

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2013

1. Ms. R. Chitra, Assistant Professor presented a research paper titled “Association of Store Attributes and Staff Influence on Shopping Time Spent by the Customers in Retail Outlets” at the 2nd International Conference on “Advances in Management and Economics” at Dubai UAE through Skype during 2-3 February 2013. The paper was published Intensity : International Journal of Applied Social Science Research, Volume 2, Number 1, February 2013, ISSN 23198516 pp 231-239.
2. Students of I MBA Section I & II along with PGDBA students underwent Outbound Programme to Nataraja Gurukula, Bengaluru during 4-9 and during 11-16 February 2013.
3. Our Director, Prof S Balasubramanian conducted Monthly Business Quiz on 6th February 2013.
4. Ms. M. Sathya and Ms. N. Jayalakshmi, Research Scholars appeared for their MPhil Viva-Voce on 6th February 2013.
5. Dr. P. Paramanandam, Associate Professor presented a paper on “Talent Management Strategies of Small and Medium Enterprise” in the International Conference on “Contemporary Issues and Challenges before Indian Managers and Entrepreneurs - A Global Perspective” conducted by the GRD Academy of Management on 6th February 2013.
6. Students of Movie Club screened a movie “AMUL” on 6th February 2013.
7. Ms. R. Savitha, Associate Professor and Ms. S. Sathyapriya, Assistant Professor attended “Connect Coimbatore 2013” organized by CII Coimbatore at Le Meridien on 7th February 2013.
8. 11 Students of II MBA and 2 Students of I MBA participated in the intercollegiate event “ADROIT 2013” conducted by D.J Academy for Managerial Excellence on 8th February 2013. Ms Deepthi Raj, D Pratheba, and B Swathi Priya of II MBA won 2nd Prize in HR contest; R Weeni, M Kaaviya, S Mallika Gulgulia and K Aastha Banthia won 2nd prize in Marketing contest; M Vidyasree of I MBA won the Best Manager Award; and our students won the Overall Championship Trophy also.
9. A one-day Faculty Development Programme on “Marketing Research” was conducted on 8th February 2013. The Resource Persons were Dr. N. Ramesh, Senior Professor and Dr. N. Barnabas, Associate Professor of NMIMS University, Bengaluru.
10. Student Management Day was organised by Coimbatore Management Association at RVSIMS on 9th February 2013. Our students bagged the following awards - Ms. S.R. Deepika won CMA Best Student Project Award; S. Rubeni won CMA-RVS Padmavathy Best Management Student Award and the First Prize in Debating Competition; R. Weeni and S. Gayathri won the Third Prize in Business Quiz Competition.
11. GRGSMS Entrepreneurial Cell conducted the E-Week during 11-15 February 2013. On 11th February the inaugural session was presided over by Ms. Padma, Secretary WOBEDA (PADDHU TOYS) who motivated students regarding entrepreneurial venturing and benefits. On 12th February, competition to the students (Trading Game) was conducted. On 14th February, Entrepreneurship conclave was conducted. Ms Shobha, Director, Interactive School, Ms Sreelatha, Entrepreneur,

Hand-made Fashion Jewellery, Ms Dhanabhagyam, Entrepreneur, Fashion Designing and Ms Kavitha, Entrepreneur, Special Food Items shared their thoughts and views with the students about Entrepreneurial Venture Success Mantras. On the 15th, valediction and prize distribution was held. Ms. Mallika, Vice President, WOBEDA (Areca Plates) presided. She triggered the students towards entrepreneurship by emphasizing that venture creation gives moral satisfaction and peace of accomplishment.

12. Dr. B. Sripirabaa, Associate Professor delivered an internal faculty seminar on “Structural Equation Modeling - An Overview” on 12th February 2013.
13. Students of Community Forum organized an Eye Donation Awareness Programme on 13th February 2013. Doctors from Vasan Eye Care gave an introduction about the eye donation to the students.
14. Dr. P. Paramanandam, Associate Professor published a research paper titled “An Empirical Study on Occupational Stress among the Employees of Telecom Industry” in Sumedha Journal of Management Volume 1, No.4 (ISSN : 2277-6753).
15. Dr. B. Sripirabaa, Associate Professor along with T Muthulakshmi, Research Scholar, PSGR Krishnammal College for Women presented a paper on “Employee Attitude Management the Way to Bring Harmony in the Workplace”; Dr. B. Sripirabaa, Associate Professor along with Mr D Sundaresan, Assistant Professor, Jerusalem College of Engineering presented a paper “Relationship between Stress, Self Esteem, Work Life balance among Women Professional’s in Chennai”; Dr. B. Sripirabaa, Associate Professor along with Ms S Priyanka, Research Scholar, PSGR Krishnammal College for Women presented a paper on “A Study of the Stressors among Employees in a Manufacturing Organisation in Coimbatore City”. All these papers were presented in the National Conference on “Business Sustainability in Globalized Environment” at Adithya Institute of Technology, on 15th February 2013.
16. GRGSMS bagged the following recognition awards at a ceremony held at Mumbai during 16-17 February 2013. ET NOW National Education Leadership Award 2013 for B-School with “Excellent Industry Interface”; DNA Innovative B-School Award 2013 for “B-School who Innovate in Teaching Methodology”; and Ms. R. Savitha, Associate professor was presented the DNA-BLOOMBERG TV B-School Excellence Award 2013 for “Best Teacher in Financial Management”.
17. Dr. P. Paramanandam, Associate Professor has been nominated as the University Nominee by Bharathiar University to the Board of Studies of Bachelor of Management at Coimbatore Institute of Management and Technology for a period of two years.
18. Ms. L. Gowri Lingeswari, Assistant Professor attended “ICTACT BRIDGE 2013” Chennai Edition on “Employability Trends” during 19-20 February 2013.
19. The Finals of GRGSMS Venture Contest 2013 was conducted on 20th February 2013. Mr Ramanathan Somasundaram, VSocialize, Coimbatore, Mr Srivatsan, Management Consultant, Coimbatore and Mr Arumugam Somasundaram, ESSILOR Shankar Opticals, Mettupalayam were the three judges. TNAU won the winner prize and PSGIM won the runner-up prize. The prize money and mementos were duly distributed.
20. Students of Environment forum conducted an activity on “Talk Green”, “Carbon Trading” and “Waste Management” to create awareness on environmental concerns on 20th February 2013.
21. Ms. M. Gowri, Assistant Professor delivered an internal faculty seminar on “Influence of Financial Literacy on Financial Inclusion” on 21st February 2013.

22. Ms. M. Gowri, Assistant Professor attended a National Seminar on “Financial Literacy - The Present Trend and Future Challenges” at Nirmala College for Women during 22 - 23 February 2013.
23. Prof Ragunath Rudran, Professor, TAPMI, Manipal delivered a guest lecture on “Inventory Management and Six Sigma Quality Control” as a part of the course Operations Management during 22-23 February 2013.
24. Our II MBA students - Ms B R Lavanya and S Gayathri - won the First Prize in the HR Contest held as a part of the intercollegiate event, “SIGRUN 2013” at RVS Institute of Management Studies and Research on 23rd February 2013.
25. The Annual National Management Day of Coimbatore Management Association was celebrated at The Hotel Residency on 25th February 2013. GRGSMS was the proud recipient of the following awards CMA-GRD Dr J Anitha, Associate Professor, won the CMA-GRD Best Management Faculty Award; Ms. R. Savitha, Associate Professor won the CMA Best Faculty Guide Award; Ms. S.R. Deepika won CMA Best Student Project Award.
26. Our Students organised “Feb Fiesta 2013” a grand finale of activities under the umbrella of Entrepreneurship Cell (Exhibition cum Sale) 27th February 2013. To educate and nurture the student entrepreneurial skills, we had Food Fete, Costume Carnival, Game Gala, Garage sale. Everyone enjoyed the show and the offerings.
27. Dr. P. Paramanandam, Associate Professor authored a paper along with Ms. A. Jayanthi, Assistant Professor, DJ Academy for Managerial Excellence, titled “Hardy Personality and State Anxiety among the Managerial Personnel of Textile Industry” in Journal of Contemporary Research in Management, Volume 7, Number 4 (ISSN: 0973-9785).
28. 9 Students of I & II MBA participated in the intercollegiate event “RAPTURE 2013” conducted by Sri Saraswathi Thyagaraja College on 28th February 2013.