

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF DECEMBER 2017

1. Our Director, Dr. P. Sadhasivam, Dr. R. K. Sudhamathi, Associate Professor and Ms. P. B. Saranya, Assistant Professor attended National Higher Education conclave on the theme “Transformation in Higher Education” organised by CII at the hotel Le Meridien, Coimbatore during 1-2 December, 2017.
2. Dr. K.C. Arunadevi, Assistant Professor has participated in the Faculty Development Programme on “Publishing in Premier Journals” organised by KCT Business School at Kumaraguru College of Technology during 7 -8 December, 2017.
3. Dr. R. Savitha, Dean In Charge, was appointed as External examiner and conducted the PhD viva voce examination for Ms. B. Merceline Anitha for the award of PhD Degree in Management held at Government Arts College, Krishnagiri on 8th December, 2017.
4. Dr. S. Kavitha, Associate Professor, delivered an Internal Faculty Seminar on “Influence of Social Media on Personality Development of Gen Y - An Empirical Study among the College Students in Coimbatore” on 8th December, 2017.
5. Our Director, Dr. P. Sadhasivam, was a Resource Person for a Faculty Development Programme on “Teaching Learning Process” at KPR Business School on 9th December, 2017.
6. Four Students of II MBA; Ms. S Shobana, Ms. R Suki, Ms. S Rohitha and Ms. V Swarnapriya attended counseling session with Dr. Sonny Ariss, Professor and Chairman, Department of Management and Fellow, The Centre of Entrepreneurship and Technology, The University of Toledo, for a Business Plan Competition at PSG UT, Coimbatore on 12th December, 2017.
7. Debriefing on CII’s National Higher Education Conclave was done by Dr. R. K. Sudhamathi, Associate Professor and Ms. P. B. Saranya, Assistant Professor. Dr. K. C. Arunadevi, Assistant Professor, presented on, FDP ‘on Publishing in Premier Journals’, on 13th December, 2017.
8. Our Director, Dr. P. Sadhasivam, delivered a speech in the inauguration session of NSS camp, “Youth for Clean India” organised by PSGRKC for Women at Kattampatti, on 14th December, 2017.
9. Our Director, Dr. P. Sadhasivam attended “Managing Committee Meeting” organised by Coimbatore Management Association on 15th December, 2017.
10. GRGSMS Faculty Mid Review Meeting with our Chairperson, Dr. Nandini Rangaswamy, was held on 16th December, 2017.
11. The annual Industry-Institute Interface Day was organized on Wednesday, 20th December 2017. Dr. Nandini Rangaswamy, Chairperson, GRG Institutions delivered the welcome address. Dr. P. Sadhasivam, Director, GRGSMS introduced the theme

of the programme. Mr. S. Madhavan, CEO, Cognizant Foundation, Chennai delivered the inaugural address. The theme of the Annual Industry day was “Management and Leadership Skills for the Future”. The panel speakers representing the industry were Mr. M. Ramesh, Managing Director, Alphacraft Pvt. Ltd, Coimbatore and Mr. Anvar Varadaraj, Senior Manager- Marketing & Corporate Communications, Elgi Equipments Pvt. Ltd, Coimbatore. The panel speakers representing the academia were Dr. Saji Gopinath, CEO- Kerala Startup Mission & Director- Indian Institute of Information Technology and Management, Tiruvananthapuram and Dr. Sanjoy Sircar, Director- PGPM, Great Lakes Institute of Management, Chennai. Dr. P. Sadhasivam, Director GRGSMS, moderated the session. Dr. Vandana Madhavkumar, Associate Professor & Industry Relations Coordinator proposed the vote of thanks.

12. Ms. P. B. Saranya, Assistant Professor, participated and presented a paper " On the asymmetric relationship between India VIX and select equity Index" at the 7th India Finance Conference organised by Indian Institute of Management, Bangalore on 21st December, 2017.
13. As a part of E-Talk Series Ms. Sabira Lakhani, Lead-Operations, Saahas Zero Waste, Bengaluru delivered a talk on “Nothing is a waste Unless you Waste” on 21st December, 2017.
14. Dr. Navin Kartik, Professor of Economics, Columbia University, USA, delivered a special talk on “Importance of Strategic Communication in Business” on 22nd December, 2017.
15. Ten Students of I & II MBA participated in “The Count down” and Ad Campaign Contest organised by Advertisement Club of Coimbatore. Our Director, Dr. P. Sadhasivam was the event Chairman for the contest on 22nd December, 2017.
16. As a part of Community interest group activity, Dr. K.C. Arunadevi, Assistant Professor escorted and coordinated seventeen I MBA student volunteers to Anaikatti for an ‘Eye Donation’ awareness programme and ‘Eye Camp’ organised by Sankara Eye Hospital at Anaikatti, during 23-24 December, 2017.
17. Three Students of II MBA Ms. S. Shobana, Ms. S. Rohitha, and Ms. V. Swarnapriya attended Boot Camp for Students Start-up in Great Lakes Institute of Management, Chennai, on 23rd December, 2017.
18. Dr. S. Kavitha, Associate Professor along with the research scholar Ms. R. Bhuvaneshwari has published an article titled "Usage of Social Media among the Equity Investors with Special Reference to Selected Stock Broking Firms in Coimbatore" in Management Today - The International Journal of Management Studies, Vol.7, No.4, October-December, 2017.
19. Mr. Premsai and Mr. Anand from Mcgraw Hill Education India, conducted a demo session on “Connect 2 learning” platform adopted as a part of “International Business” course for II MBA students and explained about using Connect 2 learning platform on 28th December, 2017.
20. A Panel Discussion by alumni was organized on "Making a Difference: The MBA Way". Our alumni - Mrs. Sheela Govindraj (Class of 2005), Director, Shristi Pregnancy Care Classes, Tirupur; Mrs. Kirthika Shivkumar (Class of 2009), Executive

Director, The Indian Public School (TIPS), Erode; Mrs. S. Sindhiya (Class of 2009), General Manager & Divisional Head- HR, Pasumai Pharmacies India Pvt. Ltd, Coimbatore; and Ms. B. R. Lavanya (Class of 2013), Soft Skills Trainer, Vertical Eye, Nilgiris participated in the discussion. Dr. Savitha Nair, Associate Professor, moderated the session on 29th December, 2017.

21. Executive Committee Meeting of Management Alumni Association of GRG Institutions was organised on 29th December, 2017.
22. Dr. P. Paramanandam, Professor has completed a MOOC Course on 'International and Strategic Human Resource Management' offered by Indian Institute of Technology (IIT), Kharagpur through Alison.
23. Dr. R. Savitha, Dean In Charge participated in a Leadership programme "Born to Win" offered by Born to Win Learning Services, Chennai on 15th, 22nd and 29th December, 2017.