

Impressions

Creative thoughts in action



GRG School of Management Studies

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From the Editor

Dear Readers

I am pleased to present the second issue of our Newsletter Impressions for the academic year 2015-16. This year was filled with plethora of activities which kept us engaged. To mention a few, our annual mega event Urjith 2016 was a grand success where about 420 students from 40 different institutions participated. The Feb Fiesta 2016 was also a successful event, where our students demonstrated the spirit of Entrepreneurship and Innovation. The first campus company of GRGSMS 'Magical Shades' was established this year. Apart from the internal activities, our students participated in various intercollegiate meets and won awards and prizes which made us stand proud.

We look forward to your suggestions and feedback.

Wish you a Happy Reading!

Ms. S. Sathyapriya

Congratulations!

Our Dean Dr. P. Sadhasivam, Dr. R. Savitha, Associate Professor, Dr. B. Sripirabaa, Associate Professor and Dr. S. Kavitha, Associate Professor have been certified as Accredited Management Teachers by AIMA on 12th October 2015.

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence.

Message from Dean

I happened to travel with our Chief Mentor and a colleague, to attend a Conference at Bangalore. During the journey he started discussing about the role of organization culture in the growth of an organization. The discussion was more focused on the responsibilities of the senior colleagues and leader, in sustaining a healthy culture. Organization culture as we all know is built on a set of beliefs, values, code of personal and social conducts. These attributes are experienced by every individual irrespective of whether the person is new or a senior.

What happens to the culture when the composition of the employees undergoes a change? When different sets of people join the organization with different experience and exposure to varied culture, the role of senior colleagues becomes significant. They have to take the initiative to put everything in order, practice what they preach and lead by example. The dilemma for them could be whether to compromise on relationship for result. Their focus has to be to build relationship and result. They have to emphasize the importance of the culture built over a period of time. In the process senior colleagues should help in building a better collegiality and harness professionalism. They have to assist newcomers to get embedded in the systems that breed the organization culture.

Role of the leader is even more pertinent in sustaining organization culture. Change in leadership may result in few changes. But the core values and beliefs through which an organization has been developed would not change. Hence the leader also has to adapt to the attributes of the eco system. It is normally felt that culture becomes a constraint to changes. But if a culture of inculcating continuous change prevails there will be room for all kinds of positive changes. Culture thus becomes an asset to the organization.

Dr. P. Sadhasivam
Dean



**Coming together is a beginning;
keeping together is progress;
working together is success**
-Henry Ford

Faculty Timeline

Dr. P. Paramanandam, Professor attended the Board of Studies Meeting (MBA) at Park's College, Tirupur on 12th September 2015.

Dr. N. Anitha, Associate Professor, **Dr. S. Suganya**, Assistant Professor and **Ms. D. Sangeetha**, Assistant Professor participated in the 'Innovative Ideas for Innovative Products' contest organised by CII at DJ Academy for Managerial Excellence along with the II MBA Students, Ms. S.R. Sonika, Ms. M. Abinaya, Ms. Vineeta Singh, Ms. K. Sharmila and Ms. P. Tharani on 23rd September 2015.

Our Chief Mentor, **Prof. S. Balasubramanian**, **Dr. P. Sadhasivam**, Dean and **Ms. S. Sathyapriya**, Assistant Professor attended AIMA's 42nd National Management Convention at New Delhi on 30th September and 1st October 2015.

Dr. Githa Heggde, Senior Associate Dean, Welingkar Institute of Management, Bangalore interacted with our faculty members, on 5th October 2015.

As a part of the consultancy project for Rajshree Sugars at Theni, series of training programme for the teachers of Sri Valli Varadaraj Matriculation School was given by faculty of GRGSMS. The details are,

- 'Non-Verbal Communication Skills' by **Dr. B. Sripirabaa**, Associate Professor and **Ms. Vandana Madhvakumar**, Assistant Professor on 12th September 2015
- 'Career Assessment and Guidance' by **Dr. B. Sripirabaa**, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor on 8-9 October 2015 and on 5-6 November, 2015
- 'Giving timely and constructive feedback to students' by **Dr. P. Paramanandam**, Professor on 16-17 October; 20-21 November 2015 and along with our Dean, **Dr. P. Sadhasivam** on 27th November, 2015.
- 'General awareness on political, economic, social, technological changes and its impact on Business' by **Dr. R. Savitha**, Associate Professor and **Dr. N. Anitha**, Associate Professor on 13-14 November, 2015.

Our Dean, **Dr. P. Sadhasivam** and **Dr. R. Savitha**, Associate Professor addressed the final year UG students and conducted a briefing session on MBA Toledo on 19th October 2015.

Ms. R. Ananthi, Assistant Professor attended a three day Faculty Development Programme and on 'Case Writing, Teaching and Research' organised by XIME, Bangalore in collaboration with KAABB during 29-31 October 2015.

Dr. B. Sripirabaa, Associate Professor, **Dr. S. Kavitha**, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor attended ACBSP Region 10 conference on 'Creating New Knowledge in Class Room' at PSG Institute of Management, Coimbatore on 14th November 2015.

Faculty and students of GRGSMS had an interactive session with Dr. Atanu Ghosh, School of Management, IIT, Bombay, on 19th November 2015.

Our Dean **Dr. P. Sadhasivam** and **Dr. R. Savitha**, Associate Professor participated in 2nd National Higher Education Conclave on 'Governance and Quality Systems in Higher Education' organised by CII at the Hotel Le Meridian, Coimbatore during 18-19, November 2015.

Dr. N. Anitha, Associate Professor attended a one day Faculty Development Programme on 'Disruptive Innovation' organized by KCT Business School on 2nd December 2015.

Mr. M. Venkatesh Prabu, Assistant Professor participated in The Hindu Business Line - MBAUniverse.com's 'MBA Career Development Conference' on 5th December 2015.

As a part of our annual visit to premier business school, a team of ten faculty members along with our Dean, **Dr. P. Sadhasivam** visited Narsee Monjee Institute of Management Studies (NMIMS), Bengaluru campus to learn the best practices adopted by NMIMS on 16th December 2015.



Faculty Visit to NMIMS

Ms. S. Sathyapriya, Assistant Professor acted as a resource person for the AICTE - sponsored 2 week Faculty Development Programme organized by GRGSMS and handled a session on 'Excel for Business Research' on 17th December 2015.

Dr. S. Kavitha, Associate Professor acted as resource person for the AICTE - sponsored 2 week Faculty Development Programme organized by GRGSMS and delivered lectures on 'Research Trends in IT and Systems' and 'Writing Research Reports' on 18th December 2015.

Dr. N. Anitha, Associate Professor was invited as a resource person for the session on 'Innovation and Entrepreneurship' as a part two-day Entrepreneurship Awareness programme organized by PSGRKCW sponsored by DST on 23rd December 2015.

Dr. S. Kavitha, Associate Professor has become Review Board Member of the National Journal 'Apeejay - Journal of Management Sciences and Technology' published by Apeejay Institute of Technology, Greater Noida.

Dr. N. Anitha, Associate Professor was a resource person for the session 'Innovation and Entrepreneurship' in a two days Entrepreneurship Awareness programme organized by PSGRKCW, sponsored by DST on 11th January 2016.

Dr. S. Kavitha, Associate Professor has been invited as Editorial Board member for the International Journal 'International Management Research Review' Published by Vivekanandha Institute of Information and Management Studies, Namakkal.

Dr. P. Paramanandam, Professor has completed a MOOC Course on 'Change Management - Guiding Principles and Practices' through Alison.

Dr. S. Kavitha, Associate Professor and **Mr. M. Venkatesh Prabu**, Assistant Professor got a sponsored project for Rs. 20,000 from Shriram Properties Limited to undertake a market study on 'Identifying Potential Customer Base' for Shriram Properties Limited, Coimbatore.

Ms. V. Subha, Part-time PhD Scholar, successfully completed her PhD Viva Voce, under the guidance of **Dr. B. Sripirabaa**, Associate Professor on 17th February 2016.

Dr. B. Sripirabaa, Associate Professor, **Dr. S. Kavitha**, Associate Professor and **Dr. J. Anitha**, Associate Professor were Resource Persons in two - day UGC sponsored National Level Workshop on 'Research Methods in Commerce and Management', organised by PSGRKCW during 25-26, February 2016.

Our Chief Mentor, **Prof. S. Balasubramanian**, our Dean, **Dr. P. Sadhasivam**, **Dr. R. Savitha**, Associate Professor, **Dr. N. Anitha**, Associate Professor, **Mr. M. Venkatesh Prabu**, Assistant Professor and **Ms. Vandana Madhavkumar**, Assistant Professor attended CII Coimbatore Annual Day on 26th February 2016.

Presentations - Cases and Papers

Dr. N. Anitha, Associate Professor, presented a research paper titled, 'Consumer perception towards E-Marketing' at the National Conference organised by Pondicherry University on 8th October 2015 and published the same in the proceedings IMPETUS.

Dr. S. Suganya, Assistant Professor presented a paper titled, 'Creating and Sustaining a Competitive Advantage in Business' at the Eighth National Conference on 'Business Research' organised by PSG Institute of Management, Coimbatore during 20-21, November 2015.

Ms. D. Sangeetha, Assistant Professor presented a paper titled, 'Creating and Sustaining Competitive Advantage in Business through Financial Strategic Decision' at the Eighth National Conference on 'Business Research' organised by PSG Institute of Management, Coimbatore during 20-21, November 2015.

Ms. Vandana Madhavkumar attended and presented a paper titled, 'A Study on Factors influencing Career Choice of Gen Y Management Students' at the 4th International Conference on 'Managing Human Resources at Workplace' held at SDMIMD, Mysore on 4-5 December, 2015.

Dr. J. Anitha, Associate Professor along with Ms. B. Bhavana, Full time Ph.D Research Scholar presented a paper titled, '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.

Dr. J. Anitha, Associate Professor along with Ms. M. Aruna, Full time Ph.D Research Scholar presented a paper titled, '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.

Ms. M. Gowri, Assistant Professor presented a paper titled, 'A Study on measuring financial literacy and its impact on retirement confidence among young employees' at 7th International Conference conducted by Bharathidasan Institute of Management, Trichy during 12-13, February 2016.

Ranking

GRGSMS has been ranked

- 136 in The Week Magazine in its October 2015 issue
- AA+ by Career 360 Magazine in its November 2015 issue
- among the top 100 B-Schools (Rank 84) by The Hindu Business Line - MBAUniverse.com, B-School Ranking 2016

Institutional Award

GRG School of Management Studies received the 'CMA Best Student Chapter' on National Management Day Award on 22nd February 2016 for the third consecutive year.

**'Friendship is always a sweet responsibility,
never an opportunity'**
-Khalil Gibran

Research and Publications

Dr. P. Paramanandam, Professor along with Ms. P. Yuvapriya, Research scholar published a paper titled, 'Perception of Fairness and its Impact on Organisational Commitment among the Employees of Automobile Industry' in Biz and Bytes, Vol.6, Issue 1 (ISSN: 2320 897X).

Dr. S. Kavitha, Associate Professor published an article titled, 'At what level social media utilization in Ethiopia is?' in The Ethiopian Herald Newspaper (both print and online version) on 10th October 2015.

Dr. P. Paramanandam, Professor has published a paper titled, 'Emotional Intelligence as a Predictor of Job Satisfaction among the Employees of a Shipyard' in Pratibimba, Volume 15, Issue 2, pp 49-58 (ISSN 0972-5466).

Dr. S. Kavitha, Associate Professor published a paper titled, 'Usage of Social Media in the Workplace - A Conceptual Study' in the national journal Apeejay-Journal of Management Sciences and Technology, Volume III, Issue I, October 2015.

Dr. B. Sripirabaa Associate Professor, and Ms. T. Sudha Maheshwari, Full Time Research Scholar published a paper titled, 'Influence of Innovative Self Efficacy and Innovative Climate on Individual Creativity: The Mediating Role of Supportive Environment' in Gavesana Journal of Management, Vol. 7, Issue 1, pp.13-27.

Dr. P. Paramanandam, Professor published a paper titled, 'Coping Strategies and General Health among the Employees of Select Textile Mills in Coimbatore' along with Ms. T. Shenbhagavadivu in the European Economic Research Publications International Journal of Human Resource Management, Vol.15 (12), 609-614 (ISSN 0065-8094).

Dr. P. Paramanandam, Professor published a paper titled, 'Locus of Control as a Predictor of Job Satisfaction among the Employees of Textile Industry' in the Journal of Organisation and Human Behaviour, Volume 4, Issue 4, pp 9-15 (ISSN 2277 - 3274).

Dr. S. Suganya, Assistant Professor published a paper titled, 'Competitive Advantage for Business Sustenance' in International Journal of Research in Management (ISSN NO.: 2249 - 5908, Impact factor-3.14) , Issue 6, volume 1, January 2016, REF NO.- IJRM/16/A/02/B, RS Publication.

Ms. D. Sangeetha, Assistant Professor published a paper entitled, 'Business Sustainability through Asset Management Practices' in the International Journal of Research in Management (Jan 2016).

Dr. N. Anitha Associate Professor, published a paper titled, 'Influence of Lifestyle on Consumer Decision making with

special reference to organized Retail Format in Chennai' in the Indian Journal of Commerce and Management Studies, Volume VII, Issue 1, January 2016.

Dr. B. Sripirabaa, Associate Professor along with Ms. T. Sudha Maheshwari, Full time Research Scholar published a paper titled, 'Individual Creativity; Influence of Job Autonomy and Willingness to take Risk' in SCMS Journal of Management, Volume XII No.4, (October - December 2015) (ISSN 0973 - 3167).

Dr. P. Paramanandam, Professor along with Ms. R. Aparna, Research Scholar published a paper titled, 'Perception of Organisational Justice and its Impact on Organisational Commitment among the Supervisors of Textile Industry' in the International Journal of Informative and Futuristic Research, Volume 3, Issue 5, 2016, pp1705-1716 (ISSN: 2347-1697).

Mr. M. Venkatesh Prabu, Assistant Professor published a paper titled, 'A Study on Perceived Importance of Use of Social Media in Education among BSchool Students in Coimbatore District' in TSM Business Review Volume 3, Number 2, December 2015 (ISSN: 2348 - 3784)

Chief Mentor's Corner

Our Chief Mentor, Prof. S. Balasubramanian,

- re-elected to the Council of Management of AIMA for the period 2015 -2017
- delivered an Internal Faculty Seminar on 'Co-Leaders: Power of Partnership' on 18th September 2015
- attended the Meeting of the Steering Committee of CII NHEC 2015 on 18th September 2015
- attended CII Education Panel Meeting on 21st September 2015
- chaired a session on 'Academic Leadership of Quality at the 2nd National Higher Education Conclave on 'Governance and Quality Systems in Higher Education' organised by CII at the Hotel Le Meridien, Coimbatore on 19th November 2015

Dean's Corner

Our Dean, Dr. P. Sadhasivam,

- was elected as the Chairman of Tamil Nadu Chapter Managing Committee in AIMS for the academic year 2015-2016
- attended 'B-School Summit' at XIME Bangalore during 9-10, October 2015

FDPs/ MDPs/Workshops/National Conference organized

A Faculty Development Programme on Structural Equation Modeling was conducted on 2nd September 2015 organised by **Dr. B. Sripirabaa** and **Dr. J. Anitha**, Associate Professors, GRGSMS. The programme was attended by 25 participants. **Dr. S. Kavitha**, Associate Professor acted as a Resource Person and handled a session on 'Model estimation using SPSS'.

A One day FDP on 'Redefining Marketing in the Dynamic Business Scenario' was organised by **Dr. N. Anitha**, Associate Professor and **Dr. S. Suganya**, Assistant Professor on 5th November 2015. The resource persons were **Dr. Uma Chandrasekaran**, Associate Professor, Pondicherry Central University, **Mr. P. Rajenthiran**, Associate Vice President, GAMESA, Chennai and **Dr. P. Sadhasivam**, Dean, GRG School of Management Studies. Nearly 16 faculty members from various institutions benefited in this programme.

Dr. S. Kavitha, Associate Professor and **Mr. M. Venkatesh Prabu**, Assistant Professor organized a Management Development Programme on 'Power Branding' on 20th November 2015. 16 Participants from different organizations participated and benefited out of the programme. **Dr. P. Sadhasivam**, Dean of GRGSMS and **Prof. Umesh Chandrasekar** of PSGIM were the resource persons for the programme.

Two week AICTE sponsored Faculty Development Programme on 'Developing Business Research Skills' was conducted by **Dr. B. Sripirabaa**, Associate Professor and **Dr. J. Anitha**, Associate Professor, during 7-19th, December 2015.

Dr. R. Savitha, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor jointly organised a Management Development Programme (MDP) on 'Effective Management of Working Capital in SMEs' on Saturday, 23rd January 2016. Dr. R. Savitha and Mr. K. Ravi, CFO, Roots Group of Companies were the resource persons. 22 participants from Industry, including 11 entrepreneurs and 11 executives participated in the programme. The feedback given by them was very positive and encouraging.



MDP on 'Effective Management of Working Capital in SMEs'

Internal Faculty Seminars

The following Internal Faculty Seminars were delivered

- 'A Study on Entrepreneurial Potential, intention and the influential factors for Entrepreneurship among the women graduates of Coimbatore city' by Dr. N. Anitha, Associate Professor on 8th September 2015
- 'Use of Social Media in Workplace' by Dr. S. Kavitha, Associate Professor on 12th September 2015
- 'Financial Preparedness of Marginalised Women in Coimbatore District' by Ms. M. Gowri, Assistant Professor on 10th October 2015
- 'Assessing the Impact of Innovative Climate on Individual Creativity among employees in Auto Component Manufacturing Organizations in Coimbatore District' by Dr. B. Sripirabaa, Associate Professor on 16th October 2015
- 'A Comparative Study on Intellectual Capital in Pharmaceutical Industry and Banking Industry in India' by Ms. S. Sathyapriya, Assistant Professor on 19th November 2015
- 'A Study on Supportive Workplace Culture for Women in SME's of the Manufacturing Sector in Coimbatore' by Ms. Vandana Madhavkumar, Assistant Professor on 30th November 2015
- 'Study of the effect of hedonic value and utilitarian value that influences Socially Responsible Consumption' by our Dean, Dr. P. Sadhasivam on 15th February 2016
- 'Key Drivers of Employee Engagement of Gen Y Workforce in Automobile Sector' by Dr. J. Anitha, Associate Professor on 22nd February 2016

Feb Fiesta 2016

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 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.



Feb Fiesta 2016

Students' Corner

As a part of the Students forum activity, a movie 'AMUL' was screened on 3rd September 2015.

Our Students organised a colourful programme honouring the Faculty members on the occasion of Teacher's Day on 5th September 2015.

Students of Arts & Aesthetics forum conducted Rangoli competition 'B-Rang' for II MBA and PGDMFS students on 9th September 2015.

Two of our I MBA students, Ms. E. Rajeswari and Ms. V. Anjana attended Business Quiz competition at Sri Krishna College of Engineering, Coimbatore on 12th September 2015.

Students of Knowledge forum conducted 'GRG Business Quiz 2015' for IMBA Students on 16th September 2015.

Students of II MBA celebrated Senior-Junior Confluence on 22nd September 2015.

Students of 'Health and Fitness' forum organised Throw ball, Tunnel and KhoKho match on 7th October 2015.

2 Teams (8 Students of I and II MBA) of GRGSMS participated in the online prelims of 19th Student Management Games organised by AIMA during 12-13 October 2015.

Students of Shreyas celebrated Dr. APJ Abdul Kalam's 85th Birth Anniversary on 15th October 2015. Mr. S. Ramamurthy, CEO, Fluidics, Coimbatore was the Chief Guest and shared his experience of working with Dr. A. P. J. Abdul Kalam.



Celebration of Dr. APJ Abdul Kalam's 85th Birth Anniversary

Ms. C. Sivaselvi, Ms S. Manju, Ms Vineeta Singh of II MBA represented ED cell of GRGSMS and displayed and sold the Personalized gifts and Greeting cards at KCT Business school during 16-17, October 2015.

Our Dean along with Students, Faculty and Staff members of GRGSMS celebrated Saraswathi Pooja on 21st October 2015 in the presence of our Founder Trustee.

As a part of forum activity, Environment forum organised a session by Ms Chitra Krishnaswamy, an apex body member of Siruthuli, a Coimbatore based NGO, on Waste Management, Composting and Organic Terrace Gardening on 28th October 2015.

As a part of Forum activity, students screened a movie 'The Exam' on 28th October 2015.

Our students of Knowledge forum organized 'JIGSAW' puzzle for both I and II MBA students on 4th November 2015.

National Education Day Celebrations on 12th November 2015.

Our students of Health & Fitness forum conducted 'Yoga' programme on 18th November 2015.

Our students of Arts and Aesthetics forum conducted the Eco fashion and Poster making competition on 25th November 2015.



Session on bio-diversity & water resources of Coimbatore by Environment Forum

Students of Knowledge forum organized 'Brain Teasers' a session to test and train logical thinking of brain for I MBA and PGDMFS on 2nd December 2015.

Environment forum organised a speech on 'bio-diversity and Water Resources of Coimbatore, and Waste Management and Up Cycling' on 9th December 2015. The resource persons were apex members from Siruthuli, Mr. Saravanan Chandrasekar, Ms Sangeetha Subash and Ms Sujani Balu.

Arts and Aesthetics forum organised a contest 'Act to Win'. After the contest a documentary video on 'Heritage of Silk' was screened on 23rd December 2015.

As a part of Health & Fitness forum an awareness programme on weight loss 'Body of truth' was facilitated by Ms. Almos Sajjath, Certified Fitness trainer from ISSA (USA) on 30th December 2015.

Ms. P. Tharani, Ms. N.Elakkiya, Ms. Abinaya, Ms. Nandhini K and Ms. Saranya E, ED Cell members of II MBA attended the Young Entrepreneurs boot camp one day workshop organised by NEN at KCT Business School on 5th January 2016.

Our Community forum students organized an awareness programme on 'Organ Donation' on 6th January 2015. A mime, quiz and documentary film on importance of organ donation was screened. At the end of the programme many students signed in for organ donation.

Students of knowledge forum, organized a Business Quiz on 13th January 2016 for I MBA and PGDMFS students.

On 27th January 2016 Ms. S.R Sonika II MBA, Mr. G. Indhu I MBA attended the one day workshop on 'A Remarkable Initiative in Building a Positive Startup Ecosystem' organized by NAN and NATIVE LEAD at PSG STEP.

The students of Arts and Aesthetics forum organized a competition 'Frame Freaks' for I & II MBA students.

CXO Talks

The speakers were:

- Mr. Anand Purushothaman, CEO, Payoda Technologies on 30th September 2015
- Mr. Harjeet Singh Wahan, Business Consultant and Trainer on 27th October 2015



CXO Talk delivered by Mr. Harjeet Singh Wahan

- Dr G Ranganathan, CMD of NeuFricmat P Ltd & Rover Components Limited, Coimbatore delivered a talk on 'Freedom, Choice and Responsibility' on 27th January 2016

E-talks

The speakers were:

- Mr. Senthil Natarajan, CEO, KPN Farm Fresh Pvt. Ltd., on 16th October 2015

CXO / Special talks / E-talks

- Sri. D. Srinivasan, Managing Director, Shree Annapoorna Gowrishankar Group on 24th November 2015



E-talk delivered by Sri. D. Srinivasan

- Mr. Viswanthan Sahasranamam, Vice President (FORGE) GM Coimbatore Innovation and Business Incubator (CIBI) a Sakthi Group Company on 28th December 2015
- Ms. Ranjana Singhal, Director, That's Y Food on 29th February 2016

Prof. MC. Madhavan, Professor Emeritus, San Diego State University delivered a special talk on 'China, India and US: Present Economic Scenario' at Chandra Seminar Hall on 28th January 2016.

Urjith 2016

The annual inter b-school meet 'Urjith 2016' was organised on 29th January 2016. Mr. S. Sandilya, Chairman, Eicher Motors, New Delhi, inaugurated the programme. Around 420 students from 40 different institutions participated in the contest of Urjith 2016. The URJITH 2016 featured the prestigious Chandrakanthi Memorial Young Business Leader Contest, Best Management Team Contest, Management Contests in Marketing, Finance and Human Resources, and the Business Quiz for PG students in Management and Photographic Contest, Campus Reporter and Short Film Contest for UG Students. Mr. S. Ravi, Chairman and MD, Craftsman Automation distributed the prizes and delivered the valedictory address.



Presentation of CMYBL Award at Urjith 2016

Guest Lectures

Mr. Harihara Subramanian, Director, Annamalai Capital Services Ltd., delivered a lecture on 'Commodity Markets' for II MBA students, on 11th September 2015

Mr. Shambhu Tiwari, CSM-Postpaid, Bharti Airtel Limited, Coimbatore delivered a guest lecture on 'Understanding Consumer Diversity and Evolving Indian Consumer Behaviour' for II MBA Students as a part of Consumer Behaviour Course on 25th September 2015.

Mr. Prashant C Kane, Assistant General Manager, Central Bank of India, Coimbatore, delivered a lecture on 'Loan Pricing and recent trends in Banking' for II MBA Students on 26th September 2015,

Ms. Martina, Assistant Manager-HR, Vivanta by Taj Hotels, Coimbatore delivered a lecture on 'Values and Ethics in Corporate' for II MBA students on 30th September 2015.

Ms. S. Vijayalakshmi, Senior Manager - Human Resources, VWR Lab Products Pvt Ltd delivered a guest lecture to II MBA students as part of Strategic Human Resource Management course on 29th October 2015

Dr. Venkatraman, Senior Regional Sales Manager, ICICI Securities, Coimbatore, delivered a guest lecture on 'Management and Development of Sales Quotas' as a part of Managing Sales and Intermediaries course for II MBA students on 7th December 2015.

Dr. Nithyanandan Devaraaj, Head, Foundry Products Division, Larsen & Toubro, Coimbatore, delivered a lecture for II MBA students on the topic 'Industrial Policy and Its Impact on Business' on 4th January 2016.

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 II MBA, by Mr. Sunil Kumar, Business Director, South Asia Henkel Technologies, Mumbai, on 18th February 2016.

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.

Industry Day 2015

GRG School of Management Studies organized the annual Industry-Institute Interface Day on Saturday, the 12th December 2015. The Chief Guest was Mr. Srinivasan K, Swamy, Chairman & Managing Director, RK Swamy BBDO, Chennai. Dr. (Mrs.) N. Yesodha Devi, Secretary, PSGRKCW delivered the welcome address. Our Chief Mentor, Prof. S. Balasubramanian was the panel moderator. The theme of the Annual Industry day was 'Managing Challenges of Change through Innovative Leadership'. The panel speakers representing the industry were Mr. Arjun Prakash, Director, Effica Automation Ltd., Coimbatore; Mr. Laxman Vaidya, Managing Director, Lavik Estates Ltd., Coimbatore and Dr. Nithyanandan Devaraaj, Head - Foundry Business Unit, Larsen & Toubro, Coimbatore. Speakers representing the academia were Prof. AGV Narayanan, Dean, Faculty of Management, EBET Knowledge Park, Tirupur and Dr. K. Chitra, Director,

Department of Management Studies, Sri Ramakrishna Engineering College, Coimbatore. Our Dean, Dr. P. Sadhasivam, delivered the vote of thanks.



Industry Day 2015

**Strength and growth come only through
continuous effort and struggle**

-Napoleon Hill

CMA Events

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.

GRGSMS hosted CMA's Student Management Day on 13th February 2016, about 160 students from various institutions participated. Dr. Nithyanandan Devaraaj, Head - Foundry Business Unit, L&T was the chief guest of valedictory session.

Other News

Our Chief Mentor, Prof. S. Balasubramanian, and Dean Prof. P. Sadhasivam attended the Meeting of the GRGSMS Academic Advisory Body on 13th August 2015.

Our Chief Mentor, Prof. S. Balasubramanian, Dean Prof. P. Sadhasivam, Dr. R. Savitha, Associate Professor and Dr. B. Sripirabaa, Associate Professor attended the Meeting of the GRGSMS Governing Council on 14th August 2015.

Six Phrase Finishing School, Coimbatore has delivered a demo training session to the II MBA students as part of pre-placement activity on 16th October 2015.

FACE Academy, Coimbatore has delivered a demo training session to the Placement Interested Students on 17th October 2015.

Senior Executive of LexQual LPO had visited our campus to offer Pre-placement Talk to the Placement Interested Students on 19th October 2015.

Senior Executives of Discovery Kids - Scienc eAdda had visited our campus to offer Pre-placement Talk to the Placement Interested Students (PIS) on 20th October 2015.

On the occasion of Women Entrepreneurship Day 19th November 2015 Indian Women Network (IWN) organised a session at our campus on 'Entrepreneurship for Women Empowerment'. Ms. S. Malarvizhi, Convenor, IWN Coimbatore Zone & Chairperson & Managing Trustee Sri Krishna Institutions; Ms. Lakshmi Meera Centre Head - Entrepreneurship, KCT Business School & President, Women Entrepreneurs, and Ms. Sujata Krishnan Co-Convenor, IWN Coimbatore Zone & CEO, Suvai Foods (P) Ltd were the speakers on 20th November 2015.

GRGSMS Journal 'PRERANA' has been added to EBSCO during the month of December 2015.

GRGSMS hosted a special session on 'Lessons in and for Management from the Historical, Cultural, and Entrepreneurial Heritage of Coimbatore' as a part of KovaiVizha on 3rd February 2016. The speakers were Mr. Kavidasan, Director, Roots Industries India Ltd; Mr. AV. Varadharajan, Chairman of AVV Group; Mr. N. Subramaniam, Former Managing Director, Habasit Iakoka Pvt Ltd., and Mr. R. Varadarajan, Director, Rajshree Sugars and Chemicals Ltd.



Special session on 'Lessons in and for Management from the Historical, Cultural, and Entrepreneurial Heritage of Coimbatore'

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.

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.

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.

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.

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.

Management is doing things right; leadership is doing the right things
- Peter Drucker

Leadership and learning are indispensable to each other
- John F. Kennedy

Alumni Corner

As a part of Alumni Speak Series, the following alumni interacted with our students.

- Dr. R. Bamini, class of 1995, Assistant Director, Quality Assurance, SNS Institutions on 9th October 2015
- Ms. J. Devi, class of 1995, Founder Auraa Handmade addressed on 'Chat with an Alumni Entrepreneur' on 19th October 2015
- Ms. G. Sheela, class of 2005, Director Shristi Women Care addressed on 'Role of Women Entrepreneur and Women Health on 31st October 2015
- Ms. S. Chitra, class of 1995, Director, Annamalai Capital Services on 21st November 2015

A panel discussion was conducted on the topic 'learning is a continuous process'. Ms. R. Anuja and Ms. Deepa Xavier, class of 1995, Ms. K. Vidyakala, class of 1991, Ms. B. R. Lavanya, class of 2013 and Ms. D. Lakshmi, class of 2014 participated in the Panel Discussion. It was conducted as a part of National Education Day Celebrations on 12th November 2015.



Alumni Homecoming 2016

The second edition of Alumni Homecoming was organised on 27th February 2016. About 70 alumni spread through all the batches attended the programme. The day commenced with the presence of Dr. N. Yesodha Devi, Secretary, PSGRKC; Prof. S. Balasubramanian, Director, GRGCAS and Dr. S. Nirmala, Principal, PSGRKC. Ms. Indhu, class of 2009, Professional Classical Dancer presented a classical performance to all the alumni. The day gave an opportunity to the alumni to relive in their classroom. Students of GRGSMS gave cultural performance as a part of entertainment corner. Alumni Homecoming 2016 was yet another day which added colours in the memories of the alumni of GRGSMS.



Ms. Indhu performing at Alumni Homecoming 2016

Industry Visits

Our students of I & II MBA was taken to following organisations

- Prabu Soap Works (Arasan Soap), Sullur, Coimbatore on 26th September, 2015
- Coimbatore District Cooperative Milk Producer's Union Limited (Aavin) at Pachapalayam Village on 4th November 2015
- Roots India Limited (Horns Division) on 14th November 2015
- K G Denim Limited, Coimbatore on 28th December 2015
- Kelby Water Technologies, Coimbatore on 4th January 2016
- CRI Pumps, Coimbatore on 20th February 2016
- Alphacraft Pvt Ltd, Coimbatore on 20th February, 2016

**A leader is one who knows the way, goes the way,
and shows the way**
-John C. Maxwell

**Excellence is a continuous process
and not an accident**
-A. P. J. Abdul Kalam

International Tour

As a part of our Annual International Tour, 20 students of II MBA visited Dubai. Dr. R. Savitha, Associate Professor and Ms. S. Sathyapriya, Assistant Professor accompanied the students, during 8-11, February 2016.



During International Tour

Co-curricular Programmes

During the period 1 - 4 and 9 - 12 February 2016, students of I MBA were taken to Breakthrough, Annaikatti for Outbound Training Programme. Our faculty members Ms. M. Gowri, Assistant Professor, Dr. J. Anitha, Associate Professor, Ms. Vandana Madhavkumar, Assistant Professor, Dr. S. Suganya, Assistant Professor, and Ms. D. Sangeetha, Assistant Professor accompanied them.



Our Students at Outbound Programme

Dr. P. Paramanandam, Professor, Dr. N. Anitha, Associate Professor, Ms. Vandana Madhavkumar, Assistant Professor and Dr. S. Suganya, Assistant Professor along with 81 students of II MBA spent a 'Day with Nature' at 'Temple of Consciousness', Aliyar Dam, Pollachi, on 19th September 2015.

Ms. M. Gowri, Assistant Professor, Mr. M. Venkatesh Prabu, Assistant Professor, Ms. R. Ananthi, Assistant Professor and Ms. D. Sangeetha, Assistant Professor along with 91 of Students of I MBA spent a 'Day with Nature' at 'The Nilgiris Bio-sphere', Anaikatti, on 19th September 2015.

Story of Magical Shades

The objective of campus company is to facilitate the students to undergo an entrepreneurial journey where they will gain expertise in building through ideating, planning, setting up and running a business. Campus Company is as an Entrepreneurial venture by students to demonstrate their entrepreneurial spirit. The infrastructure facilities provided inside the campus and their activities will be guided by the facilitator.

'Magical Shades' is the first Campus Company of GRGSMS, was commenced on 19th February with blessing of our Founder Trustee Smt. Nandini Rangasamy. Our Chief Mentor, Prof. S. Balasubraminian inaugurated its operations from 28th March 2016. The campus company 'Magical Shades' is a partnership firm formed by 7 students of II MBA with an initial investment of Rs. 24,000/-. The partners are N. Elakkiya- Managing Partner, M. Abinaya- Finance Manager, P. Pavithra and P. Tharani as Marketing Managers, R. K. Sonika Purchase Manager, S. Vinodhini - Designer, M. Nandhini - Active Partner. Magical Shades Boutique initiated with the mission of transforming women's life by making them feel good about themselves through our best customized outfits, which will help them to build their self-esteem and reach their highest dreams. Magical Shades basically design dress materials such as Sarees, Salwar, Kurtis, T-shirts etc., and stitch them according to the preference of customers which enables them to come out with their uniqueness exclusively for women.

The seed has been sown in the fertile land, nurtured, watered and supervised and now we are waiting to see the yield with lots of confidence.



Magical Shades Team

Student Recognition and Awards

On 22nd January 2016 Students of I MBA participated in the intercollegiate meet 'Tycoons 2016' organised by Rathinam Institute of Management. Ms. V. Anjana Won first place in Business plan Contest and Ms. N. Dhivya won First Place in Best Manager and Third Place in 'Just a Minute' Contest.

Ms. R. Sowmithya received 'CMA RVS Padmavathy Best Student Award' at National Management Day celebrations organised by CMA on 22nd February 2016.

Are you Healthy?

Heard some intense message on health recently in a friends' group, and I found it so relevant that I want to share it to reinforce it in my own mind :

Health doesn't just imply a healthy body or a healthy look. It means more that accounts not only your body but also mind and heart. We see people of different categories.. Some are conscious of just body health; some just mental health. But a wholesome personality and an impressing role model for others is formed only when he or she takes care of the entire self.

Just as how body requires exercise to keep fit, mind requires challenges and need to engage in meaningful activities, to make the thought process healthy and alert. And through mind, heart needs a check: to be conscious of how one actually feels; to differentiate if one is happy or excited or energetic; or if one is sad or angry in a negative situation. This understanding, followed by acceptance of the feeling, makes one emotionally healthy and nurtures one's heart. Upon taking care of these three parts of self, the fourth self, the soul, will automatically rise to what it deserves.

Even when one part is not nurtured, body or mind or emotions, there will be a block to a smooth life.

- Dr. J. Anitha

Domestic Tour

As a part of our Annual National trip 39 students of II MBA were taken to Hyderabad. Dr. S. Kavitha, Associate Professor and Dr. N. Anitha, Associate Professor, accompanied the students during 7-12, February 2016.



During Visit to Hyderabad

Manage Your Stress and Save Your Brain

We are all familiar with stress. Stress happens each and every day. It comes in a wide variety of forms. When we face a potential threat, our minds and bodies go into action, mobilizing to either deal with the issue (fight) or avoid the problem (flight). Stress can lead to physical symptoms such as headaches and chest pain, mood problems such as anxiety, and behavioral problems such as increased smoking or overeating.

Stress can also have a serious impact on your brain. When you experience stress, your brain goes through a series of reactions designed to mobilize and protect itself from potential threats. Sometimes stress can help sharpen the mind and improve the ability to remember details. In other cases, stress can produce a wide range of negative effects on the brain.

Stress can lead to long term changes in the structure and function of the brain. These changes make one more prone to mood and anxiety disorders later on in life. Researchers suggest that stress might play a role in the development of mental disorders such as depression and various emotional disorders. Researchers have found that people suffering from post traumatic stress disorder have brain abnormalities including imbalances in gray and white matter.

Stress kills brain cells. Stress can lead to shrinkage in areas of the brain associated with the regulation of emotions, metabolism, and memory. Stress can affect your memory. Chronic stress negatively affects spatial memory as well as spatial orientation.

While stress is certainly a part of life that cannot be eliminated, researchers do believe that by understanding how stress affects the brain, they can gain insights into preventing the damage caused by stress.

- Dr. P. Paramanandam

**To succeed in your mission,
you must have single-minded devotion
to your goal**

-A. P. J. Abdul Kalam

Editorial Team

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Team Leader : Dr. P. Sadhasivam, Dean, GRGSMS
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