

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF MARCH 2013

1. Our I MBA students - M. Vidyasree, D. Lakshmi and V. Vinodini - won the First Prize in HR Contest at the Intercollegiate Meet - Lakshya 2013 - conducted by Park Global School of Business Excellence on 1st March 2013.
2. Our II MBA students - Gayathri P, Archana M, Archana C and Aishwarya - were involved in "Budget Analysis Process of Union Budget 2013-2014" along with G.K. Management Services during March 1-4, 2013.
3. Mr. K. Thangaraj, Managing Director, AGT Electronics Limited delivered a CXO talk on 2nd March 2013.
4. Our Director, Prof. S. Balasubramanian and Dr. B. Sripirabaa, Associate Professor attended the Annual Day of CII Coimbatore Zone on 2nd March 2013.
5. Our Director, Prof. S. Balasubramanian conducted Monthly Business Quiz on 4th March 2013.
6. Ms. R. Chitra, Assistant Professor along with Ms. S. Nivedita of I MBA presented a paper on "A Study on Indian Retail Sector" in the National Conference on "Impact of FDI in Retail Sector" organized by Hindustan College of Engineering and Technology on 6th March 2013.
7. The Environment Forum organised an interaction session for our students with Mr Feroz Munshi, Manager, ITC on the Environmental concerns and Waste Management in Coimbatore, and ITC's CSR initiative - "Wealth out of Waste" (WOW) on 7th March 2013.
8. Ms. R. Chitra, Assistant Professor along with Ms. R. Sudha, MPhil scholar presented a paper on "An Empirical study on Behavioral intentions of the Supermarket Customer in Coimbatore"; Ms. R. Chitra, Assistant Professor along with Mr. M. Venkatesh Prabu, Assistant Professor presented a paper on "Factors affecting Customer Purchase intention towards Branded Apparels" in the 2nd International Conference on "International Marketing in Asia Pacific: Issue and Challenges 2013" organized by GRD Institute of Management during 7-8th March 2013.
9. Ms. Zenetta Rosaline, Assistant Professor along with Ms. Sultana, Research Scholar presented a paper on "Customer Satisfaction towards Services in the Retail Shops in Coimbatore" in the 2nd International Conference on "International Marketing in Asia Pacific: Issue and Challenges 2013" organized by GRD Institute of Management during 7-8th March 2013.
10. Dr. B. Sripirabaa and Dr. J. Anitha, Associate Professors conducted a National Conference on "Building Futuristic Organisation: Developing Sustainable Competitive Strategies" on 9th March 2013. Mr. M. Venkatesh Prabu, Ms. R. Chitra, and Ms. L. Gowri Lingeswari, Assistant Professors presented a paper titled "Digital Consumerism in Retailing: The New Wave for Future". Ms. Zenetta Rosaline, Assistant Professor presented a paper titled "Managerial Skill Development Strategies for Sustenance and Development of TKI". Ms. S. Sathyapriya, Assistant Professor presented a paper titled "Virtual Organisation: A Technology Driven Strategy for Futuristic Organisation".
11. Dr. J. Anitha, Associate Professor and Ms. R. Savitha, Associate Professor were honoured with "Best Teacher in Management Award" on the occasion of Golden Jubilee Annual Day Celebrations of PSGRKCW held on 11th March 2013.

12. Mr. Chandramouli, Managing Partner, Ram Vignesh Financial Services delivered a guest lecture for II MBA Students on “Mergers and Acquisitions” as a part of Financial Services on 11th and 12th March 2013.
13. Our Students of Environment Forum organised a talk by Mr. Rajesh Govindarajulu of Siruthuli on 13th March 2013. This was to sensitize the students towards environmental conservation and create awareness among them regarding the work done by organizations towards mitigating environmental degradation.
14. I MBA Students - D. Lakshmi, D. Arthi, Vinodhini Viswanathan - and II MBA Student, M. Vidyasree won the 1st Prize in the HR Event; G. Ramya, Roshini Anto and S. Vinothini of I MBA won the 3rd Prize in Finance Event; N. Sinduja, F. Auxilia Ruby, Rakhee G. Nair, and C. Girija won the the 2nd Prize in Marketing Event in the intercollegiate event “Exemplar” at Hindusthan College of Arts and Science on 13th March 2013.
15. Our I MBA students - K. Aishwarya, Deepti Nair, R. Neethu, and C. Nandhini - won the 1st Prize in the Marketing Contest at the Intercollegiate Meet - Mistakes 13 - held at Sri Krishna College of Technology today, the 15th of March 2013.
16. The GRGSMS Annual Parent-Teacher Meeting was held on 15th March 2013. About 30 parents participated.
17. As a part of Alumni-Student Interaction Series (GRGSMSAA) has organised a debate on “Freedom and Safety for Women in India - Myth or Reality?” on 15th March 2013.
18. Department of Business Management, PSGRKCW along with GRGSMS organized a UGC-Sponsored Two Day National Level Workshop on “Emerging Dimensions in Management and Business Research during 14-15 March 2013. Dr. J. Anitha, Associate Professor handled a session on “Using Online databases for collecting and writing literature reviews”. Dr. B. Sripirabaa, Associate Professor handled a session on “Referencing Styles and Writing and Publish Research Articles”. Dr. J. Anitha, Associate Professor and Dr. B. Sripirabaa, Associate Professor together handled three sessions on “Application of SPSS for Data Analysis”.
19. Dr. P. Paramanandam, Associate Professor, participated in the One Day National level Seminar on “Innovative Management Practices” held on 16th March 2013 at Dr. N.G.P. Business School, Dr. N.G.P. Institute of Technology, Coimbatore.
20. Dr. P. Paramanandam, Associate Professor published a research paper titled “Quality of Work Life and Job Satisfaction among the employees of Textile Industry” in the Journal of Commerce and Management Research, Volume 3, Issue 1, (ISSN 2249-0442).
21. The Meeting of the GRGSMS Board of Studies was held on 20th March 2013.
22. Ms. R. Chitra, Assistant Professor delivered an Internal Faculty Seminar on “Influence off Retail store attributes and Retail staff attributes towards customers shopping behavior” on 21st March 2013.
23. Ms. R. Chitra, Assistant Professor attended and presented a paper titled “Innovative Approach in Marketing Management” in 2nd National Conference on “Innovative Approaches in Business Horizon” on 22nd March 2013 organised by the Department of Management Studies, Nandha College of technology, Erode.
24. Dr. P. Paramanandam, Associate Professor participated in the One Day Faculty Development Programme on “Excellence in Research and Publication” held on 23rd March 2013 at Kathir Engineering College, Coimbatore.
25. Our Director Prof. S. Balasubramanian conducted a session on MBTI at Cameron Manufacturing Company, Coimbatore on 25th March 2013.
26. Dr. P. Sadhasivam joined the faculty of GRGSMS as Professor on 27th March 2013.

27. Our Director, Prof. S. Balasubramanian attended the CII Education Committee Meeting on 27th March 2013.
28. Ms. S. Sathyapriya, Assistant Professor along with Mr. R. Venugopal, Sr. Systems Manager attended NPTEL workshop at Sri Krishna Engineering College on 28th March 2013.
29. Our Director, Prof. S. Balasubramanian conducted a mentoring session for senior executives of Titan Industries at Salem on 30th March 2013.