



NEWS AND EVENTS FOR THE MONTH OF SEPTEMBER 2024

1. The Academic Advisory Body Meeting of GRGSMS was conducted on 2nd September 2024 in hybrid mode.
2. The students of the Health Fusion Interest Group commemorated National Sports Day with an event titled 'Energizest.' Competitions like Throw Ball, Badminton, and Running races were organized, along with fun games such as Tug of War, Stack Ball, Hit the Tail, and Dodgeball, on 2nd September 2024.
3. Dr. G. B. Sabari Rajan, Associate Professor, Completed the MOOC titled "Building AI Powered Chatbots Without Programming" offered by IBM, USA on 3rd September 2024.
4. GRGSMS organized the GRG-APU Webinar Series titled "Navigating Ethics and Strategy in Business," from 3rd to 6th September 2024. The series began on 3rd September 2024 with sessions on "Strategic Challenges in Global Logistics and Environmental Ethics" by Mr. Kantharow Apparavu, and "Guardians of Integrity: Ethics as the Pillar of Corporate Governance" by Ms. Subasiny Krishnan. On 4th September 2024, the sessions included "Ethical Dilemma" by Dr. Ooi Bee Wah, "Value Creation through Social Entrepreneurship" by Ms. Cynthia Paul, and "Supply Chain Ecosystem: How Digitization Enhances Efficiency, Agility, and Customer Focus" by Ms. Shailaja Kumar. On 5th September 2024, the topics were "Strategies and Structure of International Business" by Ms. Margaret Subramaniam, "Women in Fintech Leadership: Exploring Challenges and Opportunities" by Dr. Meera Eswaran, and "Navigating the Ethical Maze: Leadership Decision-Making Under Pressure" by Ms. Subasiny Krishnan. The series concluded on 6th September 2024 with "Impact of Climate Adaptation on Global Supply Chains" by Ms. Shailaja Kumar. This webinar series brought together experts from various fields to address

pressing ethical issues and strategic decisions that are shaping the future of global business.

5. Dr P Sadhasivam, Director and Dr. S. Kavitha, Associate Professor, were honoured with the Appreciation Award by Lions International during the Teacher's Day celebration held on 5th September 2024, at PSGR Krishnammal College for Women.
6. Dr. G. Brindha, Assistant Professor delivered an Internal Faculty Seminar on the topic "Enhancing Customer Experience through AI-Driven Omnichannel Marketing" on 6th September 2024.
7. On 6th September 2024, the Entrepreneurship Development Cell (ED Cell) of GRG School of Management Studies (GRGSMS) organized an Entrepreneurship Awareness Program for first-year MBA and PGDFMS students. Session 1 on "Entrepreneurship Mindset" by Mrs. Deepa Mohanraj, Founder and Director of Kaumaram Prashanthi Academy; Session 2 on "Funding Options and Government Schemes" by Mr. Srinivasan, Founder and Financial & Management Consultant at Idea Guru Solution; Session 3 on "Business Model Canvas" by Mr. Gowtham Krishnamoorthy, Founder and CEO of Nutz Technovation Pvt. Ltd. and Session 4 on "Transforming Idea into Business" by Mr. Vasukumar N., Founder and CEO of Vridhi Techno Farms (P) Ltd. The event aimed to equip aspiring entrepreneurs with practical knowledge and insights for launching and developing their ventures.
8. The Governing Council Meeting of GRGSMS was conducted on 9th September 2024 in hybrid mode.
9. Dr. J. Meena Maheswari, Associate Professor, has published a book titled, "A Handbook on Finance" with LAP LAMBERT Academic Publishing, Germany on 9th September 2024.
10. Dr. Divya Lakshmi J, Assistant Professor, reviewed a book chapter manuscript, "Impact of Generative AI on Business Analytics and Decision Making in Service Organizations" submitted to IGI global publications (SCOPUS Indexed) on 11th September 2024.
11. As part of the Chandrakanthi Centre for Women Leadership (CCWL) initiatives, the second edition of the 'LEADHER TALK' series was held on 11th September, 2024, Professor Ida Fatimawati bt Adi Badiozaman, Deputy Pro Vice-

Chancellor (Research) at the School of Research, Swinburne University of Technology, Sarawak, Malaysia, delivered an insightful session on the theme, 'Women & Leadership'. The event highlighted the evolving role of women in leadership, fostering inspiration and empowerment among participants.

12. Dr P Sadhasivam, Director and Dr. Vandana Madhavkumar, Dean - IR, attended the National Management Convention of All India Management Association held at New Delhi on 11th and 12th September 2024.
13. A guest talk was arranged for MBAPlus students on the theme "Responsibility is not a Choice" by Dr Sabari Rajan, Associate Professor. The guest speaker, Mr. Janardhan Nanjundan, a Climate Optimist and Conservation Educator from The Nilgiris, led the session on 12th September 2024.
14. Dr. G B Sabari Rajan, Associate Professor, Completed the MOOC titled "Business Implications of AI: Full Course" offered by EIT Digital, USA on 12th September 2024.
15. Ms. Keerthana R, Ms. Dharshini N, Ms. Nandhini J, and Ms. Nisitha Srilaa R, of II MBA participated in the "Anne Frank - A History for Today" exhibition at Yellow Train School organized by the Rotary Club of Coimbatore as part of the year-long "As I Evolve" program on 12th September 2024.
16. The Health Fusion Interest Group coordinators organized engaging activities, such as left-hand drawings and memory games, for the students of II MBA, I MBA, and PGDMFS on 12th September 2024 and 19th September 2024, respectively, as an initiative to stimulate brain health among the students.
17. Dr P Sadhasivam, Director, attended the Zonal Council meeting of the CII Coimbatore on 13th September 2024.
18. Dr. Vandana Madhavkumar, Dean - IR, organized a guest lecture on 13th September 2024 by Mr. Sakthivel Rajasekar, Director HR, and Mr. Amiya Das, Senior Associate HR of India Generation Cognizant (GenC) Program, on the topic of "Training Evaluation: Best Practices" as a part of the course Learning and Development.
19. Dr. Divya Lakshmi J, Assistant Professor, presented a case study titled "Harmonizing Phygital Integration and Sustainability at Ramraj Cotton" at the International Case Conference organized by Dr. B.H. Agalgatti and the

International Institute of Management Studies (IIMS) Pune on 13th September 2024, focusing on the theme "Unifying Phygital Integration and Sustainability: A Strategic Imperative for Organizations."

20. Ms. Meenu S, Ms. Kaviya P. A, Ms. Harunya Devi V, Ms. Swetha R, Ms. Ranjani S. N, and Ms. Meghanaa R, along with Ms. Jordan Ruth Mitra N, Ms. Shreenithi C. R, and Ms. Vikashini S, have been selected as ED cell Coordinators for II MBA, I MBA, and PGDMFS for 2024-2025 on 16th September 2024.
21. Dr. G. B. Sabari Rajan, Associate Professor, Completed the MOOC on the titled "SAP Professional Fundamentals" offered by University Alliances, EMEA on 19th September 2024.
22. The project proposals titled "ESG Investing and Financial Sustainability" by Dr. J. Meena Maheswari and Dr. S. Allimuthu, Associate Professors, and "Navigating Sustainability: Social Capital Formation Among Organic Product Promoters in Malaysia and India" by Dr. R. Prabusankar, Professor, and Dr. R. Initha Rina, Associate Professor, were approved for funding by GRG TRUST on 19th September 2024.
23. A five-day Personality Development Programme was conducted for the I MBA students (2024-26 batch) by Mr. Krishnakumar K. (Krish), Co-founder and Director at Vertical Eye, Conoor. Batch I students attended programme from 18th to 23rd September 2024 and batch II students attended the programme from 24th to 28th September 2024 respectively.
24. Dr P Sadhasivam, Director, Dr. S. Kavitha, Associate Professor and Ms. PB Saranya, Assistant Professor participated and presented in the "Spread the Spark 2024 - Celebrating Teachers" organized by CII on 20th September 2024.
25. Dr. Vandana Madhavkumar, Dean - IR visited CIRCOR Flow technologies Pvt Lid on 20th September along with Dr G Kalaichelvan, Director - COAD, PSGRKCW to discuss on Industry Institute Partnership with the IIP team of CIRCOR on 20th September 2024.
26. The Annual General Body Meeting of Alumnae Association of GRGSMS was conducted on 21st September 2024.
27. On 23rd September, 2024, Dr. G.B. Sabari Rajan, Associate Professor, organized an invited talk for MBA Plus students featuring Mr. M. Yoganathan,

an Environmentalist and Eco Warrior, on the theme "Environmental Stewardship: A Collective Responsibility."

28. A CXO Talk was held on 24th September on the topic ' 'Visionary Leadership and Strategic Thinking'. The guest speaker was Mr Arumugam Singaram, Managing Director, CIRCOR Flow Technologies.
29. Dr. G. Brindha, and Dr. Divya Lakshmi J, Assistant Professors attended a webinar titled "ChatGPT Strategies you Can Implement Today to Enhance Your Class Sessions" organised by Harvard Business Publishing Education on 24th September 2024.
30. Mr. Vihas Vijay attended a webinar on "Envisioning a Hybrid Model of Peer Review: Integrating AI with Reviewers, Publishers & Authors" on 24th September 2024.
31. Logistics and Supply Chain Management (LSCM) students visited SAFEXPRESS Pvt. Ltd., Coimbatore, for a field exposure experience on 24th September 2024.
32. An alumna talk was delivered by Ms. Durgesh Nandhini (Class of 2008-09) on the topic, "Digital Minimalism", on 24th September 2024.
33. Ms. Nisitha Srilaa R, II MBA, won the "As I Evolve" competition organized by the Rotary Club of Coimbatore securing an Amazon voucher for her innovative ideas on reaching a wider audience of teachers in schools and colleges on 26.09.2024.
34. Ms. R. Sreeprabha, Assistant Professor, attended a Faculty Development Programme on 'Maximizing Research Impacts: Publications and Beyond,' organized by the Internal Quality Assurance Cell and Research Cell of KCW, from 26th to 27th September 2024.
35. A faculty orientation programme was organized for the new faculty members of GRGSMS from 26th to 28th September 2024.
36. Dr. S. Kavitha, Associate Professor attended the AIMA YLC Virtual Session "Harmonizing Minds: Business Psychology and Spirituality" by Ms. Anshul Bafna, Business Psychologist & Spiritual Coach on 27th September 2024.
37. Mr. B. Ramachandran, Consultant & Facilitator - Business Excellence, conducted an interactive session on the "Role of Marketing & Sales Functions

in New Product Development & Deployment." Students presented case studies, which were evaluated by the speaker on 27th September 2024.

38. Dr. S. Kavitha, Associate Professor attended a webinar on "SEO Memorial Service: A Fond Farewell to Things That Don't Matter Anymore" organised by American Marketing Association on 27th September 2024.
 39. Ms. Thennarasi P, PhD Full Time Scholar and Dr S Kavitha, Associate Professor presented a paper titled "A study on AI in Digital Marketing: Dynamic Segmentation and personalized content delivery" in the International Conference on "Three Pillars of Today's Age: Digitalization, AI and Automation and its impact on Management" organized by Sardar Patel College of Administration and Management, Gujarat in virtual mode on 28th September 2024 and won the Best Paper Award in the online track.
 40. Dr. R. Initha Rina, Associate Professor, published a research paper on "A Case Study on Integrating Social and Environmental Sustainability Development in the Curriculum through Experiential Learning" in the International Journal of Economic Perspectives, 18(09), 28-32, September 2024 (UGC Care Group II and ABDC Category C).
 41. Ms. Nisha K. G. has successfully completed her full-time PhD in Management from Nehru College of Management under Bharathiar University, with her research titled "Growth and Performance of Selected Pharmaceutical Companies in India".
 42. The SHREYAS Forum, Magical Shades - Campus Company, and ED Cell were inaugurated by Mr. G. Radhakrishnan, Founder & Managing Director of SIEGER Spintech Equipment Pvt. Ltd., on 30th September 2024. He also released the PRERANA Journal of Management Thought and Practice (Volume 16, Issue-2), along with the September issue of IMPRESSIONS, the biannual newsletter.
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