

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2017

1. Our I MBA students underwent Outbound Training Programme, as a part of their co-curricular activities, at NALS, Coonoor. 43 students from I MBA Section I, attended the programme, during 31st January- 3rd February, 2017 and 46 students from I MBA Section II, attended the programme, during 7- 10 February, 2017. Section I students were accompanied by Dr. N. Anitha, Associate Professor and Mrs. D. Arthi, Assistant Professor. Section II students were accompanied by Dr. Savitha Nair, Associate Professor and Mrs. K. C. Aruna Devi, Assistant Professor.
2. Ms. S. Sathyapriya, Assistant Professor delivered an Internal Faculty Seminar on the topic, "A Study on effectiveness of Electronic Payment Systems in India" on 3rd February 2017.
3. Our Students of I and II MBA along with the faculty members attended the "CMA-Brands of Coimbatore" organized at PSG IM on 4th Feb 2017. Our students prepared and presented a video on PSR Skills - in the programme,
4. As a part of Educational tour 33 of our II-MBA students went to Goa and Manglore from 6 - 10, February 2017. During their educational tour to Goa and Manglore on 9th Feb'17, students visited Manipal Technologies Limited (formerly known as Manipal Press Ltd.). 18 of our students of II-MBA visited Malaysia, Penang, and Langkawi from 5 - 11, February 2017. They visited "Royal Selangor Pewter Factory", Kuala Lumpur, on 6th February 2017.
5. Our I MBA students S. Rohitha, P. Keerthi, R. Kanya, and V. Sarayu have participated in 'Yugam 2017' conducted by Kumaraguru College of Technology, during 9 -11 February 2017 and won II prize in 'Corporate Gala's' with cash prize of Rs.4000.
6. Two teams of our students participated in the CMA - 'Student Management Day' Competitions organized at Karunya City Centre Coimbatore on 11th Feb 2017.
7. As a part of the E-Talk series, Master Sabari Venkat, creative and differently abled child, Coimbatore, shared his entrepreneurial experience with our students on 13th February, 2017.
8. Ms. S. Surabhi, student of II MBA was invited as the guest speaker and she delivered the talk on "Motivational speech on Entrepreneurship among the Youth" organised by ED Cell students at KPR Engineering College on 14th February, 2017.
9. Dr. Savitha Nair, Associate Professor, and Dr. R. K. Sudhamathi, Associate Professor, presented papers on "Impact of eWOM on the purchase intentions of Gen Y consumers" ; "Index Funds: An Emerging mutual fund investment Scheme" respectively at the International Conference on "Emerging Trends in Business" and Ms. Dhivya K N, II MBA student, presented a paper titled "Consumer ethnocentrism: A comparative study of Gen X and Gen Y consumers" organised by Christ University, Bangalore on 16th February, 2017. Dr. Savitha Nair, Associate Professor received the best paper award.

10. As a part of the E-Talk series, Ms. Rakhi Shah, Managing Director, Chithra Group & Magenta Group of Companies, Coimbatore, shared her Entrepreneurial experience with our students on 16th February, 2017.
11. Dr. B. Sripirabaa, Associate Professor and Dr. J. Anitha, Associate Professor were resource persons for the workshop on “Research Methods” organised by PSGRKC for M.Com students on 16th and 23rd February 2017.
12. Dr. Savitha Nair, Associate Professor, got sanctioned Rs.1, 50,000 grants, by ICSSR for organizing a National Conference on "Marketing in an interconnected world: Trends, opportunities and challenges".
13. The Annual Inter collegiate meet Urjith 2017 was organized on 17th Feb 2017. Dr. M. Settu, CEO of Syndicate Exports Private Limited, Coimbatore inaugurated the programme. Around 220 participants from 20 different institutions have participated. Urjith 2017 featured with competitions like Chandra Kanthi Memorial Young Business Leader award, Best Management Team, Business Quiz, Marketing/Finance/HR Contests, Photography Contest, Knowledge Hunt and Short film contest. Business quiz was conducted by the popular quiz master Dr. Rangarajan of PSG Arts and Science College, Coimbatore. Mr. C. N. Ashok, MD, Autoprint Manufacturers Private Limited delivered the valedictory address and distributed the trophies, cash prizes, and gift vouchers to the winners.
14. Dr.P.Paramanandam, Professor, attended the Meeting of the ‘Board of Studies’ of MBA at Kongu Arts and Science College, Erode on 18th February, 2017.
15. Dr. Savitha Nair, Associate Professor, and Dr. Vandana Madhavkumar, Assistant Professor, were resource persons for the FDP on "Case writing and teaching" organized by SNR Sons College, Coimbatore on 18th February, 2017. The programme was attended by 44 faculty members from Management and Commerce UG and PG departments.
16. The annual faculty review meeting with the Chairperson took place on 20th February, 2017.
17. Ms. M. Femitha Parveen of II MBA was awarded “CMA RVS Padmavathy Best Student Award” at National Management Day Celebrations organized by CMA at ‘Residency Towers’ on 22nd February, 2017.
18. Dr. N. Anitha, Associate Professor, presented a paper titled, “Entrepreneurial Potential, Intention and the Influential Factors for Entrepreneurship among the Women Students of Coimbatore City” organized by St. Joseph Institute of Management, Trichy during 23-24 February, 2017.
19. 8 students of II and I MBA participated in inter collegiate meet “ADROIT 2017” organized by D.J Academy for Managerial Excellence on 24th February 2017.
20. The second phase of Admissions for MBA 2017 -19 batch was held on 24th February, 2017.
21. Dr. N. Anitha, Associate Professor, and Mrs. Sathyapriya, Assistant Professor, attended the Annual Day event of CII on 25th February, 2017 at Hotel Vivanta Taj, Coimbatore.

22. Alumni homecoming 2017 was organised on 25th February, 2017. Prof. P. Sadhasivam, Dean, GRGSMS delivered the welcome address. Dr. N. Yesodha Devi, Secretary, PSGRKC presided the occasion. Prof. S. Balasubramanian, Director, GRGCAS felicitated GRGSMS and the Alumni of GRGSMS. About 35 alumni attended the program along with their family. Students of I and II MBA engaged our alumni, by organizing different games. The alumni were recognised as Best Alumna, in different categories, including Entrepreneur, Professional, Young alumna, Home maker, and Outstanding service, for their performance in their personal and professional life.
23. Dr. N. Anitha, Associate Professor delivered an Internal Faculty Seminar “Effectiveness of Incubation Centers in Educational Institutions with Special Reference to Coimbatore City” on 27th February, 2017.
24. The annual event Feb Fiesta 2017 was organized on 28th 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. Feb Fiesta 2017 theme was “Go Digital” and to support the theme all the stalls were connected using the central database to monitor the status of sales and also to promote the cashless transaction among the students’ through various electronic payment platforms like PayTM and UPI. 27 stalls were displayed with different business concepts; Go Green, Waste Management, Organic Products, NGO, Expertise Skill Training, SHG Collaborative Business Concept, Entertainment services, Event Management, Management Game, Food Stall, Retail Outlet, Health. Three stalls differentiated themselves from the others and were rated as I, II, III and awarded. The First prize won by the Student Yazhini (I MBA) for demonstrating creative stall, the II Prize was received by the student Uma Priyanka (I MBA) and Team for promoting the traditional food concept in their unique way and the III prize was received by Shifa (I MBA) and Team for the usage of technology.
25. Ms. D. Arthi, Assistant Professor, published a research paper “Clusters among the Working Women regarding their Outfits” in “Annals of Education,” Volume 2 (3), September 2016 issue pg.no. 23-26 (e-ISSN 2455-6726).
26. Dr. Savitha Nair, Associate Professor, published a paper titled "Facilitators and Barriers to Innovation Adoption: An Investigation" in International Journal of Management and Humanities (IJMH), Volume-2 Issue-9, February 2017, ISSN: 2394-0913 (Impact Factor:2.13).
27. Dr. P. Sadhasivam, Dean and Dr. S. Kavitha, Associate Professor along with the research scholar Ms. R. Saranya have published a research article titled "A study on Government Healthcare Promotional Campaigns for Women in Rural Coimbatore - Empirical Study" in the Journal of Management and Science, Vol1, Feb 2017 issue. ISSN: 2249-1260.
28. Dr. S. Kavitha, Associate Professor along with the research scholar Ms. P. Haritha, published a conceptual article titled "Building Customer Loyalty through Customer Experience Management" in the Journal of Management and Science, Vol1, Feb 2017 issue.