



Impressions

Creative thoughts in action

A BI-ANNUAL NEWSLETTER

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From the Editor



In an era where the future of our planet is a shared responsibility, the importance of sustainability in education cannot be overstated. At GRG School of Management Studies (GRGSMS), we are deeply proud to be at the forefront of developing leaders who are not only adept in business but are also passionately committed to the principles of sustainability.

At GRGSMS, sustainability is seamlessly woven into the fabric of our MBA program, ensuring that our students are not just recipients of knowledge but active architects of a sustainable future. Our curriculum, which integrates environmental stewardship, ethical governance, and social responsibility, equips students with the skills and insights needed to tackle the complex challenges of today's global business landscape.

Our MBA program transcends traditional education by offering students unique

opportunities to engage in real-world sustainability projects, collaborate with industry pioneers on green innovations, and immerse themselves in a learning experience that is both transformational and action-oriented. We empower our students to become visionary change-makers, ready to drive meaningful impact in the corporate world and beyond by fostering a culture of critical thinking, innovation, and ethical leadership.

At GRGSMS, we believe that education is the foundation of a sustainable future. Through our unwavering commitment to excellence in sustainability education, we are not just preparing students for successful careers—we are shaping the leaders of tomorrow, who will guide our world towards a more sustainable, equitable, and prosperous future.

I am delighted to present the first issue of our newsletter for the 2024-2025 academic year, offering a glimpse into recent events. We welcome your suggestions and valuable feedback to help us continually improve.

Dr Divya Lakshmi J
Coordinator - Student Affairs

Message from the Director



Management education is undergoing tremendous levels of changes in the recent times. There is also a shift towards experiential learning, where students engage in simulations, live projects, and internships, allowing them to apply theoretical knowledge in practical settings. This hands-on approach better equips students for the complexities of modern business environments. Additionally, the curriculum is evolving to include emerging fields like data analytics, sustainability, and digital transformation, preparing students for the future of work.

Technology, particularly AI and digital platforms, has revolutionized the learning process. Online learning platforms and virtual classrooms make education more accessible,

breaking geographical barriers and offering flexibility to working professionals

AI is transforming management education by enhancing learning experiences, providing personalized instruction, and fostering data-driven decision-making skills. One of the most significant impacts of AI is its ability to offer personalized learning pathways. Through adaptive learning platforms, students can engage with customized content, assignments, and feedback based on their unique needs, ensuring a more efficient and tailored educational experience.

Moreover, collaboration between academia and industry has intensified, with institutions partnering with businesses to offer industry-relevant programs and certifications. This ensures that students are not only academically equipped but also industry-ready.

Overall, management education is becoming more dynamic, flexible, and aligned with the rapidly changing global 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.

Hearty Welcome

Mr Vihav Vijay,
Dr Divya Lakshmi J
and
Dr K.G.Nisha

Assistant Professors joined the GRGSMS family during the academic year 2024 - 2025.

Hearty Congratulations

- Dr R. Prabusankar, Professor, received the "Outstanding Contributor Award" 2023-2024, from CIED (Centre for Innovation Incubation & Entrepreneurship development), PSGR Krishnammal College for Women, Valediction, held on 27th March, 2024.
- Dr R. Initha Rina, Assistant Professor received the Best Faculty award at the College Day Celebrations of KCW held on 1st April 2024. During the same occasion, Ms G. Bournna Devi of II MBA and Ms S. E. Aishwarya Lakshmi of PGDMFS received the proficiency awards.
- Dr R. Prabusankar, Professor and 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."
- 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 worth Rs. 25,000/- for her research project titled "The Impact of Online Retailers Marketing Strategies on Impulse Buying Behaviour" on 27th June 2024.
- Mrs Divya Lakshmi J, Assistant Professor successfully defended her thesis titled "Corporate Expectations from Management Students - A Way of Sustainable Quality Education in The Post-Covid Era" during her PhD viva-voce held at G.R. Damodaran Academy of Management on 10th August, 2024.
- Ms Shujithaa K.M, Ms Janani M.S, Ms Kavidharshini V, Ms Meenu S, and Ms Pavithra RG of II MBA have been recognized as top idea contributors for July 2024. Their ideas were selected for the next stage of development and mentoring support in the CIED (Centre for Innovation Incubation & Entrepreneurship development) 'Think Tank Top Ideators' program on 28th August 2024.

Director's Corner

Dr P. Sadhasivam, Director, GRGSMS during the period March 2024 to August 2024

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

- Participated in the awareness campaign for voters of Coimbatore organized by the Coimbatore Ad Club on 14th April 2024.
- Assumed the office of Vice President

of The Coimbatore Ad Club on 14th June 2024.

- Participated in the "CII Institution Members' Meet & Greet 24" on 26th June 2024.

Institute Timeline

- The National Board of Accreditation (NBA) expert team visited GRGSMS from 8th to 10th March 2024 and conducted the assessment for the MBA programme.
- The faculty annual performance appraisal was conducted on 17th May 2024 by the external industry expert, Dr O. A. Balasubramaniam (Roots Group of Companies) and academic expert Dr Swamy (Janson School of Business).
- The Inauguration of I MBA (2024 - 26) and PGDMFS (2024 -25) batches were held on 19th August 2024, and Dr R. Nandini, Chairperson, GRG Institutions, inaugurated the event.



- A three-day Orientation Programme was held from 19th August 2024 to 21st August 2024 for I MBA students of Batch 2024-26.
- GRGSMS co-hosted CMA event "Brands of Kongu Region 2024" at Chandra Seminar Hall on 22nd August 2024.

"The biggest way to impact an organization is to focus on leadership development. There is almost no limit to the potential of an organization that recruits good people, raises them as leaders and continually develops them."

- John Maxwell

Faculty Timeline

- Dr S. Kavitha, Associate Professor, has been appointed as the Subject Expert for the Board of Studies (BoS), MBA department of Dr Rajalakshmi College of Arts and Science and attended the BoS Meeting on 14th March 2024.
- Assistant Professors Dr G. Brindha and Dr M. Reshma attended an FDP on "Power BI- A first step into Data Analytics" organized by the Department of Management Studies, Sri Ramakrishna Engineering College, on 28th March 2024.
- Dr G. B. Sabari Rajan, Associate Professor, represented KCW in the India Education fair organized by Association of Bhutanese Education Consultancies (ABEC) in Thimphu, Bhutan, from 4th to 7th April 2024.
- 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.
- 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.
- 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 of Roots Group of Companies, Coimbatore, moderated the session.
- Mrs. P. B. Saranya, Assistant Professor, presented a paper titled 'Volatility and Herding Behavior in the Crypto Market: with special reference to NASDAQ Crypto Index' at the 'Management Education and Research Colloquium 2024' organized by IIM Kashipur in May 2024.
- 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 the Youth Empowerment & Research Association (YERA), in academic partnership with the Commerce & Management Association of India (CMAI) & Norbuling Rigter College (NRC), Bhutan, from 3rd May to 5th May 2024.
- Dr S. Allimuthu, Associate Professor attended the CFO Conclave organized by Coimbatore Management Association on 9th May 2024 at PSG Institute of Management.
- During the International Conference on Management Research organized by Sahrdaya Institute of Management Studies (SIMS), Kodakara on 6th and 7th June 2024, 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.
- Dr S. Kavitha, Associate Professor has been appointed the editorial member of the journal "International Research for Engineering and Management" on 6th June 2024.
- The meeting of the Board of Studies of GRGMS was conducted on 7th June 2024.
- Mrs. R. Sreeprabha, Assistant Professor, attended a two-day workshop on "Research Methodology" held on 20th and 21st June, 2024 at PSG Institute of Management, Coimbatore.
- 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 24th June 2024. Dr G. Sangeetha, Associate Professor, Amrita Business School was the Subject expert for the same.
- Dr R. Prabusankar, Professor has served as the Subject Expert for the BOS meeting at Kathir College of Engineering on 29th June 2024.
- Dr R. Initha Rina, Associate Professor, visited to ELGI Equipment's Ltd as a part of industry exposure visit. She also attended the Workshop on Digital Transformation at PSGR Krishnammal College for Women, organized by CII, on July 3rd 2024.
- During the the International Conference - Global Summit on Empowering Higher Education at the University of Sri Jayewardenepura, Sri Lanka, from 3rd July to 5th July 2024, 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."
- Dr Vandana Madhavkumar, Dean – Industry Relations, 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 4th to 6th, July 2024.
- 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 10th July 2024. The conference's theme was "Navigating the New Frontier: Sustainable Practices in Management."

Faculty Timeline

- During the International Conference on New Age Technologies & Digital Transformation for Sustainable Market Development organized by Christ University, Bangalore, on 26th-27th July 2024, Dr G. Brindha, Assistant Professor and Adlinda S, a PhD full time scholar presented a paper titled "Leveraging Artificial Intelligence for Sustainable Development: A Bibliometric Analysis." Dr M. Reshma, Assistant Professor, presented a paper titled "Self-Directed Learning Readiness - A Bibliometric Analysis", 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." 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".
- Dr R. Prabusankar, Professor, along with 10 II MBA students participated in the inaugural session of the year-long program "As I Evolve," organized by the Rotary Club of Coimbatore on 1st August 2024. They also attended the Workshop on "Storytelling for Leadership and Building Blocks of Being a Leader in the AI Era".



- Dr Vandana Madhavkumar, Dean-Industry Relations was appointed as a member of the Doctoral Committee (DC) of the PhD Research Scholar Ms S Mukthy under the guidance of Dr AGV Narayanan, Director, Jansons School of Business. She attended the first DC committee meeting on 2nd August 2024.
- Dr S. Kavitha, Associate Professor was appointed as the reviewer for the journal IIM Kozhikode Society & Management Review on 8th August 2024.
- Mr Vihas Vijay, Assistant Professor, was appointed as a reviewer for the journal "The Journal of Business Perspective" (Scopus & ABDC indexed journal) of SAGE publishers on 15th August 2024.
- Dr Vandana Madhavkumar, Dean-Industry Relations was appointed as a member of the Doctoral Committee (DC) of the PhD Research Scholar Mr K. Senthil Kumar under the guidance of Dr AGV Narayanan, Director, Jansons School of Business. She attended the first DC committee meeting on 16th August 2024.
- Dr S. Kavitha, Associate Professor was appointed as a member of the Doctoral Committee of the PhD Research Scholar Ms Archaana Rajkumar under the guidance of Dr Srividya, Director, PSG Institute of Management. She attended the first DC committee meeting on 16th August 2024.
- The 2nd DC meeting of Ms Santiago Antony Selvi, PhD Scholar of Dr Vandana Madhavkumar, was conducted on 21st August 2024 and Dr M. Deepa, Assistant Professor, KCT Business School, Coimbatore was the subject expert for the same.

- Dr R. Prabusankar, Professor, and 10 students of II MBA, attended the second session of the 'As I Evolve' program by Mr Prashanth Subramanian, Co-Founder & Executive Director of Quadrasystems.net India Pvt Ltd. on the topic "Navigating the Unknown," on 22nd August 2024 organised Rotary Club.



- Dr R. Prabusankar, Professor, completed the Academic and Administrative processes Audit at LEAD College of Management, Palakkad on 25th August 2024.
- Dr Divya Lakshmi J, Assistant Professor presented a paper on the topic "Pivotal Catalysts of Industry 5.0 - Evolution from Industry 4.0 to an Advanced digital and sustainable paradigm" at the International conference titled, "Multidisciplinary research and development (ICMRD - 2024)" on 25th August 2024 organised by ESN Publication.
- Dr S. Kavitha, Associate Professor was appointed as a member of the Doctoral Committee of the PhD Research Scholar Mr Rajesh AP under the guidance of Dr K. C. Arunadevi, Associate Professor, GRD Academy of Management. She attended the first DC committee meeting on 29th August 2024.

International Affairs

- GRGSMS offered a 16-hour online Seminar on "Leading with Emotional Intelligence" for the students of CETYS University, Mexico. Dr Vandana Madhavkumar, Associate Professor handled two



sessions on 'Empathy', and 'Communication Skills', on 9th and 23rd March 2024; and Dr Savitha Nair, Dean, and Dr P. Sadhasivam,

Director, handled sessions on 'Social Orientation' and 'Inspiring Leadership' on 9th and 16th March 2024 respectively.

- Twelve second-year MBA students participated in CETYS University's International Summer Programme (ISP) and completed four courses titled "Sustainability and Competitiveness," "Strategic Management," "Business Intelligence," and "Leadership and Innovation" between 15th July and 26th July 2024.

Outbound Training and Educational Visit

- The students of I MBA - Section II attended the Outbound Training Programme organized by Sky High Academy at Nilgiri Biosphere Nature Park (NBNP), Anaikatti from 28th February to 2nd March 2024. Dr J. Meena Maheswari, Associate Professor, and Dr K. S. Hariharan, Assistant Professor, accompanied the students.
- The students of I MBA attended the "Day with Nature" on 23rd March 2024 at Sadumugai, Sathyamangalam, an organic farm, followed by a visit to Kodiveri Dam. Dr R. Initha Rina, Assistant Professor, Mrs. P. B. Saranya, Assistant Professor, Dr K. S. Hariharan, Assistant Professor, and Mrs. R. Sreeprabha, Assistant Professor, accompanied the students.
- As a part of the Multidisciplinary elective, "Environmentology" and "Psychology", MBA students visited KoDesam, Pollachi, and In Mind Hospital (Institute for Mind and Brain), Thrissur, on 26th March 2024.



Industry Connect

- Ms S. Helena Susan, HR-AGM ISAME (India, South Asia, Africa and Middle East), delivered a guest lecture on the topic "Performance Management and Employee Engagement", as a part of the course "Human Resource Management" on 22nd March 2024.



- Mr Deepak Pohekar, Executive Director & Plant Head, ZF Wind Power, Coimbatore Pvt Ltd. delivered a CXO talk on the topic "The Power of Values in Navigating Your Career Journey", held on 25th March 2024.



- An expert lecture for the course "Security Analysis and Portfolio Management" on the topic "Stock Market Simplified" was conducted by Mr Gowtham Dhamodarasamy, an Authorized Person from Zerodha Broking Limited, Bengaluru, on 16th July 2024.
- Mr Balakumar Thangavelu, India Head Volunteering, Cognizant delivered an expert talk on the topic, "Volunteering as a catalyst for Community development" on 8th August 2024.



- A CXO Talk was held on the topic 'Budget 2024: Highlights and insights' on 14th August 2024. Mr K. Ravi, Chief Financial Officer, of Roots Group of Companies was the guest speaker.
- Mr Gowtham Dhamodarasamy, Authorized Person, Zerodha Broking offered a hands-on training session on Stock Analysis and Portfolio creation using Ticker Tape and Small case as a part of the Security Analysis and Portfolio Management course on 23rd August 2024.

"The greatest leaders mobilize others by coalescing people around a shared sense of purpose."

- Ken Blanchard

◀ Faculty as a Resource Person ▶

- Dr S. Kavitha, Associate Professor, and Dr R. Initha Rina, Assistant Professor, acted as External Examiners for the project viva-voce of II MBA students of PSG Institute of Management on 15th March 2024.
- Dr Vandana Madhavkumar, Associate Professor, was the Special Guest at the programme "Women Icons 2024" organized by Lions Club of Coimbatore Kalanchiyam and E Behind Entertainment at Coimbatore Institute of Technology (CIT) on 16th March 2024.
- Dr S. Kavitha, Associate Professor, acted as a resource person for the five-day online faculty development programme on "Mastering SPSS, Empowering Statistical Analysis" organized by Happy Valley Business School, Coimbatore, from 20th to 25th March 2024.
- Dr S. Kavitha, Associate Professor, served as an External Auditor for the Academic Audit of the Department of Management, Rathinam College of Arts and Science, Coimbatore on 27th March 2024.
- Dr G. B. Sabari Rajan, Associate Professor, acted as a resource person in the two-day National level Faculty Development Programme organized by Ayya Nadar Janaki Ammal College, Sivakasi, and delivered an online session on the topic "Empowering Management Education: Significance of Finance Courses in Business Decision making & Strategic Planning" on 27th March 2024.
- 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 a one-day national seminar organized by Government Arts & Science College, Sivakasi on 1st April 2024.
- 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.
- 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.
- 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.
- 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.
- 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 the School of Arts and Science, Sri ManakulaVinayagar Engineering College, Madagadipet, Puducherry, on 30th April 2024.
- 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 30th May 2024 and 14th June 2024 for batch 1 and 2 respectively.
- 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 Nonfinance Executives" on 26th June 2024.
- Dr J. Meena Maheswari, Associate Professor, acted as a Resource person for the webinar titled, "Fundamentals of Stock Market", organized by Apollo Arts & Science College, Chennai on 10th August 2024.

◀ Internal Faculty Seminars ▶

- 28th March 2024 : Dr S. Allimuthu, Associate Professor - "A Study on the Trend and Growth of Microfinance Institutions in India"
- 5th April 2024 : Dr M. Reshma, Assistant Professor - "Self-directed Learning Readiness - A Bibliometric Analysis using VOSviewer",
- 12th April 2024 : Dr Brindha, Assistant Professor - "Factors influencing Mental Health in Business Classrooms".
- 16th April 2024 : Dr G. B. Sabari Rajan, Associate Professor - "Analyzing the Impact of Dividend Policy on the Value of Listed Companies: Insights from India".
- 25th April 2024 : Mrs. P. B. Saranya, Assistant Professor - "Volatility and Herding Behavior in the Crypto Market with special reference to NASDAQ Crypto Index"
- 13th May 2024 : Mrs. R. Sreeprabha, Assistant Professor - "Understanding Student Well-Being: The Impact of Academic Experience on Student Success and Satisfaction".

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

-Charles Darwin

Alumnae Connect

- An Alumna talk by Ms Priyadharshini Gunasekaran (Class of 2014), Assistant Manager - Global Reconciliation Services - Barclays Global Services, Chennai, was held on the topic, "Skills of Tomorrow: What Industry Expects?", on 28th March 2024.
- The Management Alumni

Association of GRGSMS presented the "The Rising Icon Award 2024" to Ms G Bournna Devi of II MBA, during the Valediction of SHREYAS on 16th April 2024.

- Ms Rohitha (Class of 2016) Business Partner and Centre Head, First Cry Intellitots preschool, Pollachi, delivered an Alumna talk on the

topic, "Leveraging my MBA for Professional Success" on 21st August 2024.

- Ms Anjana MJ (Class of 2015) Senior Manager, Anand Rathi Wealth Management Ltd delivered an Alumna Talk on the topic, "Decoding Wealth Management Practices" on 23rd August 2024.



Students' Forum in Action

- As a part of Speaker's Forum "Ideas Unboxed", Launch League and Emoji Charades contests were conducted on 27th March 2024.
- Valediction of the students' forum SHREYAS was held on 16th April 2024. The Chief Guest, Ms Fiona Seah, HR Manager, Cameron Manufacturing Company, an SLB company, delivered the valedictory address and honoured 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'.



- I MBA students organized a programme 'Adios' to bid farewell to II MBA and PGDMFS students on 17th April, 2024.
- The 78th Independence Day celebration was held on 13th August 2024.



"All of the top achievers I know are life-long learners. Looking for new skills, insights, and ideas. If they're not learning, they're not growing and not moving toward excellence."

– Denis Waitley



Faculty Publications

- Dr R. Initha Rina, Assistant Professor, published a research article "Unravelling 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)
- Mrs. 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, March 2024.
- 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)
- Dr R. Prabusankar, Professor & Mr Prabakar, 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)
- 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)
- 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, PISSN:1300-4832, May 2024.
- Dr J. Meena Maheswari, Associate Professor and Dr M. Reshma, Assistant Professor 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, May 2024.
- Mrs. P. B. Saranya, Assistant Professor, published an article entitled "Modeling the Volatility in Bitcoin" in European Economic Letters (ABDC Indexed Journal) Vol. 14 No.2 (2024).
- 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" the journal named Humanities and Social Science Studies (Vol. 13, Issue 1, No. 21, January-June 2024, ISSN 2319-829X(UGC Care Journal).
- 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).
- Mrs. 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.
- 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.
- 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).
- Mrs. R. Sreeprabha, Assistant Professor, and Dr Vandana Madhavkumar, Dean - IR, published a paper titled 'Exploring the Impact of ESG Practices on Job Pursuit Intention of Gen Z Job Seekers: The Mediating Role of Corporate Reputation' in the International Journal of Economic Perspectives, Volume 18, No. 8 (August 2024), ISSN 1307-1637, a UGC CARE II listed journal and ABDC Category C, August 2024.
- Dr G. B. Sabari Rajan, Associate Professor, published a research paper titled "Examining the Influence of Dividend Policy on the Valuation of Listed Firms: Insights from India", in the journal Business, Management, and Economic Engineering, Volume 22, Issue 02, 2024, PP 142-153 (ISSN:2669-2481/eISSN:2669-249X) (Scopus-indexed), August 2024.
- Dr Vandana Madhavkumar, Dean-IR along with her PhD Scholar Ms Santiago Antony Selvi published a paper titled 'The leading Role of Workplace Happiness on Employee Intention to stay' in International Journal of Cultural Studies and Social Sciences, Vol 20, issue 02, July-December edition.

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."

- Jack Welch

Students' 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, Ms S. R. Varshitha Srimathi of I MBA secured third place in the Case Study competition.



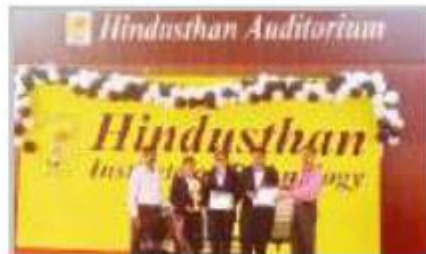
- Nine students participated in "Prabandhaz '24", a National level management meet organized by Tamil Nadu Agricultural University (TNAU) on 5th and 6th March 2024. Ms M. S. Janani and Ms S. Meenu of I MBA won 3rd place in the Brand Battle contest. Ms M. S. Poorvisa and Ms R. S. Janashri of I MBA secured third place in the Money Maven contest.



- Twelve students participated in "Sadhana 2k24", an intercollegiate management fest organized by RVS Institute of Management Studies on 13th March 2024. Ms M S Poorvisa, Ms V. Sarithra Griya and Ms L. Nithya Lakshmi of I MBA secured second place in the Best Management Team contest. Ms Sharon Angelina, Ms S. Suvetha, Ms J. Vidhiya Kalaivani, and Ms V. S. Rajalakshmi of I MBA secured third place in the Adzap contest.



- Five students participated in "HITROUPE 2k24", a management fest organized by Hindusthan College of Technology on 14th March 2024. Ms M. S. Poorvisa, Ms M. S. Janani and Ms S. Meenu of I MBA were the winners of the Adzap contest.



- Ms A. T. Harsaya was the runner-up in the Best Manager contest in "VIM SMART", an intercollegiate competition organized by Vivekananda Institute of Management Studies on 15th March 2024.

- Second-year MBA students Ms N. G. Rashika, Ms S. A. Reethiga Shri, Ms J. K. Renuliza, Ms K. K. Rithanya, Ms D. S. Sahana, and Ms 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.



- 16 second-year MBA students volunteered at the Eye Camp organized by Walkaroo International as part of their CSR activity, along with Aravind Eye Hospital, at Panchayat Union Primary School Malumichampatty, on 28th July 2024.



- Ms Devadharshini P, Ms Diksita M, Harini A, Ms Ragasuruthi M, Ms Abinaya S, Ms Prisha VA, Ms Rajalakshmi V S, and Ms Sri Ranjini A of II MBA participated in the Selfie Extravaganza - SNAP-SHARE-WIN Contest organized on 19th August 2024 by CIED (Centre for Innovation Incubation & Entrepreneurship development) & GRG Gen Nxt Incubator.



- Ms Shujithaa KM, Student of II MBA presented her story in the "True Stories of Overcoming Challenges" contest of the 'As I Evolve' program, organized by the Rotary Club of Coimbatore on 22nd August 2024.



- Ms Mithra B, Ms Abinaya S, Ms Amerta Varrsni N, Ms Nithiya Varshini VU, Ms Keerthana R, Ms Krismma V, Ms Sharon Angelina M, and Ms Noorus Shifa M have been placed as Sourcing Analyst at GEP with a package of 4.9 LPA.

Students' Achievements

- A series of placement training sessions were conducted for the MBA 2023-2025 batch between 25th June and 3rd July, 2024, by TIME, focusing on aptitude test preparation.
- Pepul Tech Pvt Ltd addressed the MBA 2023-2025 batch on July 4th to 6th and on 20th July, 2024, where

industry representatives and HR professionals from various companies spoke about industry requirements and conducted mock interviews, resume building sessions, group discussions, as well as personality and soft skills training.

- As part of a corporate social responsibility program and industry

readiness initiative, Park Global HR Services conducted a placement readiness and training program for MBA students on 21st and 22nd, August 2024. The focus was on preparing students for interviews, with a special emphasis on self-introductions from an HR perspective, along with soft skills development.

Entrepreneurship Development Cell Activities

- A Round Table Discussion with Mr Ramesh Chandran, Founder and Director of Bio Basics, along with 7 faculty members and 15 students from GRGSMS & KCW, was held on 13th March 2024. He delivered an E-talk on the topic, "Building a Successful Social Enterprise: The Bio Basics Story" on the same day.



- 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 19th July 2024.



- CIIED (Centre for Innovation Incubation & Entrepreneurship development) 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 22nd and 23rd July, 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.



- Dr R. Prabusankar, Professor, and Ms Pavithra R. G, Student, II MBA participated in the CII One-Day Student & Faculty Study Mission to Hosur, visiting Titan Company Ltd. and TVS Motor Company on 21st August 2024.



- Mrs. Deepa Muthukumarasamy, Founder of Some More Foods delivered an E-Talk on the topic, "Restarting Right, with some More Resilience", on 29th August 2024.



"Leadership is not about titles, positions, or flowcharts. It is about one life influencing another."

- John C. Maxwell

Going Green Mindfully!!!

My first experience with green practices was the day I received instructions at the GRG SMS office on how to reduce paper usage on campus. It was one of the many green initiatives that the institution practiced and a step towards green management. The term 'green management' was first mentioned by John Elkington in the 1990s. He was a sustainability expert and the man behind the Triple Bottom concept that focuses on the three pillars namely; People, Planet, and Profit. His works urged the corporates and businesses to assess their environmental and social performance along with their economic performances.

This whole greening process aims to promote sustainability by integrating environmental considerations into all business operations and strategic decisions. Today the management literature is overflowing with similar concepts like green marketing, green accounting and green human resources management (GHRM). Organizations that follow green management are said to enjoy better Employer Branding, Employee Retention and also competitive advantage through enriched sustainable business models and innovation. In all these concepts, the role played by people takes paramount importance. As employees of such green organizations the human resources need to be aware of the importance of green practices and their impact on the environment.



All these concepts strive to promote environmental friendly behaviour among their employees. In Green HRM for instance, green recruiting works on the principle of hiring individuals with green skills and greater concern for sustainability. Green HRM also advo-

cates appraising an employee based on their environmental performance and awarding them with green perks like eco-friendly telecommuting options and energy-efficient workstations. Though it is great to know that many organizations and institutions are becoming greener, it should also be noted that there are some inherent challenges.

The whole definition of Green management limits itself to people's work roles and work premises. But what the world needs today is far more than that. It is vital that we as people need to change our habits in a way that it reduces our carbon footprint, no matter where we are and what we are doing. The purpose of going green needs to extend way beyond the 9 - 5 time slot and the confines of a workspace. It is rather odd, how people view green management in isolation from concepts like socially responsible behaviour, minimalism, triple bottom line, circular economy, work place well-being or social inclusion. For instance, I cannot practice green behaviour and still have a dozen lip balms strewn across every corner of my home. There is no point in limiting electricity usage at office while our energy efficient practices at home aren't up to the mark. If I am thinking twice before repeating a saree I wore last week, I cannot be preaching eco-friendly practices to anyone for that matter.

As much as it is important to be aware about concepts like green management, it is also important to be mindful about even the smallest of activities we do and look at things from a broader perspective. After all, concepts like green management and sustainability exist to remind us how far we have misused earth's resources and the need to bring about real changes. Green Management, Green HRM or any environmental friendly concept for that matter needs to reach home from office and every nook and cranny of our world. A human being plays various roles in today's world like that of an employee, a parent, a spouse, a consumer etc. In

every role we play, we need to act on these green principles. Remember your every role leaves an impression on others and also on this world.



A progressive consumer for instance, holds the power to influence corporate behaviour. We need to abandon brands that use jute shopping bags and still produce products of limited life span to boost repeat purchases. Consumers have the power to compel corporates into greening their business models, adopt genuinely environment friendly processes and circular economy initiatives.

This world has seen many miracle people like the 11 year old Greta Thunberg who despite having Asperger's syndrome (a developmental disorder considered part of autism spectrum) could understand things that we, the so called 'normal people' could not comprehend. She was mindful enough to understand that things were not right, and brave enough to question the world leaders. We need not stage public protests but in our own way we can also create miracles if we put our mind to it. It's time to step up our game so we don't go the way of the dinosaurs. Let us not forget that we owe this world to the future generations. So, the next time you see a new lip balm on the store window, or an upgraded version of your phone (which you absolutely do not need) be mindful enough to say "Nope, I don't need that".

Source : Facts from ChatGPT and thoughts from my overthinking brain.

Dr M Reshma
Assistant Professor
GRG SMS



◀ Enhancing Your College Experience: The Path for Success and Balance ▶

College is a time for exploration, development, and endless opportunities. To make the most of these transformative years, effective time management is crucial. Start by using a planner or digital calendar to organize your tasks, which may include academic work, exams, or extracurricular activities. Prioritize tasks based on deadlines and importance to manage your workload, and avoid procrastination. It's also important to create a balanced schedule that includes time for studying, attending classes, networking, and self-care. Avoid overcommitting yourself, and focus on completing tasks one at a time. Techniques such as the Pomodoro Method is a time management technique that involves working in short, focused bursts followed by brief breaks that can help you stay focused and productive.

Your study habits play a vital role in your academic success. Find an environment that helps you concentrate fully, whether it's a quiet library or a cozy spot at home. Engage actively with your course material by taking notes, summarizing key concepts, and asking questions. Instead of just reading, enhance your learning with tools like flashcards, mind maps, and practice tests. Studying with peers can also be beneficial; group study sessions can provide fresh insights and make learning more engaging. Just ensure that everyone stays focused on the task at hand.

Another essential part of a fulfilling college experience is building meaningful relationships. Don't hesitate to reach out to your professors—attend office hours, ask questions, and seek advice. These interactions can lead to valuable mentorship and open doors to opportunities you might not have considered otherwise. Building connections with your peers is equally important. These relationships, whether formed through group projects, campus organizations, or social events, can enrich your college experience. Seeking guidance from upperclassmen or alumni can also provide valuable insights to help you navigate college life with greater confidence.

College campuses are filled with resources designed to help you succeed—make the most of them. The library is a vast source of knowledge, offering access to books, journals, and online databases essential for research and learning. Academic advising services can help you plan your courses, explore career options, and stay on track with your goals. Don't overlook student services like counseling, health centers, and tutoring, which are there to support your well-being and academic performance.

Maintaining a balance between academics and personal life is key to thriving in college. Prioritize self-care by getting enough sleep, eating nutritious food, and staying active. Taking care of

your physical and mental health is critical for your overall success. Incorporate relaxation techniques like meditation, deep breathing, or yoga into your routine to manage stress effectively. Engaging in hobbies or activities you enjoy can also help you unwind and maintain a positive outlook.

Beyond academics, taking advantage of extracurricular activities can significantly enrich your college experience. Internships offer hands-on experience in your chosen field while providing valuable networking opportunities. Engaging in research projects allows you to explore your academic interests more deeply and contribute to your field. Extracurricular activities - whether through clubs, organizations, or sports teams-give you the chance to develop new skills, meet like-minded individuals, and create lifelong memories.

By embracing these strategies, you'll not only excel academically but also cultivate a well-rounded and rewarding college experience. These years are a time to learn, grow, and build the foundation for your future. Make the most of every opportunity, and you'll graduate not only with a degree but also with a wealth of experiences and relationships that will last a lifetime.

B. Nirupama Lakshmi
23MBM034
II - MBA

The ability to read, write, and analyze; the confidence to stand up and demand justice and equality; the qualifications and connections to get your foot in the door and take your seat at the table - all of that starts with education."

- Michelle Obama

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