

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF MARCH 2014

1. The Meeting of the GRGSMS Board of Studies was held on 1st March 2014.
2. Dr. J. Anitha, Associate Professor, Ms. M. Gowri, Assistant Professor and Ms. S. Sathyapriya, Assistant Professor accompanied 28 students of II MBA to Singapore as a part of the Industrial Tour during 3-7 March 2014. Besides sightseeing and tourism, they also visited the Land Transport Authority and NeWater Plant of Singapore.
3. Dr. P. Paramanandam, Associate Professor attended a two-day National Conference on “HR and Marketing Strategies in the Post-Recession Mileu” and presented a paper titled “Talent Acquisition in A Globalised Economy - Role of Employee Value Proposition” at G.R. Damodaran Academy of Management during 5-6 March 2014.
4. Our Director, Prof. S. Balasubramanian attended the Meeting of the Council of Management of AIMA at Chennai during 5-6 March 2014.
5. Our Director, Prof. S. Balasubramanian conducted Monthly Business Quiz on 13th March 2014.
6. II MBA Students presented a debriefing on their visit to Singapore (March 3-7, 2014) on 13th March 2014.
7. Dr. J. Anitha, Associate Professor and Dr. B. Sripirabaa, Associate Professor conducted a two-day Faculty Development Programme on “Business Research: Processes and Techniques” during 14-15 March 2014. 38 participants from various institutions participated in this programme.
8. Ms. R. Chitra, Assistant Professor Dr. Zenetta Rosaline, Assistant Professor and Ms. S.R. Deepika, Lecturer escorted students of I MBA and PGDBA to Kallar as a part of ‘Day with Nature’ programme on 15th March 2014.
9. Our Director, Prof. S. Balasubramanian, attended the South Zone LMA Interface Meet organized by Calicut Management Association in co-ordination with AIMA at Taj Gateway, Calicut on 15th march 2014.
10. Ms. Vandana Madhavkumar, Assistant Professor delivered an Internal Faculty Seminar on “A Study Examining the Relationship between Protean Career Orientation and Job Attribute Preferences” on 17th March 2014.
11. Our Director, Prof. S. Balasubramanian, Dr. B. Sripirabaa, Associate Professor and Ms. S. Sathyapriya, Assistant Professor along with 15 students of I & II MBA attended the presentation of CMA Life Time Achievement Award to Mr. K. Ramasamy, Chairman, Roots Group of Companies, Coimbatore and the book launch of “A Comma in a Sentence” authored by Mr. R. Gopalakrishnan, Director, Tata Sons, Mumbai at The Hotel Residency on 19th March 2014.
12. An Orientation Session for I MBA students on "Summer Internship Programme" (SIP) and "Management in Practice" (MIP) was organised on 20th March, 2014. Mr. R. Varadaraj, Director, Rajshree Sugars & Chemicals Ltd., and Mr. K. Ilango, Director,

RSM Autokast Ltd. interacted with our students and shared their thoughts and experiences on how internship can be carried out effectively for mutual benefit of industry and institution.

13. Ms. S.R. Deepika, Lecturer presented a paper titled “Technical Analysis on Selected Companies of NSE for Short-term Investment/Trading decisions” in the National Conference on “Emerging Trends in Management” held at SNS College of Technology, Coimbatore on 20th March 2014.
14. As a part of Admissions 2014, the second phase of interview to admit candidates in 2014 -2016 batch took place on 21st March 2014.
15. The Valediction of the GRGSMS Students Forum - *Shreyas* - was held on 21st March 2014. Ms. Haritha Krishnan, Director, Sri Krishna Sweets, Coimbatore was the Chief Guest. Prizes and Awards were presented to deserving students. The sixth issue of *PRERANA* (Volume 6, Issue1) March 2014 and the issue of our Newsletter - *Impressions* (Volume 11, Issue 2) of March 2014 along with our GRGSMS Working Paper Series were released on the occasion.
16. The annual GRGSMS Parent-Teacher Meeting was held on 24th March 2014.
17. Mr. O. A. Balasubramaniam, Managing Director, Roots Cast Private Limited delivered a CXO talk on 24th March 2014.
18. Ms. R. Savitha, Associate Professor was awarded PhD Degree in Management during the 30th Convocation of Bharathiar University on 25th March 2014.
19. As a part of Financial Services Course, a guest lecture on "Mergers & Acquisitions" by Mr. H. Rangarajan, former General Manager, Dhanalaxmi Bank was organized for II MBA Students during 26-27 March 2014.
20. Ms. R. Chitra, Assistant Professor submitted the thesis for her PhD degree on 27th March 2014.
21. A farewell party was organised by I MBA Students for our II MBA, PGDBA and PGDMFS students on 28th March 2014.
22. Students and faculty members attended the CMA Programme “Meeting of Minds” at Sree Saraswathi Thyagaraja College, Pollachi on 29th March 2014. GRGSMS students won prizes in all the contests conducted. Ms. Shamima Bhanu won the 'Talk the Theme' contest, Ms. M. Vidyashree won the 'Best Leader' contest, the team comprising Ms. Reema Karnika, Ms. Chandrakala, Ms. D. Shruthi and Ms. Uthra won the runners-up prize in the 'Best Management Team' contest, and the team comprising Ms. Bharathi and Ms. S. Suruthi won the runner-up prize in the 'Business Quiz' contest. Our Director, Prof. S. Balasubramanian was the moderator for the panel discussion on 'Envisioning the Future of an Empowered India: Role of GenNext' held in the afternoon.
23. Dr. B. Sripirabaa, Associate Professor and Ms. Vandana Madhavkumar, Assistant Professor published a paper titled, "The effects of organisational reputation on organisational attractiveness" in Karpagam Journal of Management, Vol.1, Issue 1.
24. Ms. Vandana Madhavkumar, Assistant Professor was granted financial assistance of Rs. 2.75 lakhs from UGC for a Minor Research Project on "Investigating gender diversity and supportive workplace culture for women in manufacturing segment of SMEs in Coimbatore”.

25. Dr. Zenetta Rosaline, Assistant Professor was granted financial assistance of Rs. 2.5 lakhs from UGC for a Minor Research Project on “A Study on emotional development and financial empowerment of marginalised women in Coimbatore district”.