

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF AUGUST 2013

1. Mr M Venkatesh Prabu, Assistant Professor delivered a talk on “Customer Relationship Management for MSME’s” to the members of Rotary Uptown Coimbatore on 2nd August 2013.
2. Dr. P. Paramanandam, Associate Professor published a paper entitled “Psychological Empowerment and Occupational Stress among the Managerial Personnel of Automobile Industry” in the Management Insight, Volume IX, Number 1(ISSN 0973 - 936X).
3. The Annual General Body Meeting of GRGSMS Alumni Association was held on 3rd August 2013 and the new office bearers were elected. President - Dr N Umamaheshwari, Associate Professor Dr SNS College of Arts & Science; Vice-President-Ms Theivanayaki, Assistant Professor PSGRKC for Women; Secretary-Ms.Zenith Veena,Keymind solutions;Joint-Secretary-Ms P Lokeshwari,Wipro Technologies, Chennai; Treasurer-Ms K Shripabha and the Executive Members are Ms Girija Selvaraj, Ms K Malinee and Ms M Mayuri.
4. Mr Ramanathan Somasundaram, CEO v Socialize.com delivered a guest lecture on“Implementation of Social Media - Strategies and Measurement” as a part of the Marketing course to the students of II MBA on 5th August 2013.
5. Our Dean, Prof S Ranganathan attended International Accreditation Workshop organised by SEAA New Delhi at Bengaluru on 5th August 2013.
6. Students of II MBA Community Forum organised an “Awareness Program” on organ donation on 6th August 2013.
7. Students of Community Forum visited RTO Office to do service to the general public and assisted the officials on LLR generation activities and conducting online exam from 1st to 7th August 2013.
8. Ms. L Gowri Lingeswari, Assistant Professor and Ms S R Deepika, Lecturer escorted 10 students of Community Forum and attended an organ donation programme held at PSG Hospitals, Coimbatore on 7th August 2013.
9. Our Director, Prof S Balasubramanian attended a meeting at CII on 7th August 2013.
10. Our Director, Prof S Balasubramanian conducted monthly business quiz on 8th August 2013.
11. Our Director, Prof S Balasubramanian attended the AGM of CMA on 10th August 2013. He has been elected the Secretary, and Dr B Sripirabaa, Associate Professor as a member of the Managing Committee.

12. Dr J Anitha, Associate Professor delivered an internal faculty seminar on “Self-Efficacy” on 12th August 2013.
13. Mr M Venkatesh Prabu, Assistant Professor has successfully completed his Ph.D written examinations conducted by Bharathiar University during April 2013.
14. Dr B Sripirabaa, Associate Professor published a paper entitled “SSECAT: A Tool in Education the Capability of Educators” in the Ugandan Journal of Management And Public Policy Studies Volume 4 Number 1, November 2012 (ISSN 2028-7049)
15. As a part of International Financial Management course a currency exhibition was organised by displaying 21 foreign currencies and documents involved in export-import transaction as part of Micro Finance course on 13th August 2013.
16. Ms. R Chitra, Assistant Professor delivered an internal faculty seminar on “Evaluating Interrelationships among Retail Store Image, Travel Distance, Satisfaction and Behavioural Intentions” on 13th August 2013.
17. Mr M Venkatesh Prabu, Assistant Professor attended a two-day Faculty Development Programme on “Personality Development” conducted by ICTACT during 13-14 August 2013.
18. Students celebrated Independence Day on 14th August 2013.
19. Our Director, Prof S Balasubramanian attended a meeting at CII on 16th August 2013.
20. II MBA Students - Ms. Krithika and Ms. Sarumathi - won the chapter level of National Business Quiz of NIPM held at Vivekananda Institute of Management Studies Coimbatore on 17th August 2013 and qualified for the Regional Level round to be held in PSGIM. They received a trophy, certificate, book and Rs 7500 as cash prize.
21. Our Director, Prof. S Balasubramanian, Our Dean, Prof. S Ranganathan along with our faculty members had Faculty Retreat to Great Mount Resort, Pollachi during 17-18 August 2013. Strategies and action plans for 2013-14 were prepared.
22. Classes for I MBA Section II, PGDBA and PGDMFS commenced on 19th August 2013.
23. Ms. M Gowri, Assistant Professor delivered an internal faculty seminar “A Study on Financial Literacy among Young Employees in Coimbatore City” on 19th August 2013.
24. Students of II MBA underwent Career Counseling Programme conducted by Vertical Eye, Coonoor during 19-26th August 2013.
25. Students of E-Cell screened a movie on “The October Sky” on 21st August 2013. There was also a debriefing on the movie.
26. GRGSMS won the Silver Medal in the “AIMS We School Innovation Award” contest (presentation made by Dr. Zenetta Rosaline, Associate Professor) and Ms. M Vidyasree and Shamima Banu of II MBA won the Silver Medal for the “AIMS Best

Student Paper Award” at the 25th Annual AIMS Convention held at BVMSR Navi Mumbai during 22-24th August 2013.

27. Our Director, Prof S Balasubramanian has been elected as a Member of the Executive Board of AIMS for the year 2013-2014.
28. Dr. B Sripirabaa, Associate Professor, Ms R Chitra, Assistant Professor and Ms R Subharanjini, Assistant Professor escorted I MBA, PGDBA and PGDMFS students to The Nilgiris Biosphere Nature Park at Anaikatti as a part of the day with Nature Programme on 24th August 2013.
29. Dr. J Anitha, Associate Professor judged the event 'Mock Press' organised by the Business Administration Association of Department of Business Management (IB&RM) of PSGR Krishnammal College on 26th August 2013.
30. Our Director, Prof S Balasubramanian attended a meeting at CII on 26th August 2013.
31. Our Director, Prof S Balasubramanian attended a consulting meeting at Titan Industries, Bengaluru on 27th August 2013.
32. Mr M Venkatesh Prabu, Assistant Professor delivered an internal faculty seminar on “A Study on Consumers Attitude towards the Local and Foreign Brands in Retail Service Industry in India” on 27th August 2013.
33. Mr D Srinivasan, Chief Executive, Rural Extension Service Trust delivered a guest lecture on “Risks in Microfinance Institutions” for our II MBA Students as a part of Micro Finance on 29th August 2013.
34. Our Director, Prof. S Balasubramanian, has been elected to the Council of Management of the All India Management Association (AIMA) for the period 2013-15
35. Dr B Sripirabaa, Associate Professor and Dr P Paramanandam, Associate Professor attended “HR Conclave 2013” conducted by PSGIM at Hotel Residency on 30th August 2013.
36. Dr J Anitha, Associate Professor arranged for an industrial visit for students at Roots Industries, Coimbatore as a part of Performance Management Course on 31st August 2013. Dr. S. Sudhakar, Head - Human Resource Department spoke to the students on Performance Management System followed in the company.
37. Mr. K Ravi, CFO, Roots Industries, Coimbatore inaugurated the GRGSMS Students Forum - *SHREYAS* - and the e-Cell - *NAVEERTI* - on 31st August 2013. New office bearers of Shreyas & Naveerti 2012-13 were administered the oath of office. Our bi-annual newsletter, “*Impressions*” September 2013 and our Journal “*PRERANA*” Bi-Annual Journal of Management Thought and Practices, Volume 5 Issue: 2 September, were released on the occasion.