

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF AUGUST 2015

1. As a part of AIMS National Management Week programme the following activities were conducted during 5-6 2015.
 - ❖ 13 students of Community Forum visited Aravanaikum Anbhu Illam.
 - ❖ Students of Health & Fitness Forum organised a “Personal Hygiene Awareness Camp” to women and children of Thaneerpandalpalayam, Thekkalur Village.
 - ❖ Students of Environment Forum planted 100 saplings near Thaneerpandalpalayam, Thekkalur Village.
 - ❖ Students of Knowledge Forum organised and participated in the programme for School students on the topic “Think out of the Box” at Pandiyan Matriculation School, Coimbatore.
 - ❖ Students of Arts & Aesthetics forum visited the Corporation High School in Peelamedu on 6th August 2015. Drawing and elocution competitions were conducted for the students.
2. Dr. R. Savitha, Associate Professor delivered a seminar on “Investing in Stock vs. Mutual Funds - An Investor Perspective” as a part of Internal Faculty Seminar held on 7th August 2015.
3. Dr.P.Paramanandam, Professor, along with J. Deepa, Research Scholar has published a paper on "Job Stress, Psychological Empowerment, and Job Satisfaction among the IT Employees in Coimbatore" in the International Journal of Applied Research, Vol.1, Issue 8 (ISSN: 2394-7500).
4. Dr. P. Paramanandam, Professor, has published a paper on "Organisational Justice and Commitment among the Employees of an Auto Component Manufacturing Company" in the CARE Journal of Management, Vol.04 (ISSN: 2249-2216).
5. Dr. N. Anitha, Associate Professor attended the One-day Faculty Development Programme on “Building an Entrepreneurial Ecosystem, in Educational Institutions” on 7th August 2015, at KCT Business School.
6. The Faculty retreat 2015 was held at GRG Memorial Tribal Higher Secondary School, Masinagudi on 8th August 2015. Our Chief Mentor, Prof. S. Balasubramanian and Dean, Prof. P. Sadhasivam guided the team of faculty members of GRGSMS and Dr. R. Savitha, Associate Professor coordinated in organising the retreat.
7. MBA 2015 -17 and PGDMFS 2015-16 batches Programmes commenced from 10th August 2015. Mr. K. Illango, Director, RSM Autokast was the Chief Guest for the Inauguration.
8. As a part of the Orientation Programme the following activities were conducted during 10-12 August 2015:

- ❖ Chief Mentor, Prof. S. Balasubramanian, delivered a talk on “Management Education and its Relevance” and Dr. J. Anitha, Associate Professor conducted a session on “Ice Breaking”.
 - ❖ Mr. R. Varadaraj, COO and Director, Rajshree Sugars delivered a talk on “Industry-ready MBA” and Dr. R. Savitha, Associate Professor conducted a session on “Academic Processes and Systems”.
 - ❖ Ms. S. Sathyapriya, Assistant Professor and Mr. M. Venugopal, Senior Systems Manager, conducted a session on “Use of Technology”; Ms. R. Ananthi, Assistant Professor, conducted a session on “Case Methodology of Teaching” and Ms. Vandana Madhav Kumar, Assistant Professor, conducted a session on “Industry Interface” on 11th August 2015.
 - ❖ Ms. V. Valarmathi, Alumni of GRGSMS along with Ms. V. Shanmathi of 2014-2016 batch delivered a session on “Life at GRGSMS”; Dr. B. Sripirabaa, Associate Professor conducted a session about “Learning Management System” (Moodle); Dr. N. Anitha, Associate Professor conducted a session on “Entrepreneurship Development” and Ms. S. Sathyapriya, Assistant Professor delivered a talk on “Forum Activities” on 12th August 2015.
9. Dr. N. Anitha, Associate Professor has organized an Entrepreneurship Awareness Program Phase II in Association with ICTACT - EDI, Chennai during 10 - 14 August 2015. Dr. R. Savitha, Associate Professor, was one of the resource persons for a Session on “How to raise the capital for business?” The other Resource Person of the programme was Mr. Venkatesh Raja, Senior Soft Skill Trainer, Cross Roots, Chennai. 20 students attended the Program, Ms. M. Abinaya (II MBA), Ms. R K Sonika (II MBA) were selected for the Advance Training Program Phase III by ICTACT - EDI Chennai. On 14th the students of II MBA visited CRI pumps.
 10. Students of GRGSMS celebrated 69th Independence Day on 12th August 2015.
 11. Our Chief Mentor, Prof. S. Balasubramanian, and Dean Prof. P. Sadhasivam attended the Meeting of the GRGSMS Academic Advisory Body on 13th August 2015.
 12. Dr. S. Kavitha, Associate Professor, Ms. S. Sathyapriya, Assistant Professor and Ms. S. Sangeetha, Assistant Professor attended CII Connect Coimbatore 2015 conference on the topic “Are you learning as fast as the world is changing” at Le Meridien, Coimbatore on 13th August 2015.
 13. Mr. M. Ramesh, Managing Director, Alpha craft Pvt. Ltd. delivered a CXO talk on “Recent trends in Business and Industry Expectations from MBA Graduates” on 13th August 2015.
 14. 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.

15. Mr. S. Karunanithi, Senior General Manager - Information Technology, Suguna Foods Limited, Coimbatore delivered a guest lecture on “Operational CRM” - for II year MBA Marketing students as a part of the Course “Creating, Nurturing and Managing Customer Relationships” on 14th August 2015.
16. Our Chief Mentor, Prof. S. Balasubramanian, Dean Prof. P. Sadhasivam attended the Meeting of the CII Coimbatore Steering Committee on NHEC 2015 at PSGIM on 19th August 2015.
17. As a part of the E-Talk series, Mr. C K Kumaravel, CEO and Co Founder, Naturals shared his entrepreneurial experience with I and II MBA Students on 19th August 2015.
18. The election for Shreyas office bearers 2015-16 for I MBA and PGDMFS was conducted on 19th August 2015. The following students were elected for the respective positions Vice President: Ms M Femitha Parveen, I MBA Sec 2; Executive Members: Sec I : Ms N Akshaya, Sec 2 : Ms RB Tharaneesha and PGDMFS : Ms Karthik Priya.
19. Our Chief Mentor, Prof. S. Balasubramanian, attended the Council Meeting of AIMA at Chennai on the 20th August 2015.
20. Our Dean, Prof. P. Sadhasivam, Dr. B. Sripirabaa, Associate Professor, Dr. J. Anitha, Associate Professor and Ms. Vandana Madhavkumar, Assitant Professor attended the CII HR Conclave in the theme ‘Make in India: A Tectonic shift for Human Resources’ on 21st August 2015.
21. Mr. C. N. Ashok, Director, Auto Print Machinery Manufacturing Company, Coimbatore inaugurated the GRGSMS Students Forum - *SHREYAS* -on 21st August 2015. New office bearers of ‘Shreyas’ 2015-16 were administered the oath of office.
22. Mr. S. Prashanth, Executive Director, Quadrasystems.net (India) Private Limited, delivered a CXO talk on ““Fostering Industry-Institute Partnership for student skill building” on 22nd August 2015.
23. Students of Knowledge forum conducted various activities like, Logo Hunter, Puzzle and Fun with Words as a part of forum activity on 26th August 2015.
24. As a part of Industry Visit, 19 students of II MBA visited ‘Ventura Pumps’, along with our faculty members Dr. S. Suganya, Assistant Professor and Ms. S. Sangeetha, Assistant Professor on 27th August 2015.
25. Our Dean, Prof. P. Sadhasivam, Dr. R. Savitha, Associate Professor, Dr. S. Kavitha, Associate Professor, Ms. R. Ananthi, Assistant Professor along with four students of II MBA participated in AIMS Annual Management Education Convention 2015 held at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore during 25-27, August 2015.
26. Dr. R. Savitha, Associate Professor presented about innovation in the Curriculum and Syllabi adopted in GRGSMS and won Silver Medal in the ‘We School Innovation Award’ in the AIMS Annual Management Education. Dr. S. kavitha, presented a paper for

- J.L.Batra Research Paper Award Contest, Students Ms. R. Sowmithiya, and Ms. Vallishree Narayanan, Ms. R. Shanmathi and Ms. Deepika presented Papers “Best Student Paper Award” and Ms. R. Ananthi, Assistant Professor presented for “AIMS Best Case Award”.
27. Dr. S. Suganya, Assistant Professor published an article entitled "Retailers perception on sales promotion for Beauty and Personal care products" in the "International Journal of Business and Management"- ISSN-2321-8916 Volume III, Issue VIII, August 2015.
 28. Our Chief Mentor, Prof. S. Balasubramanian participated in the Silver Jubilee Celebrations of GRG Memorial Higher Secondary School at Vazhaithottam, Nilgiris on 29th August 2015.
 29. Dr. J. Anitha, Associate Professor and Ms. M. Aruna, PhD Research Scholar, published the following papers:
 - 'Enablers of Employee Retention of Generation Y employees in an Organisation 'in the SCMS Journal of Indian Management Vol 12, Issue 3 '
 - Assessing the impact of work related factors on Employee Engagement of Gen Y workforce' in Prerana, Vol 7, issue
 - Enablers that aid in Retention of Millennial Workforce' in *Ushus Journal of Business Management* Vol 14, issue 1
 30. Mr. M. Venkatesh Prabu, Assistant Professor has participated and presented a paper on, "Women and Sustainable Business: Prospects and Challenges" in the International Conference on 'The Paradigm of Triple Bottom Line - Risk, Ethics, Governance, Sustainability' organised by St. Joseph's College of Commerce, Bangalore during 31st August-1st September, 2015 and was published in SJCC Management Research Review - Special Issue, ISSN: 2249-4359, Pg: 49-59.
 31. We have completed the Admission for MBA 2015-17 with 92 students and PGDMFS with 13 students.