

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF OCTOBER 2013

1. Dr. B. Sripirabaa, Associate Professor published a paper titled "Antecedents of Employee Engagement and its Impact on Employee Attractiveness" in Journal of Applied Management Research, Volume 2, Issue No.1 (ISSN: 2319 - 1228)
2. Ms. L. Gowri Lingeswari, Assistant Professor delivered an Internal Faculty Seminar on "Creating Positive Brand Image through Augmented Reality QR Codes" on 3rd October 2013.
3. Dr. Zenetta Rosaline, Associate Professor, delivered an Internal Faculty Seminar on "Talent Management - A Futuristic Perspective" on 7th October 2013.
4. Our Director, Prof. S. Balasubramanian attended a meeting at CII Coimbatore on NHEC 2013 on 8th October 2013.
5. Students, Faculty and Staff members of GRGSMS celebrated Saraswathi Pooja on 11th October 2013.
6. Students of Community Welfare forum along with our faculty Ms. L. Gowri Lingeswari, Assistant Professor and Ms. S.R. Deepika, Lecturer celebrated Saraswathy Pooja at Cheshire Home, Coimbatore - A home for mentally ill on 11th October 2013.
7. Ms. M. Gowri, Assistant Professor attended a session on the "New Companies Act 2013" organised by CII on 18th October 2013 at Hotel Aloft, Coimbatore.
8. Our Director, Prof. S. Balasubramanian, Faculty Members and students of GRGSMS attended the CMA SUMMIT 2013 on "Best Practices in Financial Services" organized by CMA Student Chapter on 19th October 2013 at Sri Ramakrishna Kalyana Mandapam, Coimbatore. Our Director was the moderator for the panel discussion.
9. 15 Students of II MBA attended Pool Campus Interview conducted by M/s. Sans Pareil IT Services Private Limited, Chennai on 20th October 2013 at RVS Campus, Coimbatore. Two Students - Ms. M. Vidyasree and Ms. A. Krithika - have been selected for the position of Talent Acquisition Executive.
10. Mr. M. Venkatesh Prabu, Assistant Professor published a paper titled, "Consumers Attitude towards the Local and Foreign Brands in retail Services Industry in India", in the Journal, SJCC Management Research Review - Vol 3 No. 1 June 2013 (ISSN - 2249 - 4359).
11. Dr. Zenetta Rosaline, Associate Professor attended an FDP on "Future Plan of Action" at ICTACT, Chennai on 20th October 2013.
12. Our Director, Prof. S. Balasubramanian conducted Monthly Business Quiz on 21st October 2013.
13. Mr. S. Ramamurthy, CEO, Fluidics, Coimbatore delivered a CXO talk on "Attitude at Success" on 21st October 2013.
14. Our Students of I MBA Section 1 and 2 and PGDBA underwent Personality Development programme conducted by Vertical Eye, Coonoor during October 21-31, 2013.

15. Ms. R. Subharanjani, Assistant Professor delivered an Internal Faculty Seminar on "Empirical Examination of Black-Sholes Call Option Pricing Model in NSE" on 22nd October 2013.
16. Ms. Renju, Regional Marketing Manager, ICICI Securities, Chennai delivered a Seminar on "Stockmind - Season 2" for II MBA (Finance students) on 25th October 2013.
17. Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of B-School Placement Professionals Consortium on 25th October 2013 at SNR & Sons College, Coimbatore.
18. Ms. M. Gowri, Assistant Professor, Ms. S. Sathyapriya, Assistant Professor, Dr. J. Anitha, Associate Professor and Ms. L. Gowri Lingeswari, Assistant Professor escorted 84 students of II MBA to Kallar, Mettupalayam as a part of Day with Nature Programme on 26th October 2013.
19. Ms. R. Savitha, Associate Professor received a funding of Rs. 1.00 lakh from AICTE towards a Seminar Grant for a National Conference on 'Indian Financial Services Sector' for the academic year 2013-14 which is to be held on 30th November 2013.
20. Dr. B. Sripirabaa, Associate Professor received a funding of Rs.1.5 lakh from AICTE towards a Seminar Grant for a National Conference on 'Building Futuristic Organizations: Developing Sustainable Competitive Strategies' held in April 2013.
- (ii) Dr. Zenetta Rosaline, Associate Professor has been sanctioned a funding of Rs.1.00 lakh from EDI, Chennai on 22nd October 2013 to set up an Entrepreneurship Development Centre at GRGSMS.
21. Our Director, Prof. S. Balasubramanian was the Chief Guest and delivered the inaugural address at the National Research Seminar at Karpagam University on 25th October 2013.
22. Dr. P. Sadhasivam, Professor and Dr. B. Sripirabaa, Associate Professor along with four students of II MBA - Ms. M. D. Lakshmi, Ms. S. Vinothini Viswanathan, Ms. A. Benazir - and Ms. V.M. Deepthi of I MBA attended the ABBS 5th BRICS Students Meet and ABBS Biennial Conference at Shanghai, China during October 25-28, 2013.
23. Dr. J. Anitha, Associate Professor published an article on "Teacher Efficacy, Crucial at B-Schools" in the opinion column of the e-magazine Education Insider.
24. Our Director, Prof. S. Balasubramanian attended a meeting at CII Coimbatore on NHEC 2013 on 28th October 2013.
25. Ms. Vandana Madhavkumar, Assistant Professor delivered an Internal Faculty Seminar on "Identifying the Determinants of Employer Attractiveness and its Effects on Job Choice Decisions" on 28th October 2013.
26. Our Students of GRGSMS organised "Diwali" Celebrations on 31st October 2013.