

CMA DIGEST

September 2024, Issue - 95 Volume 49

ED VOICE – From the Editor's Desk

Dear Readers,

Greetings from the Editor's Desk!

The month of September refers to a specific period symbolising the changing seasons and the passage of time. It represents a crucial moment when something may happen or change. This belief became a reality when CMA received the BEST LMA AWARD (Category IV) for the year 2023-24, at the AIMA National Convention held in New Delhi on September 11th & 12th. We are pleased to publish a few photographs and a short write-up in this newsletter. This award has been long overdue, considering the fact that CMA is the oldest LMA in the country. Hats off to our dynamic President, Mr. R. Varadarajan, and his team, for pulling this off! It is hoped that this is the beginning of more such laurels for CMA in future.

Today's buzzword is "Artificial Intelligence", and organizations that embrace this technology will stay ahead of the curve. An article entitled "Harnessing AI's Potential: Balancing Progress and Responsibility", is included in this issue.

We hope you are enjoying going through our newsletter, and we hope to bring in more value addition in our future issues.

Mr. K. Seetharam

Editor

CMA Digest



Editorial Team

Mr. K. Seetharam | Dr. A.G.V. Narayanan

Mr. N. Krishna Kumar | Dr. D.K. Karthikeyan

Dr. Vandana Madhavkumar | Ms. S. Sujithra Vadivu



COIMBATORE MANAGEMENT ASSOCIATION