

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF AUGUST 2018

1. Dr P Sadhasivam, Director and Dr B Sripirabaa, Associate Professor organized a Guest Lecture for the course Strategic Management on the topic "Scenario Planning" on 1st August 2018. The resource person was Dr Hema Krishnan, Professor, Williams College of Business, Xavier University, Cincinnati, Ohio, USA.
2. Dr S Allimuthu, Associate Professor, joined GRGSMS on 1st August 2018.
3. The first Doctoral Meeting of Ms S Sharmila, Part-time PhD Research Scholar of Dr B Sripirabaa, Associate Professor, was conducted on 2nd August 2018. Dr R Krishnaveni, Professor, PSG Institute of Management, PSG College of Technology, Coimbatore was the subject expert for the same.
4. Mrs M Manjula, Part-time PhD Scholar, under the supervision of Dr B Sripirabaa, Associate Professor successfully defended her thesis at the public Viva Voce examination held on 3rd August 2018. The external examiner was Dr V Chinniah, Professor and Head, Department of Management Studies, Madurai Kamaraj University, Madurai.
5. Dr P Sadhasivam was elected as the Joint Secretary of the Coimbatore Management Association, on 11th August 2018.
6. MBA 2018 - 20 batch and PGDMFS 2018 - 19 batches were inaugurated on 6th August, 2018. Induction programme was organized during 6 -11 August 2018. Sessions were organised to provide insights in the aspects of Journey, Culture & Values of GRGSMS, Curriculum & Syllabus, Industry Expectations, Student's Code of Conduct, Learning Resources, Entrepreneurship, Alumni Relations, SHREYAS, Research Culture, internationalization and different Pedagogies adopted for teaching.
7. As a part of Alumna talk, our alumna Mrs S Sangeetha (Class of 1998), Academic Director, Einstein Public School & Einstein Public Matriculation School, Coimbatore addressed the I MBA students during their Induction programme on 07th August, 2018 on the topic "Role of an Alumna in Institution Building".
8. Dr Savitha Nair, Associate Professor, published an article "Desi and Global! The new age consumers of Coimbatore City" in LinkedIn on 10th August 2018.
9. Students of II MBA, K Haritha, G Shrinidhi and M Vaishnavi Priya participated in Best HR Team event organized by PSG-IM on 11th August 2018 and won 2nd Prize.
10. Students of II MBA T Arunjunai Maheshwari, N Karthie Priya, S Kiruthika and P Mohanaprithy won the semifinal in CXO Board Room Challenge organized by The Hindu- Business Line on 14th August 2018. The students will represent the Coimbatore zone in the final to be held on 5th Sep 2018 at Chennai.
11. Career Counselling Programme (CCP) was conducted for II-MBA students. Section-I students attended the CCP from 09th - 11th Aug -18th Aug & Section-II students

attended the same on 13th Aug -16th Aug - 18th Aug Mr Sivakumar Palaniappan, Mastering Mind Academy was the resource person for the programme.

12. Dr P Paramanandam, Professor has published a paper along with S Rajeshwari, a research scholar, on the "Impact of Organisational Commitment on Turnover Intentions among the Employees of Select Pump Manufacturing Companies in Coimbatore", in the International Journal of Research and Analytical Reviews (IJRAR), Volume5, Issue 3, pp749-754, (E-ISSN 2348-1269, P- ISSN 2349- 5138).
13. As a part of CXO, talk Mr G Karthikeyan, Chartered Accountant & Cost Accountant delivered a talk on "Understanding GST in India" on 18th August 2018.
14. The student's Association "SHREYAS" organized Independence Day celebration on 18th August 2018 Events such as Speech, Mime, Dance and Connections-Competitions were been scheduled and executed well.
15. Coordinators of community interest group collected materials from students to support the needy in Kerala affected by flood on 18th August 2018.
16. Dr P Sadhasivam, Director, Dr S Kavitha, Associate Professor, along with the Research scholar Ms R Saranya, have published a research article titled "A Study on the Impact of Promotional Campaigns on Utilization of Government Healthcare Schemes among Rural Women in Coimbatore", in the Indian Journal of Economics and Development (Category C), Volume 6, Issue 8, August 2018.
17. Our Chief Mentor, Prof S Balasubramanian, conducted a Monthly Business Quiz on 20th August 2018.
18. Dr M Maheswari, Assistant Professor have completed MOOC course on "Innovation and IT Management" offered by Indian Institute of Management, Bangalore in edx.
19. Dr S Kavitha, Associate Professor, along with the Research scholar Ms P Haritha, have published a research article titled "A Study on relationship between Customer Experience, Customer Commitment and Customer Advocacy among Telecom Subscribers in Coimbatore district", in the International journal of basic and applied research, August 2018, Volume 8, Number 8.
20. Dr P Sadhasivam, Director, Dr S Kavitha, Associate Professor and Ms R Saranya, Research scholar have published a research article titled "A Study on the Usage of Government Healthcare Promotional Programmes among Women in Rural Coimbatore" in the International journal of basic and applied research, August 2018, Volume 8, Number 8.
21. As a part of E-Talk series Mr Vishnu Prasath Devarajan, CEO, Bright Bridge Infotech Pvt Ltd, delivered a talk "My journey as an Internet Entrepreneur" on 21st August 2018.

22. Dr P Paramanandam, Professor was as a resource person for the Workshop on 'Stress Management' organised by the Department of Business Administration, PSGR Krishnammal College for Women on the 23rd August 2018.
23. Election for SHREYAS Office Bearers 2018-19 was conducted on 24th August 2018. The elected office bearers are S Afritha (II MBA Sec-I) President, P Akalyaa (II MBA Section-I) Secretary, Varashini Priya (I MBA Sec-II), C Swathi (Treasurer), Five Executive Members B Karpagam (II MBA Sec-I), Anushamani (II MBA Sec-II), S Priyadarshini (I MBA Sec-I), Binny Upadhaya (I MBA -Sec-II) and T Subhayoga (PGDMFS).
24. Current Affairs Team 1 and 2 organized quiz related to "Top 100 companies from FORTUNE 500 global list 2018" and puzzle related to personality identification on 28th August 2018.
25. Dr P Paramanandam, Professor delivered an Internal Faculty Seminar on 'Perceived Stress among the B-School Students of Dubai and Coimbatore - A Comparative Study' on the 28th August 2018.
26. Dr G B Sabari Rajan, Associate Professor has completed a MOOC course on "Behavioural Finance" offered by Duke University through Coursera.
27. Dr S Kavitha, Associate Professor acted as External Auditor for the Academic Course File Audit at Karunya Institute of Technology and Sciences for the Department of Management Studies on 30th August 2018.
28. The student's forum, 'SHREYAS' was inaugurated for the academic year 2018-19 on 30th August 2018. The office bearers were introduced, followed by an oath of the office. Mr S Prashanth, Quadra Systems.net (India) private limited was the chief guest for the function.
29. The Annual General Body Meeting of Alumni Association of GRGSMS (Management Alumni Association of GRG Institutions) was conducted on 31st August 2018.
30. Ms R Sreeprabha, Assistant Professor, GRGSMS has completed her MOOC course on the topic "People Management" by IIM B offered by EdX.
31. Student of II MBA S Sneha Priya participated in an online Youth Talk contest organized by ICT Academy. She has uploaded a self-talk video on 'opportunities and youth' on 31st August 2018.

