



## NEWS AND EVENTS FOR THE MONTH OF OCTOBER 2024

1. Dr S Kavitha, Associate Professor, has served as an External Auditor for the academic audit held on 1<sup>st</sup> October 2024 at Rathinam College of Arts and Science.
2. Dr Nisha K G, Assistant Professor, was awarded the Excellence in Innovation and Research Award by DMI St. John the Baptist University, Malawi on 2<sup>nd</sup> October 2024.
3. Dr S Kavitha, Associate Professor, attended the Board of Studies meeting of Department of Business Administration (MBA), Dr SNS Rajalakshmi College of Arts and Science on 3<sup>rd</sup> October 2024.
4. Dr M. Reshma, Assistant Professor, delivered an online session to the students of Apollo Arts and Science College on the topic HR Analytics on 3<sup>rd</sup> October 2024.
5. Dr P Sadhasivam, Director and Dr Vandana Madhavkumar, Dean - IR attended the 69th Annual General Meeting of CMA held on 4<sup>th</sup> October 2024 at the Coimbatore Club.
6. Dr R. Initha Rina, Associate Professor, and Ms. P B Saranya, Assistant Professor, visited "CIRCOR Flow Technologies India Private Ltd" and had a discussion with the CSR team about the Community Immersion Programme on 4<sup>th</sup> October 2024.
7. A Guest Lecture by Mr Abinash Balakrishnan, HR, Circor on the topic "Pay for performance compensation Plans - the challenges and impact of it on Employee Performance" was organised on 4<sup>th</sup> October 2024 for the course Performance Management Systems.
8. An alumna talk was delivered by Ms S Vidya (Class of 2009) on the topic, "The Staffing Process" on 4<sup>th</sup> October 2024. The students of I MBA, II MBA and PGDMFS attended the session.

9. Dr P Sadhasivam, Director attended the Tamil Nadu State Council Meeting of CII on 5<sup>th</sup> October 2024.
10. The I MBA students (2024-26 batch) were taken for a 'Day with Nature' to Arivuthirukovil and Aliyar Dam on 5<sup>th</sup> October 2024. Ms. R. Sreeprabha, Dr Nisha K. G., Dr Divya Lakshmi J, and Dr Vihas Vijay, Assistant Professors accompanied the students.
11. Dr S Kavitha, Associate Professor, along with Ms Archana Motta, PhD Full time research scholar has published a research article titled "Analysing consumer purchase behaviour in the context of mobile phones: Webrooming Vs Showrooming" in "Journal of Informatics Education and Research". Volume 4, No.3 (2024), ABDC Journal - C Category on 6<sup>th</sup> October 2024.
12. Three II MBA students Nandhini J, Sharmila R and Sneka UK attended the virtual seminar titled "PR and Marketing Around the World" offered by CEYTS University, Mexico between 7<sup>th</sup> October 2024 and 15<sup>th</sup> October 2024.
13. The health and fusion interest group organized a "Dance and Fitness" Session for the students on 8<sup>th</sup> October 2024.
14. Dr G B Sabari Rajan, Associate Professor, Completed the MOOC titled "Brand Management: Aligning Business, Brand and Behaviour" offered by University of London on 8<sup>th</sup> October 2024.
15. Mr Vihas Vijay, Assistant Professor, successfully defended the PhD Viva Voce at Vellore Institute of Technology, Vellore on 8<sup>th</sup> October 2024.
16. Ms PB Saranya, Assistant Professor, PhD Part time scholar under the guidance of Dr S. Allimuthu, Associate Professor, successfully defended the Ph.D. Viva Voce examination on her dissertation titled, "Dynamic Linkages and Asymmetric Spillover of Return and Volatility between the Implied Volatility Index and Stock Index Returns in India." Dr R. Kasilingam, Professor and Head of the Department of Management Studies at the School of Management, Pondicherry University, served as the external examiner on 9<sup>th</sup> October 2024.
17. The ED Cell of GRGSMS hosted an engaging E-Talk titled "Revolutionizing Agriculture Through Technology - The Keerai Kadai Journey" on 10<sup>th</sup> October 2024. Mr. Sriram Prasad, Founder of Keerai Kadai Ventures, shared insights on harnessing technology to transform agriculture. The interactive session

inspired 250 students from GRGSMS & KCW with lessons in innovation and sustainability.

18. A study tour to Goa and Mangalore was organized from 13<sup>th</sup> to 18<sup>th</sup> October 2024, for 51 second-year MBA students, accompanied by two faculty members, Dr S. Allimuthu and Dr Initha Rina, Associate Professors. During this study tour, on 15<sup>th</sup> October, 2024, an industry visit was organized to Hindustan Coca-Cola Beverages Private Limited, Goa and on 17<sup>th</sup> October 2024 the team visited Gurucharan Industries, Mangalore.
19. Dr G B Sabari Rajan, Associate Professor, Completed the MOOC titled "Creating a Portfolio" offered by Indian School of Business, Hyderabad on 16<sup>th</sup> October 2024.
20. Dr Nisha K.G., Assistant Professor, co-authored, an article "Cross-Functional Integration: Marketing and HR Collaboration to Drive Employee Engagement in Fintech," on 17<sup>th</sup> October 2024, in the journal CAHIERS MAGELLANES-NS, Web of science.
21. Dr Nisha K. G., Assistant Professor, delivered her Internal Faculty Seminar on "The Impact of Cognitive and Emotional Factors on Financial Decision-Making" on 21<sup>st</sup> October 2024.
22. A guest lecture was organized for the course Digital Marketing on 22<sup>nd</sup> October 2024. Mr V Raj Ganesh, Chief Marketing officer, Roots Holistic health and wellness centre LLP and Corporate Marketing, Roots Group of Companies delivered a lecture on the topic "Artificial Intelligence in Digital Marketing".
23. Dr Vandana Madhavkumar, Dean - IR, visited Poppys Knitwear, Tirupur on 22<sup>nd</sup> and 29<sup>th</sup> October 2024 as a part of the consulting assignment.
24. An Industry Visit was organized on 23<sup>rd</sup> October 2024, to CIRCOR and ZF for first-year MBA Section 1 students, accompanied by Dr Nisha K.G., Dr Vihav Vijay, Dr Initha Rina, and Dr Sabari Rajan.
25. A CXO Talk was organized on "Leading through Change: Transformative Leadership in Dynamic Business Environments". Mr. Hari V. P. Rao, Director of People & Culture—Talent Acquisition, Annalect India delivered the talk on 24<sup>th</sup> October 2024.
26. Dr Vandana Madhavkumar, Dean - IR, participated in the session on 'HR for Non-HR' held on 24<sup>th</sup> October 2024 at Hotel ITC Welcom organised by CII.

27. Dr S Kavitha, Associate Professor, served as the subject expert for the II Doctoral committee meeting of the PhD Research Scholar Ms Palin Jeromina under the guidance of Dr Preetha James of Bishop Appasamy College of Arts and Science on 24<sup>th</sup> October 2024.
28. Dr P Sadhasivam, Director, organised a roundtable discussion at CII bringing together representatives from industries and institutions in Coimbatore, on 25<sup>th</sup> October 2024.
29. Dr Vandana Madhavkumar, Dean - IR, participated in the CII Roundtable on Industry-Institute Partnership held on 25<sup>th</sup> October 2024 at CII Office, Coimbatore.
30. The second DC meeting of the PhD Research Scholar Ms Archana R Motta, under the guidance of Dr S Kavitha, Associate Professor, was conducted on 25<sup>th</sup> October 2024. Dr B Uma Maheswari, Associate Professor, PSGIM was the subject expert for the same.
31. Dr P B Saranya, Assistant Professor, presented a paper titled 'Do Investors Herd? Examining the Herding Behaviour among Cryptocurrencies at the International Conference on 'Emerging Trends in Corporate Finance and Financial Markets' organised by SDMIMD Mysuru during 24<sup>th</sup> and 25<sup>th</sup> October 2024.
32. Dr G. B. Sabari Rajan, Associate Professor, served as the resource person for the Two-Day National Seminar on Redesigning Business & Innovation in a Sustainable Ecosystem, held at Vigyaan College of Applied Science, Thiruvananthapuram, on 25<sup>th</sup> October 2024, and he delivered a keynote address on Sustainable Development Finance.
33. Artful Synergy and the students' forum SHREYAS organized the Diwali Celebration on 25<sup>th</sup> October 2024.
34. Dr R. Prabusankar, Professor, along with II MBA students Keerthana R., Priyanga B., Dharshini N., Nandhini J., Pavithra R. G., Shujithaa K. M., Sivadharanica M., Sangamitha M., Krismma V., and Nisitha Srilaa, attended Session 4 of the "As I Evolve" program organized by the Rotary Club of Coimbatore at Chamber Hall. The event featured inspiring keynote speakers: Dr Kazevino Aram, President of Shanthi Ashram, on "Gaia Grid - I Quit My Career, and Built a

- Forest”; Harsh Valeccha, Founder of Gaia Grid, on “Global Brand, German Company - Made in India”; and Mohamed Siraj, CEO of Zaksberg.
35. Dr S Kavitha, Associate Professor, served as the subject expert for the II Doctoral committee meeting of the PhD Research Scholar Ms Shibini C, under the guidance of Dr Sunil Vakayil on 26<sup>th</sup> October 2024, was conducted online.
  36. Dr S Kavitha, Associate Professor, has attended a National Webinar on "Ratan Tata's Leadership: A Modern Reflection of Bharatiya Wisdom in Management" under the CESS (Centre for Educational and Social Studies) Talk Series on 26<sup>th</sup> October 2024.
  37. Dr G. B. Sabari Rajan, Associate Professor, presented a paper titled “Sustainable Development Finance: Integrating ESG” at the national seminar held at Vigyaan College of Applied Science, Thiruvananthapuram on 26<sup>th</sup> October 2024.
  38. Dr Vihas Vijay, Assistant Professor, served as a reviewer for an article in International Journal of Applied Systemic Studies (Scopus indexed journal) on 27<sup>th</sup> October 2024.
  39. Dr G B Sabari Rajan, Associate Professor, completed the MOOC titled "Understanding Financial Statements: Company Position" offered by Illinois, USA, on 28<sup>th</sup> October 2024.
  40. Dr Nisha K. G., Assistant Professor, completed the Course "valuation for Startups using DCF approach" from Coursera on 30<sup>th</sup> October 2024.
  41. Dr Nisha K. G., Assistant Professor, co-authored the book Finance and Risk Analytics, published by Scientific International Publishing House in October 2024.
  42. Dr S. Allimuthu, Associate Professor, successfully completed an online course titled "The Future of Payment Technologies," offered by the University of Michigan during October 2024.

-----