

## NEWS & EVENTS - November 2024

### Industrial Visits

- Thirty I MBA students (2024-26 batch) visited **CIRCOR Flow Technologies Pvt. Ltd.** on 5<sup>th</sup> November 2024, accompanied by Dr M Reshma and Ms R Sreeprabha
- Thirty I MBA students (2024-26 batch) visited **Walkaroo International Pvt. Ltd.** on 9<sup>th</sup> November 2024, with Dr Nisha K G and Dr Vihas Vijay.

### International Guest Lectures

- Dr G Brindha delivered a guest lecture on "Data Ethics: Missing Piece in the Metaverse Puzzle" at **UMPSA Malaysia** during a Global Classroom session on 5<sup>th</sup> November 2024.
- Dr G B Sabari Rajan, Associate Professor, handled a session for **Asia Pacific University, Malaysia** on the topic Digital Innovation in Corporate Finance: Leveraging Fintech for Strategic Growth on 20<sup>th</sup> November 2024.
- Guest lectures were organised with international professors like Dr Bertha Martinez (**CETYS University, Mexico**) and Dr Alejandra Rosales Soto (**CETYS University, Tijuana**) on Enterprise Systems and Business Intelligence topics on the 21<sup>st</sup> and 29<sup>th</sup> of November 2024.

### Research Contributions

- Dr J Meena Maheshwari, Dr M Reshma and Dr Divya Lakshmi J published a **Scopus-indexed paper** on "Information Technology Sectoral Index Stock Price Prediction Using Artificial Intelligence" in the Journal Frontiers in Health Informatics", ISSN -Online:2676-7104, 2024; Vol 13: Issue 3.

- Dr G B Sabari Rajan presented a paper titled Forecasting Stock Price Volatility: A Comprehensive Analysis of Nonlinear Symmetric GARCH Model in the Automobile Sector at the national seminar held at RVS Institute of Management, Coimbatore, on 8<sup>th</sup> November 2024.
- Ms Archana R Motta, PhD part-time scholar under the guidance of Dr S Kavitha, Associate Professor, submitted her PhD **synopsis** to Bharathiar University on 13<sup>th</sup> November 2024.
- Ms Santiago Antony Selvi, a full-time PhD scholar under the guidance of Dr Vandana Madhavkumar submitted her PhD **synopsis** to Bharathiar University on 25<sup>th</sup> November 2024.
- Dr G Brindha, Assistant Professor, acted as a VC Nominee of Bharathiar University for the **Doctoral Committee Meeting** of the candidate, Mr M Rajesh, held at Sri Krishna Arts and Science College, Coimbatore on 27<sup>th</sup> November 2024.

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## Faculty Achievements

- Dr P Sadasivam, Dr Vandana Madhavkumar, Dr Ajith K Thomas, Dr S. Kavitha, Dr G B Sabari Rajan, Dr Saranya PB, Ms R. Sreeprabha participated in the National Higher Education Conclave and **Edu-Tech Expo** organised by CII at the CODISSIA Trade Fair Complex, Coimbatore, on 15<sup>th</sup> and 16<sup>th</sup> November 2024.
- Dr G B Sabari Rajan Completed the MOOC titled "Understanding the Enterprise Systems Environment" offered by **University Alliances, EMEA North** on 7<sup>th</sup> November 2024.

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## Guest Lectures

- Dr S Kavitha handled a session on Computing Skills for the MBA students of **Periyar University** on 9<sup>th</sup> November 2024.
- Dr P Sadasivam addressed the **GRG Women Innovation & Startup Excellence (GRG WISE)** certificate course organised by GRGSMS CIIED, TiE Coimbatore, and Startup TN on 28<sup>th</sup> November 2024

## Community Immersion Programme (CIP)

- II MBA students engaged in key projects at Navakkarai Village, focusing on Livelihood Creation and Health & Hygiene, Career Guidance, Environmental Waste Management and Vanam, and Agriculture and Waste Management.
- A health camp benefitted over 68 villagers at Navakkarai, collaborating with **Tulasi Pharmacy** and **Madurai Eye Centre** on 16<sup>th</sup> November 2024 at Pichanur, Navakkarai.
- The Agriculture and Waste Management team organised a session to educate the farmers about **Smart Farming** and **Beekeeping** on 12<sup>th</sup> November 2024 at Navakkarai.

## Industry Connect

- A CXO Talk was organised on 26<sup>th</sup> November 2024, featuring Mr Raja Rajan, **Founder of Boston Creative Company**. The event focused on "The Future of E-Commerce – Trends and Opportunities," offering valuable insights into the rapidly evolving e-commerce landscape.
- **The GRG Women Innovation & Startup Excellence (GRG WISE)** certificate course was organised by GRGSMS, CIIED, TiE Coimbatore, and Startup TN from 28<sup>th</sup> November 2024 to 30<sup>th</sup> November 2024 and was coordinated by Dr R Prabusankar, Professor.
- Dr Vandana Madhavkumar attended the 2<sup>nd</sup> MC Meet of CMA on 15<sup>th</sup> November 2024 at Jade Residency, PSGIM Guest House, Coimbatore.
- Dr P Sadasivam and Dr Vandana Madhavkumar attended the virtual meeting organised by the **CII HR Panel** on 14<sup>th</sup> November 2024.
- Dr Vandana Madhavkumar, Dean- IR, visited **ZF Windpower Pvt. Ltd.** as part of the Knowledge Sharing Session on ESG in Real Time on 22<sup>nd</sup> November 2024, which was organised by the CII HR Panel.
- Dr Vandana Madhavkumar visited **Poppys Knitwear**, Tirupur, on 7<sup>th</sup> November 2024 as part of the consulting assignment.



## Industry Connections

- Dr Vandana Madhavkumar visited **Sieger Spintech Equipments Pvt. Ltd.** on 8<sup>th</sup> November 2024, to discuss a possible Industry-Academia Collaboration.
- PSGR Krishnammal College for Women signed a **Memorandum of Understanding (MoU)** with CIRCOR Flow Technologies on 27<sup>th</sup> November 2024. This partnership paves the way for collaborative efforts in knowledge exchange, student internships and placements, joint research initiatives, consulting projects, professional development programs for employees and faculty, and impactful community outreach programs.

## Entrepreneurship Initiate

- The ED Cell of GRGSMS hosted an engaging E-Talk on 15<sup>th</sup> November 2024 titled "Empowering Tradition with Innovation: Modernizing the Handloom Industry." Mrs. Kalaiyarasi Ramachandran, **Founder of Raatai Handloom**, shared insights on revitalising the handloom sector through innovation.

## Shreyas

- The Green Nexus interest group organised a webinar on Carbon neutrality and industry challenges and opportunities by Dr Ajith Gopi, **Additional Chief Technical Manager ANERT, Government of Kerala**, on 7<sup>th</sup> November 2024.

## Alumna Interaction

- Alumna Ms Krithika Sathishkannan (Class of 2010 "**Why Save Early? The Power of Time and Compound Interest**"), on 18<sup>th</sup> November 2024.



## Workshops & Competitions

- An online training workshop session on **CMIE prowess** was organized for first-year MBA students on 18<sup>th</sup> November 2024 as a part of the course Financial Reporting and Statement Analysis.
- Dr Divya Lakshmi J and Ms Rathnaa R, I MBA, participated in the 8th **SEAA-PEREGRINE International Case Competition 2024**, held online on 25<sup>th</sup> November 2024.
- Dr Meena Maheswari and Dr Saranya PB attended a five-day FDP on Time series modelling and application from 26<sup>th</sup> to 30<sup>th</sup> November 2024, organised by **Birla Institute of Management Technology**.

## Others

- Dr Ajith K Thomas joined as the **Dean** of GRGSMS on 8th November 2024.
- The mid-review of GRGSMS faculty members with the Chairperson was conducted on 19th November 2024.
- The **Board of Studies (BoS)** meeting of GRGSMS for the even semester was conducted online mode on 29th November 2024.