

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF JULY 2015

1. Dr. B. Sripirabaa, Associate Professor and Ms. S. Sathyapriya, Assistant Professor conducted Moodle training programme for the faculty members of PSGRKC for Women during 2-4 July 2015.
2. Classes for II MBA Commenced on 6th July 2015.
3. The election for Shreyas office bearers 2015-16 was conducted on 15th July 2015. The following students were elected for the respective positions President: Ms. V. Shanmathi, Secretary: Ms. C. Siva Selvi, Treasurer: Ms. R. Deepika, Executive Member II MBA: Ms. R.K. Sonika and Ms. R. Sowmithiya.
4. Dr. Hema Krishnan, Associate Dean, Williams College of Business, Xavier University, Cincinnati, Ohio delivered a talk on "Mergers and Acquisitions" on 8th July 2015. Faculty of GRGSMS and Students of II MBA attended the programme.
5. GRGSMS KRA review meeting with our Founder Trustee Ms. R. Nandini was held on 15th July 2015.
6. Our Chief Mentor Prof. S. Balasubramanian attended the Meeting of CII Tamil Nadu State Council on 18th July 2015.

Dr. P. Sadhasivam, Dean, & Dr. R. Savitha, Associate Professor attended the Leadership Development (LEAD) in building Effective Educational Institution by the TATA DHAN Foundation during 16-18 July 2015, at The Grand Regent, Coimbatore.
7. Dr. P. Paramanandam, Associate Professor delivered an Internal Faculty Seminar on "Perceived Self-competence as a Predictor of Job Satisfaction" on 21st July, 2015.
8. Career Counseling Programme for II MBA students was held during 21-31 July 2015.
9. Our Chief Mentor Prof. S. Balasubramanian delivered a talk on "The Art of Teaching-Change in Pedagogy" at CII Erode on 24th July 2015.
10. Dr. P. Sadhasivam, Dean along with Mr. M. Venkatesh Prabu, Assistant Professor organised UGC sponsored seminar on "Use of Mobile, Social and Web Technologies in Marketing" on 24th July 2015, and the seminar proceedings were published in the form of Journal-Special issue by Bonfring Internal Journal of Industrial Engineering and Management Science on 24th July 2015. Three of our GRGSMS Faculty presented papers in the seminar (i) Dr. N. Anitha, Associate Professor presented a paper on "Impact of Viral Marketing Using Web Technologies On Consumer Purchase Decision." (ii) Dr. S. Suganya, Assistant Professor, participated and presented paper entitled "Digital Marketing Strategies." (iii) Ms. D. Sangeetha, Assistant Professor, participated and presented paper entitled "Social Media Marketing in Business."

11. Our Chief Mentor Prof. S. Balasubramanian, and Dr.B. Sripirabaaa, Associate Professor attended Annual General Meeting of CMA on 29th July 2015.
12. Dr. N. Anitha, Associate Professor, escorted ten students of our MBA Students for the "Entrepreneurship Summit 2015" organized by ICTACT in Association with TIE Chennai held at Madurai, Raja Muthaiah Hall on 29th July 2015.
13. Dr. S. Suganya has published a paper entitled "Buying Behaviour of Women for Personal Care Products in Coimbatore District" in the International Journal of Business & Management (**ISSN 2321 -8916**) Volume III, Issue VI, June 2015.