

From the Editor

Dear Readers

'Change is the only thing which does not change'. Business as such has seen paradigm shifts, in terms of thinking, being and doing. The process right from production to marketing has seen many revolutionary changes. It is a big challenge for management schools to change their content and way of delivery so that our future young business leaders appreciate the changes in the present business scenario. In our Institution we are equipping ourselves to face the challenge by organizing and participating in various events which gives inputs on the present happenings in the industry.

We are glad to present this issue of Impressions detailing on the activities of students, faculty and the institution in the past six months.

We look forward to your suggestions and feedback.

Wish you a Happy Reading!

- Ms. S. Sathyapriya

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.

Institutional Recognition and Awards

- GRGSMS won the Silver Medal in the "AIMS We School Innovation Award" contest in the 25th Annual AIMS Convention held at BVIMSR Navi Mumbai during 22-24th August 2013.
- GRGSMS MBA Programme has been accredited by the National Board of Accreditation, New Delhi (NBA) with effect from 27th August 2013.



From the Director

GRGSMS has indeed undergone a transformational change over the last five years. We have a committed team of faculty, able support staff, appropriate systems and processes, and abundance of willingness for continuous learning. It is true that we too have suffered from the universal phenomenon of reduced number of applications for admissions, but have managed to float above the water. We are now at a stage when we need to revolutionise our curriculum to make it the key differentiator and our competitive advantage.

With this in view, we have redesigned our curriculum for the next academic year. We strongly believe that students, by and large, can gain 'knowledge' on their own from multiple sources, thanks to advancement in technology. We, as an institution, need to provide them with opportunity to gain skills and build the right attitude. In other words, focus should shift from 'knowing' to more of 'doing' and 'being'. From being teacher-centric to more student-centric. From in-class learning to more of out-of-class learning.

We have attempted to make our new curriculum relevant to the needs of an emerging world that is complex, uncertain, ambiguous, and unpredictable. We hope that we have played our part in creating the eco-system. Let the flowers and fruits bloom! Stage is set, orchestra arranged, let the dance begin!



- Prof. S. Balasubramanian

- GRGSMS has been ranked A+ by Business India in the issue November 11-24, 2013.
- GRGSMS was awarded the Lokmat National Education Leadership Award for "B-School with Excellent Industry Interface" in February 2014
- GRGSMS is also conferred the "Innovation in Building Academia and Industry Interface Award" by DNA and Star of the Industry Group Award in February 2014.



Dr. P. Sadhasivam, Professor receiving the "Innovation in Building Academia and Industry Interface Award"

Faculty Updates

Mr. M. Venkatesh Prabu, Assistant Professor delivered a talk on "Customer Relationship Management for MSME's" to the members of Rotary Uptown Coimbatore on 2nd August 2013.

Our Dean, **Prof. S. Ranganathan** attended International Accreditation Workshop organised by SEAA New Delhi at Bengaluru on 5th August 2013.

Mr. M. Venkatesh Prabu, Assistant Professor attended a two-day Faculty Development Programme on "Personality Development" conducted by ICTACT during 13-14 August 2013.

Dr. J. Anitha, Associate Professor judged the event 'Mock Press' organised by the Business Administration Association of Department of Business Management (IB&RM) of PSGR Krishnammal College on 26th August 2013.

Dr. B. Sriprabaa, Associate Professor and **Dr. P. Paramanandam**, Associate Professor attended "HR Conclave 2013" conducted by PSGIM at Hotel Residency on 30th August 2013.

Dr. P. Sadhasivam, Professor participated in the two-day workshop on "Focused Leadership" organised by CMA during 31st August and 1st September 2013 at Hotel Aloft.

Dr. J. Anitha, Associate Professor conducted a training programme to 17 participants of Roots Horns Division on "Role of Employees in Organisation Development" on 27th September 2013.

Dr. P. Paramanandam, Associate Professor attended "National Colloquium on HR: The Road Ahead" organized jointly by XIME and NHRD Bangalore at Bangalore on 28th September 2013.

Dr. B. Sriprabaa, Associate Professor and **Ms. M. Gowri**, Assistant Professor attended a workshop organised by Mykclassroom.com at The Hotel Residency on 30th September 2013.

Ms. M. Gowri, Assistant Professor attended a session on the "New Companies Act 2013" organised by CII on 18th October 2013 at Hotel Aloft, Coimbatore.

Dr. Zenetta Rosaline, Associate Professor attended an FDP on "Future Plan of Action" at ICTACT, Chennai on 20th October 2013.

Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of B-School Placement Professionals Consortium on 25th October 2013 at SNR & Sons College, Coimbatore.

Dr. P. Sadhasivam, Professor and **Dr. B. Sriprabaa**, Associate Professor along with four students of II MBA - Ms. M. D. Lakshmi, Ms. S. Vinodhini Viswanathan, Ms. A. Benazir - and Ms. V.M. Deepthi of I MBA attended the ABBS 5th BRICS Students Meet and ABBS Biennial Conference at Shanghai, China during October 25-28, 2013.

Dr. J. Anitha, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor presented a debriefing session of their Industry Immersion programmes in Roots

Industries Limited and Super Spinning Mills Limited of Sara Elgi Group respectively, on 5th November 2013.

Mr. M. Venkatesh Prabu, Assistant Professor delivered a talk on "Expectations of the B-Schools from Industry" during a 'Meeting of the Industry Coordinators of Educational Institutions in Coimbatore' organised by Roots Industries Limited, Coimbatore on 9th November 2013.

Ms. R. Sunitha Shree, Assistant Professor participated in the Faculty Development Programme on "Security Analysis and Portfolio Management" at KCT Business School, Coimbatore on 11th November 2013.

Dr. P. Sadhasivam, Professor attended the 6th International Accreditation Conference organised by SEAA Trust at New Delhi during 11-12 November 2013.

Dr. P. Sadhasivam, Professor addressed the Rotary Club of Coimbatore Uptown on "Neuro Marketing" on 15th November 2013.

Ms. R. Subharanjani, Assistant Professor attended a 3-Day Faculty Development Programme on "Financial Derivatives and its Trading Strategies" organized by PSG Institute of Management during 14-16, November 2013.

Dr. B. Sriprabaa, Associate Professor, **Dr. S. Ranganathan**, Dean, **Ms. S. Sathyapriya**, Assistant Professor and **Dr. J. Anitha**, Associate Professor offered training on "Learning Management System, Moodle" to PSGRKC faculty members during 26-28 November 2013.

Our Director, **Prof. S. Balasubramanian**, **Dr. B. Sriprabaa**, Associate Professor, **Dr. P. Sadhasivam**, Professor attended CII National Higher Education Conclave 2013 at Le Meridien on November 29-30, 2013.

Ms. S.R. Deepika, Lecturer was the resource person for the session on "Entrepreneurship Awareness" organised by Innovation and Entrepreneurship Development Centre (IEDC) of PSGRKCW on 3rd December 2013.

Ms. S.R. Deepika, Lecturer attended a workshop on "Time Series Analysis" at IIT, Madras on 7th December 2013.

Mr. M. Venkatesh Prabu, Assistant Professor attended ICTACT Bridge Conference, Salem Edition on 18th December 2013 at Hotel Park Plaza.

Dr. J. Anitha, Associate Professor and **Ms. L. Gowri Lingeswari**, Assistant Professor attended a one-day workshop on "Finance for Non-finance Executives" on 21st December 2013 organised by CMA.

Dr. P. Sadhasivam, Professor moderated a session on "Globalized Approach towards a Paradigm Shift in Women and Young Adult Development: A Multi-Dimensional Perspective" in the two-day International Conference organized by PSGR Krishnammal College for Women during 23-24 January 2014.



Our faculty and students at ABBS 5th BRICS Students Meet and ABBS Biennial Conference at Shanghai, China

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Dr. R. Savitha, Associate Professor attended an International Conference on "Revisiting the MBA in the Asia Pacific Context" at XIME Bengaluru on January 30-31, 2014.

Dr. B. Sripirabaa, Associate Professor and **Dr. J. Anitha**, Associate Professor offered a one day workshop on 'Application of SPSS in Research' to the PG students and M. Phil Scholars of Nirmala College for Women on 4th February 2014.

Our Director, **Prof. S. Balasubramanian**, **Dr. B. Sripirabaa**, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor attended CMA Students Management Day on 8th February 2014 at PSGIM.

Ms. Vandana Madhavkumar was the Judge at the paper presentation contest of "SIGRUN 2014" the intercollegiate meet of RVS Institute of Management Studies and Research on 8th February 2014.

Dr. B. Sripirabaa, Associate Professor, **Dr. J. Anitha**, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor, attended the Annual Conference 2014 of NIPM, Coimbatore Chapter on the theme 'Human Transformation to improve the Bottom line', during 21 - 22 February 2014, at Le Meridien, Coimbatore.

Our Director, **Prof. S. Balasubramanian**, **Dr. P. Sadhasivam**, Professor and **Ms. M. Gowri** attended CII Tides Leadership Summit at The Residency, Coimbatore on 27th February 2014.

Congratulations!!!

Ms. S.R. Deepika, Lecturer, successfully completed her UGC NET Examination held June 2013.

Ms. S. Sathyapriya, Assistant Professor successfully completed the Faculty Development Programme in Management at IIM - Ahmedabad during 10th June -28th September 2013

Ms. R. Savitha, Associate Professor successfully defended her PhD thesis at the viva-voce held on 3rd January 2014.

Grants received

Ms. R. Savitha, Associate Professor received a funding of Rs. 1.00 lakh from AICTE towards a Seminar Grant for a National Conference on 'Indian Financial Services Sector' for the academic year 2013-14 which was held on 30th November 2013.

Dr. B. Sripirabaa, Associate Professor received a funding of Rs.1.15 lakh from AICTE towards a Seminar Grant for the National Conference on 'Building Futuristic Organizations: Developing Sustainable Competitive Strategies' held in April 2013.

Dr. Zenetta Rosaline, Associate Professor has been sanctioned a funding of Rs.1.00 lakh from EDI, Chennai on 22nd October 2013 to set up an Entrepreneurship Development Centre at GRGSMS.

Visit to Premier Institutions

Our faculty members along with our Director, Prof. S. Balasubramanian visited Great Lakes Institute of Management (GLIM), Chennai on 20th September 2013. The primary objective of the visit was to interact with senior faculty and understand some of their best practices relating to curriculum design and development, delivery in class, evaluation and assessment, accreditation and assurance of quality standards, admissions and placement.



Faculty Visit to Great Lakes Institute of Management

Workshop / Conference / Seminar

GRGSMS hosted the preliminary round of CII Teachers Day Celebrations - Case Competition on Wednesday, 11th September, 2013. Three teams from GRGSMS participated.

Ms. R. Savitha, Associate Professor and **Ms. R. Sunitha Shree**, Assistant Professor presented a case titled "Sustainability of Shloklabs: Future Challenges"; **Dr. P. Sadhasivam**, Professor and **Ms. R. Chitra**, Assistant Professor presented a case titled "Why Should Customers Defect a case on Thulasi Pharmacy India Pvt. Ltd."; and **Dr. B. Sripirabaa**, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor presented a case titled "Human Resource Management Challenges of Small Business". Two teams of GRGSMS **Dr. P. Sadhasivam**, Professor and **Ms. R. Chitra** and **Ms. R. Savitha**, Associate Professor and **Ms. R. Sunitha**

Shree, Assistant Professor were shortlisted for the finals at CII Campus on 18th September 2013.

Mr. M. Venkatesh Prabu, Assistant Professor won the Best Paper Award for the paper titled, "Mediating Effect of Customer Satisfaction on Service Quality and Customer Loyalty in Supermarkets in Coimbatore" at the "Marketing Conclave - MarkIT" organised by LIBA Chennai during 26-27 September 2013.

Ms. R. Sunitha Shree, Assistant Professor presented a case study titled, "Shree Madhu Creations: Failure of Order Tracking System" at the 3rd South Asian Management Research and Case Conference 2013 (SAMRC) organised jointly by Lahore University of Management Sciences and IIM, Bangalore during 27th - 29th December 2013 at IIMB.

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Dr. J. Anitha, Associate Professor and **Ms. Preetha F. James**, Research Scholar presented a paper titled, "Impact of Emotional Exhaustion in Business Excellence" at the National Conference on 'Mapping Business Excellence' organised by KCT Business School on 29th November, 2013.

Ms. R. Chitra, Assistant Professor presented a paper titled, "Evaluating the Customer Loyalty through Service Quality Dimensions" and **Dr. B. Sripirabaa**, Associate Professor and **Ms. T. Muthulakshmi**, Research Scholar presented a paper titled, "Investigating the HRM Practices in a Manufacturing Firm and its Impact on Job Satisfaction: An Empirical study" at the National Conference on "Emerging Trends in Business" organised by Christ University, Bengaluru during 12th and 13th December 2013.

Ms. M. Gowri, Assistant Professor and **Ms. G. Ramya**, II MBA presented a research paper titled, "A study on Capital Structure and Leverage with Special Reference to Tata Motors Limited" at the SIMS Annual International Research Conference, SIMSARC 2013 conducted by Symbiosis Institute of Management Studies, Pune during 12th and 13th December 2013.

Ms. Vandana Madhavkumar, Assistant Professor won the 'Best Paper in HR' Award for the paper titled, "Employer Attractiveness and Work Goal Preferences: Perspectives of Potential Student Applicants" presented at the National Conference on "Emerging Trends in Business" organised by Christ University, Bengaluru during 12th and 13th December 2013.

Dr. B. Sripirabaa, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor presented a paper titled, "A Study on the Effect of Organisational Reputation on Organisational Attraction" at the 2nd International Conference on "Managing Human Resources at the Workplace" during 13th and 14th December 2013 at SDM IMD, Mysore.

Ms. R. Chitra, Assistant Professor and **Ms. M. Muthu Mangai**, MPhil Research Scholar presented a paper titled, "Reverse Innovation: An Overview" at the two-day National Conference on "Rural Entrepreneurship: An Inclusive Strategy for Managing Regional Imbalances" during 18th and 19th December 2013 organised by Sree Saraswathi Thyagaraja College.

Ms. M. Gowri, Assistant Professor presented a research paper titled, "Assessing the Financial Health of Select Automobile Companies in India: Quantitative Approach using the Z-Score Multi-Discriminant Financial Analysis Model" at the Yale - Great Lakes 8th International Research Conference conducted by Great Lakes Institute of Management (GLIM), Chennai on 30th December 2013.

Dr. P. Paramanandam, Associate Professor, presented a paper on "Reframing Business Leadership for a Global Economy" in a National Conference on "India Specific Challenges in Global Growth Dynamism - A Management Perspective" organized by Sree Saraswathi Thyagaraja College, Pollachi on 9th January 2014.

A paper titled "Factors Influencing Implementation of MIS in Organisations" authored by **Dr. J. Anitha** and **Ms. S. Sathyapriya** was presented in the International Management

Convention, 2014, on the theme Business of Being in Business: New Perspectives, organised by Asian School of Business Management, Bhubaneswar in collaboration with AMDISA on 7th Feb 2014.

Dr. P. Paramanandam, Associate Professor, presented a paper titled "Business Ethics in a Changing Global Business Environment" in the ICSSR & SBI sponsored National Seminar organised by the Department of Commerce, PSGR Krishnammal College for Women held on 11th February, 2014.

Ms. M. Geetha, Research Scholar, and **Dr. B. Sripirabaa**, Associate Professor, presented a paper titled "An Investigation of the Level of Emotional Intelligence level among educators in Coimbatore City" in the National Conference on "Transnational Strategies" organized by Dept. of Business Administration with Computer Application at Sri Krishna Arts and Science College, Coimbatore on 12th February 2014.

Ms. P.M. Reema, Research Scholar and **Dr. J. Anitha**, Associate Professor presented a paper titled "Competency Mapping Model: A drive for Educational Institutions" in the National Conference on "Transnational Strategies" organized by Dept. of Business Administration with Computer Application at Sri Krishna Arts and Science College, Coimbatore on 12th February 2014.

Ms. M. Geetha, Research Scholar, and **Dr. B. Sripirabaa**, Associate Professor, presented a paper titled "Assessing the Level of Self Efficacy among Higher Education Educators in Coimbatore City" in the International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by Sri Ganesh B-School, Salem on February 25, 2014

Ms. R. Chitra, Assistant Professor along with **Ms. Muthu Mangai**, M.Phil Scholar presented a paper titled "A study on Impact of packaging by retailers towards consumer buying decision with special reference to Kannan Departmental stores" in the International Conference on "Emerging Paradigms in Management Research" jointly organised by faculty of Management, Vivekananda Institute of Information and Management Studies for Women, Tiruchengode in association with Mother Teresa Women's University held during 27-28 February 2014.

Dr. Zenetta Rosaline, Associate Professor along with M.Phil scholars **Ms. M. Kalaimathi** and **Ms. R. Saranya** presented two papers (1) Employee Behaviour Approach and (2) HR Branding in the International Conference on "Emerging Paradigms in Management Research" jointly organised by faculty of Management, Vivekananda Institute of Information and Management Studies for Women, Tiruchengode and Mother Teresa Women's University held during 27-28 February 2014.

Ms. M. Geetha, Research Scholar, and **Dr. B. Sripirabaa**, Associate Professor, presented a paper titled, "Assessing the Level of Emotional Intelligence and Self Efficacy among Higher Education Educators in Coimbatore City" in the International Conference on Emerging Paradigms in Management Research organized by VIMS Institute of Technology and Management Studies, Namakkal on 28th February 2014.

Research and Publications

Dr. P. Paramanandam, Associate Professor published a paper titled, "Psychological Empowerment and Occupational Stress among the Managerial Personnel of Automobile Industry" in the Management Insight, Volume IX, Number 1 (ISSN 0973 - 936X).

Dr. B. Sripirabaa, Associate Professor published a paper titled, "SSECAT: A Tool in Education the Capability of Educators" in the Ugandan Journal of Management And Public Policy Studies Volume 4 Number 1, November 2012 (ISSN 2028-7049)

Dr. P. Paramanandam, Associate Professor published a paper titled, "Efficacy of Yoga in Managing Stress among Middle Level managers of Textile Industry" in Ushus Journal of Business management, Volume 12, Issue No.1 (ISSN 0975-3311).

Ms. M. Gowri, Assistant Professor published a paper titled, "Financial Inclusion in India" in Aweshkar: A Peer Reviewed Research Journal, Volume XVI, Issue 2 (ISSN 0974 - 1119).

Dr. J. Anitha, Associate Professor published a paper titled, "Determinants of Employee Engagement and their Impact on Employee Performance" in the International Journal of Productivity and Performance Management, Vol. 62, No. 8, Emerald Publications

Dr. J. Anitha, Associate Professor along with **Prof. R. Krishnaveni** of PSGIM, published a paper titled "Professional Characteristics of an Educator: A Survey of Literature" in the Journal of Management and Development Studies, Vol. 25, Issue 1 by Nepal Administrative Staff College.

Dr. B. Sripirabaa, Associate Professor published a paper titled, "Antecedents of Employee Engagement and its Impact on Employee Attractiveness" in Journal of Applied Management Research, Volume 2, Issue No.1 (ISSN: 2319 - 1228).

Dr. J. Anitha, Associate Professor along with **Ms. M. Aruna**, Research Scholar, published a paper titled, "Adoption of HRIS in Organisations" in SDIMMD Journal of Management, September 2013 issue

Dr. P. Paramanandam, Associate Professor published a paper titled, "Quality of Work Life and Job Satisfaction" in the International Management Research Review, Volume II, Issue I (ISSN 2231 - 251X).

Dr. J. Anitha, Associate Professor along with **Prof. R. Krishnaveni** of PSGIM published a paper titled, "Influence of Teaching Experience on Teacher Efficacy" in Journal of Applied Management Research, Vol. 2, No. 1, June 2013

Dr. P. Paramanandam, Associate Professor published a paper titled, "Narcissistic Personality and Perceived Stress among the Employees of a Shipyard" along with Ms. P.S. Shobita in the Journal of Commerce and Management Research, Volume 3, Issue 3 (ISSN-2249-0442).

Mr. M. Venkatesh Prabu, Assistant Professor published a paper titled, "Consumers Attitude towards the Local and Foreign Brands in retail Services Industry in India", in the

Journal, SJCC Management Research Review - Vol 3 No. 1 June 2013 (ISSN - 2249 - 4359).

Dr. J. Anitha, Associate Professor published an article titled, "Teacher Efficacy, Crucial at B-Schools" in the opinion column of the e-magazine Education Insider.

Dr. B. Sripirabaa, Associate Professor, along with Research Scholar, **Ms. V. Subha** published a paper titled, "A Study on Identifying the Employer Image Perceived by Employee in IT Sector" in International Journal of Management and Social Science research, Vol.2, No.10, pp.19-22.

Dr. J. Anitha, Associate Professor and **Mr. P. Senthil Prakash**, PhD Research Scholar published a paper titled, "Gender Discrimination and Wage Gap: A Literature Review" in C.A.R.E Journal of Management, Vol.3, November 2013.

Dr. P. Paramanandam, Associate Professor published a paper titled, "Organisational Justice and Job Satisfaction among the Employees of an Auto Component Manufacturing Company" in the refereed journal, Sumedha Journal of Management, Volume 2, Number 4 (ISSN 2277 - 6753).

Ms. R. Chitra, Assistant Professor published a paper titled, "Assessing Store Attributes Contributing to Shopping Behaviour of the Customers" in the Journal of Commerce and Management Research, December 2013 Vol 3 Issue 3 pp 64-72, ISSN 2249-0442.

Ms. R. Chitra, Assistant Professor published an article titled, "An Empirical study on Customers Purchase Intention towards Branded Apparels" in Indian Journal of Research in Management, Business and Social Sciences Vol 2 Issue 1, Pp 40-43, January 2014.

Dr. P. Paramanandam, Associate Professor, published a paper titled, "Stress Resilience and Job Satisfaction among the Employees of a Shipyard" in the Indian Journal of Research in Management, Business and Social Sciences, Volume 2, Issue 1 (eISSN: 2321-9874 | ISSN No. 2319-6998).

Dr. B. Sripirabaa, Associate Professor along with **Dr. R. Krishnaveni**, Associate Professor, PSGIM published a paper titled, "HRCAP Score Grid: A Tool for Sustainable Development of HRM Function" in Global Journal of Research in Management, Volume 3, No.2, December 2013 pp. 15-26.

Ms. R. Chitra, Assistant Professor along with **Dr Rupa Gunaseelan**, Associate Professor, BSMED, published a paper titled, "Customer's expectations towards shopping behaviour in Retail Outlets" in International Journal of Research in Business Management (IMPACT : IJRBM); ISSN(Print): 2347-4572; ISSN(Online): 2321-886X, Vol. 2, Issue 2, Feb 2014, pp 43-52.

Ms. R. Chitra, Assistant Professor published an article titled, "An Empirical study on Customers Purchase Intention towards Branded Apparels" in Indian Journal of Research in Management, Business and Social Sciences Vol 2 Issue 1, Pp 40-43, January 2014.

Dr. P. Paramanandam, Associate Professor published a paper titled, "Big Five Personality and occupational Stress among the Managerial personnel of Automobile Industry" in the Journal Prathibimba, Volume 14, Issue 1 (ISSN: 0972 - 5466).

Director's Corner

A gist of activities of our Director, Prof. S. Balasubramanian :

Visited Titan Industries, Bengaluru for Consultancy, on 27th August 2013.

Attended a meeting organised by CII at Taj Vivanta to meet with a delegation from Australia on 24th September 2013.

Attended the 40th National Management Convention of AIMA at Delhi during 26-28 September 2013. He also attended the 54th AGM and the Council Meeting of AIMA.

Attended a meeting at CII Coimbatore on NHEC 2013 on 8th October 2013.

Was the Chief Guest and inaugurated the National Research Seminar at Karpagam University on 25th October 2013.

Attended a meeting at CII Coimbatore on NHEC 2013 on 28th October 2013.

Conducted an MBTI Programme for the Executives of Cameron Manufacturing Company on 13th November 2013.

Attended AIMS Executive Board Meeting at Mumbai on 19th November 2013.

Conducted a Management Development Programme on "Understanding Personality Differences" organized by CMA at The Residency, on 23rd November 2013.

Attended AIMA South Zone LMA Meeting on 7th December 2013 at Hotel Le Meridien.

Attended the Board Meeting of AIMA at Kolkata during 17th and 18th December 2013.

Attended an interactive session with Dr. Kiran Bedi organised by CII on 7th February 2014.

Attended a meeting of CII to discuss Educational Academy for Skill Development on 13th February 2014.

Attended the Meeting of CMA on 14th February 2014.

Faculty Honoured

Our Director, **Prof. S. Balasubramanian**, has been elected to the Council of Management of the All India Management Association (AIMA) for the period 2013-15

Our Director, **Prof. S. Balasubramanian** has been elected as a Member of the Executive Board of AIMS for the year 2013-2014.

Our Director, **Prof. S. Balasubramanian** has been elected the Secretary, and **Dr. B. Sriprabha**, Associate Professor as a member of the Managing Committee of Coimbatore Management Association for the year 2013-14.

Dr. J. Anitha, Associate Professor has been nominated as member of Board of Studies of BBA at Nirmala College for Women.

Ms. Vandana Madhavkumar, Assistant Professor participated in ICTACT Bridge 2014 conference on 26th February 2014 at Chennai. She was also a nominee for the Best Techno Faculty Award.

The only way to do great work is to love what you do.

- Steve Jobs

FDPs/ MDPs/Workshops/Conference Conducted

Ms. S.R. Deepika, Lecturer and **Ms. S. Sathyapriya**, Assistant Professor organized a One-Day Workshop on "Currency Derivatives" on 23rd November 2013. 32 Faculty Members and Industry Executives from various institutions and industries participated in this Programme.

Ms. R. Savitha, Associate Professor and **Ms. R. Sunitha Shree**, Assistant Professor conducted an AICTE-sponsored National Conference on "Contemporary Issues in Indian Financial Services Sector" on 30th November 2013. **Mr. C.R. Rajagopal**, Partner, Deloitte Haskins and Sells was the Chief Guest for the Conference.



AICTE-sponsored National Conference on "Contemporary Issues in Indian Financial Services Sector"

Dr. P. Sadhasivam, Professor and **Ms. R. Chitra**, Assistant Professor organized a one-day Management Development Programme on "Creating and Building Brands" on 21st December 2013. Twenty one executives from various companies attended the programme.

Industry Day

GRGSMS Industry-Institute Interface Day 2013 was held on 4th December 2013. The Chief Guest was Mr. N.K. Ranganath, Managing Director, Grundfos India, Chennai. Our Secretary, Mrs. Nandini Rangaswamy presided over the function. Our Director, Prof. S. Balasubramanian was the panel moderator. The theme of the Annual Industry day was 'Changing Management Paradigms and challenges for Management Education'. The panel speakers representing the academia were Prof. R.C. Natarajan, Director, TAPMI Manipal and Air Vice Marshal (Retd) Rtn. Dr. N. Vijayakumar AVSM VSM, Founder and Principal, SNT Global Academy of Management Studies and Technology. Speakers representing the industry were Mr. Omprakash, Vice President, Deloitte Consulting India, Bengaluru, Mr. R. Venugopal, Centre Head, Robert Bosch Engineering and Business Solutions Limited and Mr. M. Ramesh, Founder and Managing Director, Alphacraft Pvt Ltd.



Panel Discussion on Industry Day

Internal Faculty Seminars

List of Internal Faculty Seminars delivered by our Faculties are:

Dr. J. Anitha, Associate Professor on "Self- Efficacy" - 12th August 2013.

Ms. R. Chitra, Assistant Professor on "Evaluating Interrelationships among Retail Store Image, Travel Distance, Satisfaction and Behavioural Intentions" - 13th August 2013.

Ms. M. Gowri, Assistant Professor on "A Study on Financial Literacy among Young Employees in Coimbatore City" - 19th August 2013.

Mr. M. Venkatesh Prabu, Assistant Professor on "A Study on Consumers Attitude towards the Local and Foreign Brands in Retail Service Industry in India" - 27th August 2013.

Ms. R. Sunitha Shree, Assistant Professor on "A Comparative Study on Non-Performing Assets of Indian Banks" - 25th September 2013.

Ms. S. R. Deepika, Assistant Professor on "A study on the Interdependence of the Stock Markets of Emerging and Developed economies" - 30th September 2013.

Ms. L. Gowri Lingewari, Assistant Professor on "Creating Positive Brand Image through Augmented Reality QR Codes" - 3rd October 2013.

Dr. Zenetta Rosaline, Associate Professor, on "Talent Management - A Futuristic Perspective" - 7th October 2013.

Ms. R. Subharanjani, Assistant Professor on "Empirical Examination of Black-Sholes Call Option Pricing Model in NSE" - 22nd October 2013.

Ms. Vandana Madhavkumar, Assistant Professor on "Identifying the Determinants of Employer Attractiveness and its Effects on Job Choice Decisions" - 28th October 2013.

Ms. S. Sathyapriya, Assistant Professor on "A Study on Impact of Intellectual Capital on Firms' Financial Performance" - 28th December 2013.

Dr. P. Paramanandam, Associate Professor on "A Study on Organisational Justice and Commitment among the Employees of an Auto Component Manufacturing Company" - 4th February 2014.

Dr. P. Sadhasivam, Professor on "Measurement of Brand Image" - 12th February 2014.

Dr. J. Anitha, Associate Professor on "Influence of Supervisory styles on Performance Appraisal System" - 24th February 2014.

CXO / Guest talks

Mr. Ramanathan Somasundaram, CEO v Socialize.com delivered a guest lecture on "Implementation of Social Media - Strategies and Measurement" as a part of the Marketing course to the students of II MBA on 5th August 2013.

Mr. D. Srinivasan, Chief Executive, Rural Extension Service Trust delivered a guest lecture on "Risks in Microfinance Institutions" for our II MBA Students as a part of Micro Finance on 29th August 2013.

Mr. S. Ramamurthy, CEO, Fluidics, Coimbatore delivered a CXO talk on "Attitude at Success" on 21st October 2013.

Ms. Renju, Regional Marketing Manager, ICICI Securities, Chennai delivered a Seminar on "Stockmind - Season 2" for II MBA (Finance students) on 25th October 2013.

Dr. A.G.V. Narayanan, Dean, Faculty of Management, EBET Group of Institutions, Erode delivered a guest lecture on "Breaking the Advertising/Marketing Clutter through Innovation in Global Scenario" on 18th November 2013.

Dr. V. Lakshmi Narasimhan, Senior Vice President of Srikar & Associates International Inc., USA delivered a guest lecture on "Business Intelligence and Analytics" on 26th November 2013.

Mr. Sivakumar Palaniappan, Author and Motivational Trainer, Key Note Speaker, Career Coach and Happiness Consultant delivered the guest talk on "Communicating through the Social Media" on 27th November 2013.

Mr. Stephen Francis, HR Professional, Rajshree Sugars and Chemicals delivered a guest lecture on "Performance Management System" for the students of II MBA on 6th January 2014.

Mr. S. Sathish kumar, Manager - Production from Italindia Packplus Private Limited and Co-ordinator with MacDue, their Italian counterpart, shared his experiences as an expatriate with the II year MBA students as a part of the course International Human Resource Management, on 21st January 2014.

Ms. S. Helena Susan, Manager - HR, of ATS-ELGI, presented a guest lecture on 'Pre-departure Training for International Assignees' as a part of the course, International Human Resource Management on 18th February 2014.

Our students of II MBA had an interactive session with **Mr. Jeremy Blain**, MD, Cegos Asia Pacific Pte Ltd., Singapore on 25th February 2014.

Leaders must be close enough to relate to others, but far enough ahead to motivate them.

- John C. Maxwell

Faculty Retreat

Our Director, Prof. S. Balasubramanian, our Dean, Prof. S. Ranganathan along with our faculty members went on a retreat to Great Mount Resort, Pollachi during 17-18 August 2013. Strategies and action plans for 2013-14 were discussed and prepared.



Faculty Retreat at Great Mount Resort, Pollachi

Industry Visit

Dr. J. Anitha, Associate Professor arranged for an industrial visit for students at Roots Industries, Coimbatore as a part of Performance Management Course on 31st August 2013. Dr. S. Sudhakar, Head - Human Resource Department spoke to the students on Performance Management System followed in the company.

Dr. P. Paramanandam, Associate Professor and Ms. L. Gowri Lingeswari, Assistant Professor escorted 30 students of II MBA to Goa / Mangalore as a part of industrial tour during 19-25 February 2014.



Industrial Tour Mangalore

The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy.

- Martin Luther King, Jr.

I don't measure a man's success by how high he climbs, but how high he bounces when he hits bottom.

— George Patton

Industry Immersion Programme

Dr. J. Anitha, Associate Professor completed her Industry Immersion Programme at Roots Industries India Limited, Coimbatore for a period of 16 days covered in the month of July, August and September 2013. During this period, she visited the plants at Ganapathy (Head Office) and Kathirnaiken Palayam (Horns Division).

Ms. Vandana Madhavkumar, Assistant Professor completed her Industry Immersion Programme at Super Spinning Mills of Sara Elgi Group from 25 September to 25 October 2013.

International Industrial Visit

Dr. J. Anitha, Associate Professor, **Ms. M. Gowri**, Assistant Professor and **Ms. S. Sathyapriya**, Assistant Professor accompanied 28 students of II MBA to Singapore during 3-7 March 2014. They visited Land Transport Authority and NeWater Plant of Singapore as a part of Industrial Visit in the International trip.



Our students and faculty at NeWater Plant, Singapore

Students' Corner

15 Students of II MBA attended Pool Campus Interview conducted by M/s. Sans Pareil IT Services Private Limited, Chennai on 20th October 2013 at RVS Campus, Coimbatore. Two Students - Ms. M. Vidyasree and Ms. A. Krithika - have been selected for the position of Talent Acquisition Executive.

Twelve Students of our II MBA participated in the National Level Management meet "ARTHASHASTRA '13" organized by SNS College of Technology on 8th November 2013.

Ms. G. Ramya, II MBA presented a paper titled, "An Empirical Study on Banking Sector using Camel's Model" and Ms. M. Vidyasree, II MBA presented a paper titled, "The Study on the Influence of Emotional Intelligence and Ethical Behaviour of Self and Peers among College Students in Coimbatore City" at the Yale - Great Lakes 8th International Research Conference conducted by Great Lakes Institute of Management (GLIM), Chennai on 30th December 2013.

Ms. S. Vinodhini, Student of II MBA participated in the UGC Sponsored Ninth International Seminar on "Financial Markets: Issues and Challenges - (FIM IC-2014)" and presented a paper entitled "Risk Management on Selected Industries by Using Markowitz Theory in Portfolio Management" held at Bharathidasan University, Department of Commerce and Financial Studies, and SMART Journal of Business Management Studies at Trichy on 5th January 2014.

16 students of II MBA attended pool campus interview by State Street HCL Services Limited, Coimbatore at SNR Sons College on 9th January, 2014. Six students got selected for the post of Financial Analyst.

20 students of II MBA attended pool campus interview by The South Indian Bank Limited at Amrita School of Business on Friday, 10th January, 2014. Ms. G. Ramya was selected as Probationary Officer (Scale I Category).

15 students of II MBA attended a job fair organised by VIMS, Coimbatore on Thursday, 30th January 2014. 12 students - Ms.

F. Auxilia Ruby, Ms. S. Benazir, Ms. G. Hemasaranya, Ms. V. Jeevitha, Ms. R. Jegatheeswari, Ms. M. Keerthana, Ms. D. Lakshmi, Ms. NM. Manchu, Ms. N. E. Shahana Parwin, Ms. V. Sowmya Gowri, Ms. M. Vidyasree and Ms. Vinodhini Viswanathan - were selected for the position of Assistant Manager at IDBI Federal.

Two students of I MBA - Ms. L.S. Reema Karnika and Ms. Nikitha Natarajan - attended an International Conference on "Revisiting the MBA in the Asia Pacific Context" at XIME Bengaluru on January 30-31, 2014. The students presented a paper entitled "Changing Aspirations and Expectations of Students towards Management Education".

11 students of I MBA participated in the intercollegiate meet "YUGAM 2014" held at Kumaraguru College of Technology during 13-15 February 2014.

Four students of II MBA appeared for the recruitment process of Axis Bank Limited on 15th February 2014 (preliminary test) and on 26th February 2014 (final interview) at their Circle Office, Chennai. Ms. G. Nivedha has been selected for the post of Officer (Front Desk/Teller).

Ten students of II MBA appeared for an Online Test conducted by GRE edge on 17th Feb 2014, of which four students were selected and they appeared for the first round of PI on 19th Feb 2014 at VIMS, Coimbatore. One student Ms S Vijayalakshmi attended the final round of interview by GREedge, Chennai on 26th February, 2014. The result is due.

Our II MBA student Ms. S. Vijayalakshmi appeared for the recruitment process by Nestle India Limited, Chennai on 27th February, 2014.

Two students - Ms G Lakshmipriya and Ms S Nivedita - have been selected by CareerNet Consulting, Bengaluru as Associate Consultants.

12 students of II MBA have been selected by IDBI Federal LIC Pvt Ltd, Coimbatore for the post Assistant Managers.

Student Recognition and Awards

II MBA Students - Ms. A. Krithika and Ms. S. Sarumathi - won the chapter level of National Business Quiz of NIPM held at Vivekananda Institute of Management Studies Coimbatore on 17th August 2013 and qualified for the Regional Level round to be held in PSGIM. They received a trophy, certificate, book and Rs 7500 as cash prize.

Ms. M. Vidyasree and Ms. N. Shamima Banu of II MBA won the Silver Medal for the "AIMS Best Student Paper Award" at the 25th Annual AIMS Convention held at BVMSR Navi Mumbai during 22-24th August 2013.

Our II MBA Student Ms. Vinodhini Viswanathan won 3rd Prize in the debate contest on "Presentation Skills" organised by LIC as a part of their Insurance Week celebrations. Ms. M. Vidyasree and Ms. D. Lakshmi of II MBA participated in the contest on 6th September 2013.

Four students of II MBA - Ms. N. M. Manchu, Ms. S. Vinodhini, Ms. M. Vidyasree and Ms. D. Lakshmi - participated and presented papers in the Students Best Paper Contest '13 at KCT Business School on 29th November 2013. Ms. D. Lakshmi and Ms. M. Vidyasree won the "Best Paper Award".

Ms. M. Vidyasree and Ms. D. Lakshmi of II MBA won the first

prize in Paper Presentation at National Level Competition on "Elderly Care" organised by Sri Krishna Institutions on 28th January 2014.

Ms. Vinodhini Viswanathan, Ms. S. Sarumathi, Ms. S. Benazir and Ms. A. Krithika of II MBA participated in the intercollegiate event "SADHANA 2014" held at RVS Institute of Management Studies and Research, Sulur and won the First Prize in "Best Management Team Award" and Ms. D. Lakshmi, of II MBA won the "Best Manager Award" on 14th February 2014. Our students have also won the overall Championship Trophy of SADHANA.

GRG School of Management Studies was awarded with 'CMA - Best Student Chapter 2014' award at the National Management Day Celebrations on 21st February, 2014 at Hotel Residency. Ms. G. Ramya, II MBA was awarded as the Best Student Award from CMA.

Ms. Vinodhini Viswanathan, Ms. S. Sarumathi, Ms. S. Benazir and Ms. A. Krithika of II MBA participated in the intercollegiate event "RAPTURE 2014" held at Sree Saraswathi Thyagaraja College, Pollachi and won the First Prize in "Best Management Team" on 26th February 2014.

Urjith 2014

The Annual Mega Event of GRGSMS - URJITH 2014 - was held on 8th January 2014. Over 280 student participants from 25 business schools in and around Coimbatore took part in the events. Mr. S. Srinivasan, former Chairman, Bharat Overseas Bank was the Chief Guest and Mrs. Nandini Rangaswamy, Secretary, GRG Institutions presided over the inaugural session. The various events - Chandrakanthi Memorial Young Business Leader Award (CMYBL), GRG Best Management Team Award, Management Games, and Business Quiz - were conducted. The prizes to the winners were distributed at the valedictory session. The Chief Guest was Mr. M. Ramesh, Founder & CEO, Alphacraft, Coimbatore. Dr. Mrs. N. Yesodha Devi, Principal, PSGR Krishnammal College for Women presided over the valedictory session.



Inauguration of Urjith 2014

Shreyas Inauguration

Mr. K. Ravi, CFO, Roots Industries, Coimbatore inaugurated the GRGSMS Students Forum - SHREYAS - and the e-Cell - NAVEERTI - on 31st August 2013. New office bearers of Shreyas & Naveerti 2012-13 were administered the oath of office. Our bi-annual newsletter, "Impressions" September 2013 and our Journal "PRERANA" Bi-Annual Journal of Management Thought and Practices, Volume 5 Issue: 2 September, were released on the occasion.



Mr. K. Ravi, CFO, Roots Industries, Coimbatore at inauguration of GRGSMS Students Forum - SHREYAS

Do not follow where the path may lead.

Go instead where there is no path and leave a trail.

- Harold R. McAlindon

CMA Student Chapter Events

Our Director, **Prof. S. Balasubramanian**, Faculty Members and students of GRGSMS attended the CMA SUMMIT 2013 on "Best Practices in Financial Services" organized by the CMA Student Chapter on 19th October 2013 at Sri Ramakrishna Kalyana Mandapam, Coimbatore. Our Director was the moderator for the panel discussion.

Follow-up Meeting of CMA Student Chapter initiative on 'Placements 2014' was organised in our campus on Tuesday, 26th November 2013.

Our Director, **Prof. S. Balasubramanian**, Faculty Members and students of GRGSMS attended the "Brands of Coimbatore" organized by the CMA Student Chapter on 24th January 2014 at Sri Ramakrishna Kalyana Mandapam, Coimbatore. Six Power Brands of Coimbatore - Sree Annapoorna, Roots, Ganga Hospitals, Sri Krishna Sweets, Suguna Foods and CODISSIA - participated. Our Director, Prof. S. Balasubramanian, was the session coordinator. Our Students Ms. M. Vidyasree and Ms. Auxilia Ruby presented a three minute movie on Suguna Foods.



Brands of Coimbatore

Our Director, **Prof. S. Balasubramanian**, **Dr. B. Sripirabaa**, Associate Professor and **Ms. S. Sathyapriya**, Assistant Professor attended CMA Students Management Day on 8th February 2014 at PSGIM. Ms. D. Lakshmi of II MBA won the 2nd prize in the Debate Contest.

GRGSMS hosted Two-Day Workshop on "Chanakya - Student Management game organised by CMA in association with AIMA on 28th February and 1st March 2014. Around 75 students from various colleges in and around Coimbatore participated in the workshop.

Co-Curricular Activities

Dr. B. Sripirabaa, Associate Professor, **Ms. R. Chitra**, Assistant Professor and **Ms. R. Subharanjini**, Assistant Professor escorted 1 MBA, PGDBA and PGDMFS students to The Nilgiris Biosphere Nature Park at Anaikatti as a part of the day with Nature Programme on 24th August 2013. [Photo]

Ms. M. Gowri, Assistant Professor, **Ms. S. Sathyapriya**, Assistant Professor, **Dr. J. Anitha**, Associate Professor and **Ms. L. Gowri Lingeswari**, Assistant Professor escorted 84 students of II MBA to Kallar, Mettupalayam as a part of Day with Nature Programme on 26th October 2013. [Photo 12]

Our students of I MBA Section I, II & PGDBA underwent outbound programme at Guru Freddy's Nature Awareness and Adventure Academy (Nataraja Gurukula, Bengaluru) during 2-8 February 2014.

Forum Activities

Students of II MBA Community Forum organised an "Awareness Program" on organ donation on 6th August 2013.

Students of Community Forum visited RTO Office to do service to the general public and assisted the officials on LLR generation activities and conducting online exam from 1st to 7th August 2013.



Our student at RTO Office as a part of community forum

Ms. L. Gowri Lingeswari, Assistant Professor and **Ms. S. R. Deepika**, Lecturer escorted 10 students of Community Forum and attended an organ donation programme held at PSG Hospitals, Coimbatore on 7th August 2013.

Students of E-Cell screened a movie on "The October Sky" on 21st August 2013. There was also a debriefing on the movie.

Health and Fitness Forum organised a session on "First Aid Mudras" conducted by **Mr. Pasukanna**, founder and chairman of Kanna Foundation on 12th September 2013.

Our students of Knowledge forum organised a quiz based on current affairs related to marketing, banking and global business on 25th September 2013. A Movie on AMUL was also screened by the Arts and Aesthetics forum members on the same day.

Students of Community Welfare forum along with our faculty **Ms. L. Gowri Lingeswari**, Assistant Professor and **Ms. S.R. Deepika**, Lecturer celebrated Saraswathy Pooja at Cheshire Home, Coimbatore - A home for mentally ill on 11th October 2013.

The Health and Fitness Forum organized throw ball match for MBA Students on 6th November 2013.

GRGSMS students celebrated "National Education Day" on 11th November 2013. **Prof. K. Chitra**, Director, Management Studies, Sri Ramakrishna Engineering College was the Chief

Guest. A panel discussion on "Educational Aspirations and Expectations: Perspective of Students & Faculty" was also held.



National Education Day Celebration

The Community Forum organized a two hour training session on "Self- Defense for Women Students" on 13th November 2013. The trainers were from ARAM Foundation, Coimbatore.

GRGSMS students celebrated "National Integration Day" on 19th November 2013. **Ms. Vinodhini Viswanathan**, **Ms. Benazir**, **Ms. D. Lakshmi** and **Ms. Deepthi** shared their experiences of their participation in the ABBS Conference held in Shanghai, China.

The Community Forum screened the movie, "Blue Gold" to create awareness on commercialisation of drinking water and its impact on environment on 11th December 2013.

The Environment Forum organised a session on "Path to Green World: My Environment My Contribution" on 18th December 2013. The students shared their contributions towards Green Environment.

The Community Forum conducted an awareness programme on "Road Safety" on 18th December 2013. **Mr. K.V. Vinayaga Moorthy**, TPTW, Group I Officer, Coimbatore region handled the session.

Our students of Arts & Aesthetics Forum conducted activities on "Management Concept from Epics" and "Paper Building Contest" on 29th January 2014.

The Environment Forum organised an awareness programme on wildlife conservation on 12th February 2014. **Mr. R. Mohammed Saleem**, founder of Environment observation Group and Coimbatore Birding Club interacted with the students and sensitized the students on the wildlife conservation issues.

Judgment comes from experience and great judgment comes from bad experience.

— Bob Packwood

Other News

The Annual General Body Meeting of GRGSMS Alumni Association was held on 3rd August 2013 and the new office bearers for 2013-14 were elected. President - **Dr. N. Umamaheshwari**, Associate Professor, Dr. SNS College of Arts & Science; Vice President - **Ms. Theivanayaki**, Assistant Professor, PSGRKCW; Secretary - **Ms. Zenith Veena**, KeyMind Solutions; Joint Secretary - **Ms. P. Lokeshwari**, Wipro Technologies, Chennai; Treasurer - **Ms. K. Shri Prabha**, Homemaker, Kangayam and the Executive Members - Ms. Girija Selvaraj, Ms. K. Malinee and Ms. M. Mayuri.

Our Director, **Prof. S. Balasubramanian** conducted monthly business quiz on 8th August, 21st October, 11th November 2013, 6th January and 10th February 2014.

As a part of International Financial Management course a currency exhibition was organised by displaying 21 foreign currencies and documents involved in export-import transaction as part of Micro Finance course on 13th August 2013.

Students celebrated Independence Day on 14th August 2013.

Classes for I MBA Section II, PGDBA and PGDMFS commenced on 19th August 2013.

Students of II MBA underwent Career Counseling Programme conducted by Vertical Eye, Coonoor during 19-26th August 2013.

Our Students organised a colourful programme honoring the Faculty members on the occasion of Teacher's Day on 5th September 2013.

Our Students celebrated Onam on 14th September 2013 with a colourful Pookalam, Onam song and dance. A sumptuous Onam Sadhya completed the celebration.

Students, Faculty and Staff members of GRGSMS celebrated Saraswathi Pooja on 11th October 2013.

Our Students of I MBA Section 1 and 2 and PGDBA underwent Personality Development Programme conducted by Vertical Eye, Coonoor during October 21- 31, 2013.

Our Students of GRGSMS organised "Diwali" Celebrations on 31st October 2013.

An Academic Audit at GRGSMS was conducted on 9th November 2013. **Dr. A.G.V. Narayanan**, Dean, EBET Business School and **Mr. C.N. Ashok**, Director, Autoprint Limited conducted the audit.

Our Director, **Prof. S. Balasubramanian**, conducted Monthly Business Quiz on 11th November 2013.

Ms. S. Malarvizhi, MPhil Scholar appeared for Viva-Voce under the supervision of **Dr. P. Paramanandam**, Associate Professor on 9th December 2013.

The NAAC Peer Team visited PSGRKCW for the Third Accreditation Cycle from 12th to 14th December 2013. They visited GRGSMS on 12th December to observe the practices with respect to curriculum design and other academic matters.

Ms. M. Aruna, MPhil Scholar appeared for Viva-Voce under the supervision of **Dr. J. Anitha**, Associate Professor on 10th January 2014.

Dr. P. Sadhasivam, Professor organised "Rotary Youth Leadership Awards" programme through Rotary Club of Coimbatore for the students of MBA Programme on 25th January 2014. Rtn. M.D. **Kamlesh Raheja**, District Governor Elect, R1 District 3201 was the Chief Guest.

Our students organised "Feb Fiesta 2014" on 28th February 2014.

**If your actions inspire others
to dream more, learn more,
do more and become more, you are a leader.**
- John Quincy Adams

Editorial Team

Patron	: Smt. R. Nandini, Secretary, GRG Institutions
Team Leader	: Prof. S. Balasubramanian, Director, GRGSMS
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