

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2016

1. GRGSMS hosted a special session on 'Lessons in and for Management from the Historical, Cultural, and Entrepreneurial Heritage of Coimbatore' as a part of Kovai Vizha on 3rd February 2016. The speakers were Mr. Kavidasan, Director, Roots Industries India Ltd; Mr. AV. Varadarajan, Chairman of AVV Group; Mr. IAKOKA N. Subramaniam, Former Managing Director, Habasit Iakoka Pvt Ltd., and Mr. R. Varadarajan, Director, Rajshree Sugars and Chemicals Ltd.
2. The students and faculty of GRGSMS attended CMA Brands of Coimbatore on 5th February 2016 organised by CMA Student Chapter at PSGIM. The session was moderated by Prof. S. Balasubramanian, Director, GRGCAS.
3. As a part of Outbound Training Programme students of I MBA section I & II were escorted to Anaikatti by our faculty members Ms. M. Gowri, Assistant Professor, Dr. J. Anitha, Associate Professor, Ms. Vandana Madhavkumar, Assistant Professor, Dr. S. Suganya, Associate Professor, and Ms. D. Sangeetha, Assistant Professor during the period 1st - 4th and 9th - 12th February 2016, respectively.
4. Dr. J. Anitha, Associate Professor along with Ms. B. Bhavana, Ph.D, Research Scholar presented a paper "A Study on Impact of Social Capital on Employee Engagement" in the 3rd International HR Conference on Employee Engagement at K J Somaiya Institute of Management Studies & Research, Mumbai during 4-5, February 2016.
5. Dr. J. Anitha, Associate Professor along with Ms. M. Aruna, Ph.D, Research Scholar presented a paper "Drivers that Aid in Engagement of Gen Y Employees in Automobile Sector" and has won Second prize in the 3rd International HR Conference on Employee Engagement at K J Somaiya Institute of Management Studies & Research, Mumbai during 4-5, February 2016.
6. As a part of our Annual International Visit 20 students of II MBA to Dubai Dr. R. Savitha, Associate professor and Ms. S. Sathyapriya, Assistant Professor accompanied the students, during 8 -11 February 2016.
7. As a part of our Annual National trip 39 students of II MBA to Hyderabad Dr. S. Kavitha, Associate Professor and Dr. N. Anitha, Associate Professor, accompanied the students during 7-12, February 2016.
8. Ms. M. Gowri, Assistant Professor has published a paper on "A Study on measuring financial literacy and its impact on retirement confidence among young employees" in the 7th International Conference conducted by Bharathidasan Institute of Management, Trichy during 12-13 February 2016.

9. GRGSMS hosted Student Management Day on 13th February 2016, about 160 students from various institutions participated. Dr. Nithyanandan Devaraaaj, Head - Foundry Business Unit, L&T was the chief guest of Valedictory Session.
10. Our Dean, Dr. P. Sadhasivam, delivered an Internal Faculty Seminar on 'Study of the effect of hedonic value and utilitarian value that influences Socially Responsible Consumption' on 15th February 2016.
11. The First PhD candidate from GRGSMS, Ms. V. Subha, Part-time PhD Scholar, ward of Dr. B. Sripirabaa, Associate Professor successfully completed her PhD Viva Voce on 17th February 2016.
12. The students of Arts and Aesthetics forum organized a competition "Frame Freaks" for I & II MBA students.
13. GRGSMS Academic Audit was conducted on 18th February 2016. The external panel consisted of members from academia and Industry, Mr. D. Ravichandran, CEO, Usha Engineering Works and Mr. Ramamurthy, Managing Director, Fluidics representing the industry and Dr. P. Suresh Kumar, Director, Research & Industrial Consultancy, Knowledge Business School and Dr. Vijila Kennedy, Director, KCT Business School, representing the academia.
14. A Guest lecture on 'Cross Cultural Key factors to be considered in decision making with specific reference to the European Context' was handled as a part of Cross Cultural Appreciation course for the I MBA, by Mr. Sunil Kumar, Business Director, South Asia Henkel Technologies, Mumbai, on 18th February 2016.
15. Our Founder Trustee, Smt. Nandini Rangasamy, inaugurated our Campus Company 'Unique Boutique' an entrepreneurial venture by the students, for the students and of the students on 19th February 2016.
16. As a part of Industry Visit, Dr. P. Paramanandam, Professor, Dr. N. Anitha, Associate Professor, accompanied 40 students of I & II MBA and visited CRI Pumps, Coimbatore on 20th February 2016.
17. As a part of Industry Visit, 40 Students of I & II MBA along with Dr. B. Sripirabaa, Associate Professor and Ms. S. Sathyapriya, Assistant Professor visited Alphacraft Pvt Ltd, Coimbatore on 20th February, 2016.
18. Dr. N. Anitha , Associate Professor , Ms. S. Sathyapriya , Assistant Professor , Ms. D. Sangeetha , Assistant Professor escorted 80 students to "Startup India Campaign" held at CODISSIA organized by CII on 21st February 2016.
19. GRG School of Management Studies has been selected as the "Best Student Chapter" for the year 2015-16 based on the Activity Reports submitted by various Student Chapters at National Management Day celebrations organised by CMA on 22nd February 2016.

20. Ms. R. Sowmithya was awarded with the 'CMA RVS Padmavathy Best Student Award' chapter at National Management Day celebrations organised by CMA on 22nd February 2016.
21. Dr. J. Anitha, Associate Professor, delivered an Internal Faculty Seminar on "Key Drivers of Employee Engagement of Gen Y Workforce in Automobile Sector" on 22nd February 2016.
22. Dr. B. Sripirabaa, Associate Professor along with Ms. T. Sudha Maheshwari, Ph.D, Research Scholar published a paper on "Individual Creativity; Influence of Job Autonomy and Willingness to take Risk" at SCMS Journal of Management, Volume XII No.4, (October - December 2015) (ISSN 0973 - 3167)
23. An Interactive Session for I & II MBA students by Dr. Krish Pitchumani, Director, Audit & Compliance, Australian Taxation office, Sydney, was held on 24th February 2016.
24. Ms. N. Farida Begum, Ms. Nivethika, Ms. K. Krishnaveni and Ms. Nithya Priya; Research Scholars of Dr. J. Anitha, Associate Professor, Dr. B. Sripirabaa, Associate Professor and Dr. P. Sadhasivam, Dean respectively have completed successfully their M.Phil Viva Voce Examinations on 24th February 2016.
25. A Guest lecture on "Non Parametric tests" was handled as a part of Business Research Management course for the I MBA, by Prof. P. Murugesan, Visiting faculty at LIBA, Founder & CEO, Tulsi Consultancy Services, Chennai, on 25th February 2016.
26. The Annual Feb Fiesta 2016 was organized on 26th February to exhibit the spirit of Entrepreneurship and Innovation. The objective was to provide the students a platform to demonstrate their Entrepreneurial Skill and Innovation by exhibiting various business concepts and revenue models by the students. The various concepts include, Go Green, Waste Management, Organic Products, NGO, Expertise Skill Training, SHG Collaborative Business Concept, Entertainment Services, Event Management, Management Games, Food Stall, Retail Outlet, and Health.
27. Dr. P. Paramanandam, Professor has published a paper on "Perception of Organisational Justice and its Impact on Organisational Commitment among the Supervisors of Textile Industry" along with Ms. R. Aparna in the International Journal of Informative and Futuristic Research, Volume 3, Issue 5, 2016, pp1705-1716 (ISSN: 2347-1697).
28. Dr. B. Sripirabaa, Associate Professor, Dr. S. Kavitha, Associate Professor and Dr. J. Anitha, Associate Professor were Resource Persons in the two day UGC sponsored Two day National Level Workshop on 'Research Methods in Commerce and Management', organised by PSGR Krishnammal College for women during 25-26, February 2016.

29. Our Chief Mentor, Prof. S. Balasubramanian, Our Dean, Dr. P. Sadhasivam, along with our faculty members Dr. R. Savitha, Associate Professor, Dr. N. Anitha, Associate Professor, Ms. M. Venkatesh Prabu, Assistant Professor and Ms. Vandana Madhavkumar attended CII Annual Day on 26th February 2016.
30. Alumni Homecoming programme was conducted on 27th February 2016. About 70 alumni attended the programme.
31. As a part of E-Talk series Ms. Ranjana Singhal, Director, That's Y Food delivered a talk on "Challenges Faced by Women Entrepreneurs in the Present Scenario" for I & II MBA students on 29th February 2016.
32. Mr. M. Venkatesh Prabu, Assistant Professor, has published a paper on "A Study on Perceived Importance of Use of Social Media in Education among B-School Students in Coimbatore District" in TSM Business Review Volume 3, Number 2, December 2015 (ISSN: 2348 - 3784)