

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF APRIL 2017

1. Dr. J. Anitha, Associate Professor, Dr. Savitha Nair, Associate Professor, and Mrs. P B Saranya, Assistant Professor escorted I MBA students to “Iyal Organic Farms” at Sethumadai and Dr. R. K. Sudhamathi, Associate Professor and Ms. K. C. Arunadevi, Assistant Professor escorted II MBA Students to “Santhosh Farms” at Pollachi as a part of ‘Day with Nature’ programme on 1st April 2017. Farm owner Mr. Maduramakrishnan explained about natural farming. He also explained about natural soap making.
2. Ms. N. Nivea Nelson and Ms. C. Brindha of II MBA participated in the ‘Inter Collegiate Business Quiz’ Competition, organized by Karunya School of Management, City Center, Coimbatore on 3rd April 2017.
3. Shreyas Valediction was organised on 3rd April 2017. Mr. S. Prashanth, Executive Director, Quadrasystems.net India Pvt. Ltd. delivered the valedictory address and distributed awards and prizes for the deserving students. Ms. M. Femitha Parveen of II MBA received the ‘Best Outgoing Student’ award 2016-17, Ms. S. Rohitha of I MBA, received the ‘Emerging Leader’ award, Ms. M. Keerthana of II MBA received the ‘Promising Entrepreneur’ award, Ms. V. Anjana of II MBA received the ‘Academic Excellence’ award, Ms. K. N. Dhivya of II MBA received the ‘Business Quiz Winner’ award and Ms. E. Rajeswari of II MBA received the ‘Innovative Thinker’ award. GRGSMS Newsletter “Impressions” March 2017 and the Working Papers of GRGSMS 2016-2017 were released during the occasion.
4. Students of GRGSMS along with the faculty members attended the CMA - Marketing Summit - “Marketing in the Digital World” on 6th April 2017 organized at PSG College of Technology, Coimbatore. The Panelist for the day were, Mr. Saravanan Vellayan Managing Director, Idli Dabba Pvt Ltd., Mr. C.N. Ashok, Director, Autoprint Machinery Manufacturer Pvt Ltd., Mr. Col. A. Sridharan, Managing Director, Covai Property Centre (India) Pvt Ltd., Mr. K. Thangaraj, Managing Partner, Aashirvaadh Financial Services, Mr. Paul Gilbert, CEO, GB Solutions, Mr. Karthikeyan Jawahar, Consultant - Financial Wellness, Zen Consulting Groups. Prof. S. Balasubramanian, Director, GRGCAS was the moderator for the same.
5. Mr. Pratap Singh, Head- Marketing (Consumer Appliances), ELGI Ultra Industries Ltd. delivered a guest lecture on “Integrated Marketing Communication” for I MBA students as a part of the course ‘Marketing Management’ on 7th April 2017.
6. GRGSMS Board of Studies Meeting was held on 9th April 2017.
7. Dr. R. Savitha, Professor attended the first meeting of CII Panel on Economic Affairs and Taxation on 12th April 2017 at CII Office.
8. Students of II MBA and PGDMFS organized “Thanks giving party” to our faculty and staff on 12th April 2017.
9. Ms. D. Arthi, Assistant Professor, successfully completed her PhD Viva voce examination at BSMED, Bharathiar University on 13th April 2017.

10. Ms. K. C. Arunadevi, Assistant Professor has completed courses in MOOC on “Inclusive Leadership Training - Get beyond Work-Life Balance” and “Organizational Design: Creating Competitive Advantage” offered by Indian Institute of Management, Bangalore through edX.
11. Dr. P. Paramanandam, Professor has successfully completed a MOOC course on "Organizational Design: Creating Competitive Advantage" offered by Indian Institute of Management, Bangalore through edX.
12. Dr. N. Anitha, Associate Professor, has completed a MOOC course on the title "Entrepreneurship in Emerging Economies" offered by HarvardX: SW47 through the EdX Platform.
13. Dr. Savitha Nair, Associate Professor, and Dr. S. Kavitha, Associate Professor attended a two-day Management Development Programme on "Emotional Intelligence at Work" organized by GRG Centre for Advanced Studies during 21-22 April 2017.
14. Our Dean, Dr. P. Sadhasivam, and Dr. R. Savitha, Professor & Admissions Co-ordinator conducted the IV Phase of Admissions Interview for the students to admit in MBA programme 2017 -19 batch, on 27th April, 2017.
15. Dr. SavithaNair, Associate Professor, completed a MOOC course from EdX on "Marketing Fundamentals: Who is your customer?"
16. GRGSMS Faculty team hosted a Farewell high tea to our Colleague Ms. D. Arthi, Assistant Professor, on 29th April 2017.
17. Dr. R. K. Sudhamathi, Associate Professor, has published research paper titled “A Study on Performance of Equity Linked Tax Saving Mutual Fund Schemes In India” in South Asian Journal of Marketing and Management Research (B - Category Journal), Vol.7, Issue 4, April 2017, ISSN No.2249-877X.
18. Dr. R. K. Sudhamathi, Associate Professor has obtained guideship from Bharathiar University to guide M.Phil and Ph.D. Scholars in Management.