed to be University), Ernakulam, on June 22, 2024.
6. Dr. G. B. Sabari Rajan, Associate Professor, attended a webinar on the Art of Investing & Edge of Asset Allocation organized by The Week on June 23, 2024.
7. Dr. G. B. Sabari Rajan, Associate Professor, was a resource person for Prismark Asset Private Limited's Employee Enhancement Programme on the topic 'Finance for Non-Finance Executives' on June 26, 2024.
8. Ms. R. Sreeprabha, Assistant Professor, and Dr. Vandana Madhavkumar, Dean - IR, 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 the International Journal of Cultural Studies and Social Sciences, Vol. 20, Issue 1, No. 38, January - June 2024, ISSN: 2347-4777, a UGC CARE Listed Journal.