



*From the Editor*

There is a growing consensus that the world is flat in the sense that competitive playing fields between industrial and emerging market countries are leveling. This phenomenon presents new and uncommon challenges to local, regional and state business sectors and the people force that are hired to perform the work.

Employability in a fast-moving economic environment is a key indicator of an individual's readiness to meet new and challenging career opportunities. Readiness traits such as motivation, capability, capacity, competence, and experience can be mapped to a job/career opportunity.

Mostly everyone is employable, but some people are more employable than others, and that distinction will become increasingly apparent as business functions are distributed to new and emerging labour markets. But job requirements are changing at record speeds and skills and competence inventories are evolving. The two dynamics are not properly connected and are causing unwanted turbulence.

So to build the competitive advantage and sustainability of b-schools, the curriculum should align with the new and challenging career opportunities.

Timing is everything!

We look forward to your comments, suggestions and feedback.

Happy reading!

- Dr. N. Anitha

*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

*From the Director*

For the recent meeting of the Council of Management of All India Management Association held at Kolkata, I had prepared a presentation on 'Indian Management Education: A Way Forward' on behalf of the task force of which I was a member. There was a lot of discussion and debate during the presentation.

In my view, there are just three major impediments to growth in quality of management education in India - stifling and constrictive regulation, extreme shortage of quality faculty, and inadequate focus on industry collaboration and research. I am aware that it is more easily said than done; but, if we can make a genuine attempt to address these concerns, Indian management education can become truly world class.

It is now that time of the year when b-schools will be commencing their admission process for the next academic year. The number of applicants for conventional MBA programmes is fast declining. We do not know as yet any new higher education policy initiatives from the central government. But, in our own interest, we need to differentiate ourselves and offer a distinct 'value proposition' to the prospective students.

Exciting times ahead! Enjoy!

- Prof. S. Balasubramanian



**Institutional Recognition and Awards**

GRGSMS has been ranked A+ by Business India in its issue dated December 8-21, 2014.

GRGSMS has been ranked among the Top 100 b-schools in the country by almost all the publications and surveys in 2014.

GRGSMS received the 'CMA Best Student Chapter' award for the second consecutive year on 21st February 2015.

**"It is literally true that you can succeed best and quickest by helping others to succeed."**

- Napoleon Hill



### Faculty Updates

Director, **Prof. S. Balasubramanian**; **Prof. P. Sadhasivam**, Dean; **Dr. R. Savitha**, Associate Professor; and **Ms. S. Sathyapriya**, Assistant Professor attended the CII Coimbatore 'CONNECT 2014' programme on 7th August 2014.

Director, **Prof. S. Balasubramanian**; **Prof. P. Sadhasivam**, Dean; **Dr. J. Anitha**, Associate Professor; and **Ms. Vandana Madhavkumar**, Assistant Professor attended the 26th AIMS National Management Education Convention during August 21-23, 2014 at Pune.

**Mr. M. Venkatesh Prabu** delivered a guest lecture on 'Retail Promotion' to the final year MBA students of RVS Institute of Management Studies and Research, Coimbatore on 27th August 2014.

**Dr. R. Savitha**, Associate Professor along with our II MBA students - Ms. C. Manjula and Ms. M. V. Ambika participated in Social Innovation Contest and **Dr. J. Anitha**, Associate Professor, and **Ms. S. Sathyapriya**, Assistant Professor participated in Case Writing Competition organised by CII Coimbatore at DJ Academy for Managerial Excellence on 30th August 2014.

**Dr. B. Sripirabaa** acted as the External Examiner for the PhD Viva-Voce examination of Ms. R. Thamaraiselvi at Mother Theresa Women's University on 18th September 2014.

**Dr. J. Anitha**, Associate Professor conducted a half-day workshop on soft skills as a part of the TEQIP-II sponsored programme at Coimbatore Institute of Technology on 20th September 2014.

Director, **Prof. S. Balasubramanian** and **Prof. P. Sadhasivam**, Dean attended the AIMA 41st National Management Convention at New Delhi during September 23-24, 2014.

Director, **Prof. S. Balasubramanian**; **Dr. P. Sadhasivam**, Dean; **Dr. J. Anitha**, Associate Professor; **Dr. B. Sripirabaa**, Associate Professor; **Ms. Vandana Madhavkumar**, Assistant Professor; and **Ms. S. Sathyapriya**, Assistant Professor along with 20 students attended the CMA-organised launch of the book 'Manage, Live and Lead' authored by Mr. Venkat Changavalli at The Residency on 9th October 2014.

**Dr. B. Sripirabaa**, Associate Professor and **Dr. J. Anitha**, Associate Professor were engaged as resource persons for a one-day workshop on 'Application of SPSS in Research Methodology' at Nirmala College for Women on 15th October 2014.

**Prof. P. Sadhasivam**, Dean addressed the participants in the Director's Round Table 2014-2015 organised by MBAUniverse.com at PSGIM on 8th November 2014.

Director, **Prof. S. Balasubramanian**; **Prof. P. Sadhasivam**, Dean; **Dr. B. Sripirabaa**, Associate Professor; **Dr. R. Savitha**, Associate Professor; and **Ms. S. Sathyapriya**, Assistant Professor attended the 11th Edition of 'Regional Summit on Quality in Education' organised by CII Coimbatore at Le Meridien on November 14-15, 2014.

**Dr. J. Anitha**, Associate Professor presented an expert talk on 'Writing Literature Review' in the Research Forum of KCT Business School, on 15th November 2014.

**Dr. J. Anitha**, Associate Professor attended a meeting of the Board of Studies at Nirmala College for Women on 29th November 2014.

**Dr. J. Anitha**, Associate Professor chaired a session in the 3rd International Conference on 'Managing Human Resources at Workplace' organised by SDM Institute for Management Development, Mysore, during December 5-6, 2014.

**Prof. P. Sadhasivam**, Dean and **Dr. R. Savitha**, Associate Professor attended the Directors Conclave on 'Corporate Governance and Role of Directors' organised by CMA and TAASI at The Residency on 17th December 2014.

**Prof. P. Sadhasivam**, Dean; **Dr. R. Savitha**, Associate Professor; **Dr. B. Sripirabaa**, Associate Professor; **Dr. J. Anitha** Associate Professor; and **Ms. Vandana Madhavkumar**, Assistant Professor attended the Directors' Conclave organised by AIMS at PSGIM on 10th January 2015.

**Dr. P. Paramanandam**, Associate Professor completed four MOOC courses online using Coursera and other platforms.

**Dr. J. Anitha**, Associate Professor was invited as resource person for the soft skill workshop on Positive Mindset, organised by Coimbatore Institute of Technology on 22nd January 2015.

**Prof. P. Sadhasivam**, Dean participated as a delegate in the CII Academic Leadership Mission to Singapore organised by CII SR during January 18-23, 2015.

**Dr. J. Anitha**, Associate Professor was invited as resource person for a half-day training programme on Time Management at Roots Industries India Limited, Coimbatore on 29th January 2015.

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**Dr. R. Savitha**, Associate Professor participated as a delegate in the 'Education Excellence Mission' to O.P. Jindal Global University, Haryana and Shiv Nadar University, Uttar Pradesh organised by CII Coimbatore during January 28-31, 2015.

**Prof. P. Sadhasivam**, Dean and **Ms. S. Sathyapriya**, Assistant Professor attended the Conclave on 'Management Education in VUCA World' organised by CII SR at Chennai during February 11-12, 2015.

**Dr. J. Anitha**, Associate Professor acted as a resource person for a half-day programme on 'Time Management' at Roots Multi-clean Ltd, Pollachi on 12th February 2015.

**Dr. P. Paramanandam**, Associate Professor and **Dr. N. Anitha**, Associate Professor escorted 18 students of II MBA to Goa, Mangalore and Udupi as a part of the annual tour during February 13-18, 2015.

As a part of training programme for teachers at Srivalli Varadarajan School, Theni **Prof. P. Sadhasivam**, Dean handled a session on 'General Awareness' and **Dr. R. Savitha**, Associate Professor handled a session on 'Career Guidance' on 20th February 2015.

Director, **Prof. S. Balasubramanian**; **Prof. P. Sadhasivam**, Dean; **Ms. S. Sathyapriya**, Assistant Professor; and **Dr. N. Anitha**, Associate Professor along with 10 students attended the CMA National Management Day celebrations at The Residency on 21st February 2015.

**Prof. P. Sadhasivam**, Dean, Faculty Members and students of GRGSMS participated in 'Brands of Coimbatore' organised by CMA Student Chapter at PSGTech on 21st February 2015. Director, **Prof. S. Balasubramanian** was the panel moderator.

### Research and Publications

**Dr. J. Anitha**, Associate Professor and **Ms. S. Saranya**, MPhil Scholar published a paper titled, 'Impact of Supervisor Style on Effectiveness of Performance Appraisal System' in the ASBM Journal of Management.

**Dr. B. Sripirabaa**, Associate Professor along with **Ms. Y. Benazir** and **Ms. Devipriya**, Assistant Professors, Dept. of Business Administration, PSGRKCW published a paper titled, 'The Emotional Intelligence Among Managers in Multinational Companies', in IJMR International Journal of Management, Volume 4 Issue 7 Article No-9/777-783 (ISSN:2249-7196).

**Mr. M. Venkatesh Prabu**, Assistant Professor published a paper titled, 'Moderating Effect of Customer Satisfaction on Service Quality and Customer Loyalty in Supermarkets in Coimbatore' in the book titled, 'Rejuvenating Management Education' (ISBN: 978-93-5142-889-3) published by AIMS in August 2014.

**Dr. J. Anitha**, Associate Professor published a paper on 'Interaction of Competencies and Commitment of Higher Education Teachers' along with **Ms. P. M. Reema**, Research Scholar in the TSM Business Review Journal Vol 2 No 2, December issue 2014.

**Mr. M. Venkatesh Prabu**, Assistant Professor published a paper titled, 'A Study on Shopping Centre Determinants Affecting the Male Buyer Behaviour' in Gavesna Journal of Management Volume 6, Issue 1, pp. 65-71, (ISSN No. 0975-4547), January-June 2014.

**Ms. M. Gowri**, Assistant Professor and **Mr. M. Sekar** published a paper on 'Fiscal Fitness of Select Automobile Companies in India: Application of Z-score and Springate Models', in Vilakshan, Volume VII, Issue 2 (ISSN 0973 - 1954).

**Dr. P. Paramanandam**, Associate Professor published a paper on 'Subjective well being and Psychological Empowerment among the Employees of an Auto Component Manufacturing Company' along with **Ms. K. Abinaya** in the Global Journal of Research in Management, volume 4, issue 2 (ISSN: 2319 - 8915).

**Dr. B. Sripirabaa**, Associate Professor published a paper on 'HRCAP Score Grid: A Tool for Sustainable Development of HRM Function' in the Global Journal of Research in Management, Volume 3, No.2, PP.15-26.

### Funding

**Prof. P. Sadhasivam**, Dean received a financial assistance of Rs. 135,000/- for conducting a one-day National Seminar on 'Use of Mobile, Social, and Web Technologies in Marketing'.

**Dr. P. Paramanandam**, Associate Professor received a financial assistance of Rs.50,000/- for conducting a Regional Seminar titled 'Effective Human Resources Practices for SME's'.

The following faculty members of GRGSMS were sanctioned grants by UGC for their minor research projects - **Ms. S. Sathyapriya**, Assistant Professor (115,000); **Ms. M. Gowri**, Assistant Professor (90,000); **Mr. M. Venkatesh Prabu**, Assistant Professor (95,000); **Ms. R. Sunitha Shree**, Assistant Professor (95,000).



**“Innovation distinguishes between  
a leader and a follower.”**

*- Steve Jobs*

### Faculty Honoured

**Dr. J. Anitha**, Associate Professor received the 'Ramasamy P Aiyar Best Young Teacher Award' and **Ms. Vandana Madhavkumar**, Assistant Professor received the Gold Medal in the J L Batra Best Research Paper Award in the 26th AIMS National Management Education Convention held in Pune during August 21-23, 2014.

**Dr. J. Anitha**, Associate Professor won the first prize for her paper on 'Retention of Gen Y: A Strategic Talent Management Approach', and **Dr. B. Sriprabaa**, Associate Professor won the second prize for her paper on 'Influence of Innovative Self Efficacy and Innovative Climate on Individual Creativity' at the International Convention organised by Institute of HRD, Bengaluru based on their research papers during December 12-13, 2014.



*First Prize award at International Convention by IHRD*

### Entrepreneurship Conclave

GRGSMS organised an Entrepreneurship Conclave on the theme of 'Entrepreneurship with a Social Conscience' on 27th November 2014. The conclave was moderated by Mr. Pradipta Mohapatra, Chairman and Founder, Coaching Foundation India, Chennai. The Speakers were Mr. G. Soundararajan, Vice Chairman, CRI Pumps, Coimbatore; Ms. Latha Rajan, Director, Ma Foi Strategy Consulting, Chennai; Mr. N. Subramaniam, Chairman, Habasit Iakoka, Coimbatore; and, Ms. Ranjana Singhal, Director, That's Y Food, Coimbatore.

### Director's Corner

Our Director, **Prof. S. Balasubramanian**:

Conducted Monthly Business Quiz on 4th August, 1st September, 8th October, 3rd November, 1st December 2014 and 2nd February 2015.

Conducted a Workshop on Case Writing for faculty participating in CII 'Case-Writing' contest on 6th September 2014.

Delivered a talk on 'Course and Session Plan in Management Education' on 31st October 2014 as the Chief Guest at Sankara Institute of Management Studies.

Delivered a talk on 'Changing Pedagogy for Classroom Delivery' at the Faculty Induction Programme organised by CII Erode on 6th November 2014.

Attended the Management Convention and South India LMA Meet organized by Vaikom Management Association at Vaikom, Kerala on 8th November 2014.

Attended the Meetings of the Council of Management of AIMA at Mumbai, New Delhi, Goa and Kolkata.

**“Performance leads to recognition.**

**Recognition brings respect.**

**Respect enhances power.**

**Humility and grace in one's moments of power  
enhances dignity of an organization”**

*- Narayana Murthy*

**“Progress is often equal to the difference  
between mind and mindset”**

*- Narayana Murthy*



*Entrepreneurship Conclave*



### Internal Faculty Seminars

**Dr. J. Anitha**, Associate Professor - on 'Interaction of Emotional Demand and Job Demand and their impact on Emotional Exhaustion' on 12th September 2014.

**Ms. S.R. Deepika**, Lecturer - on 'A study on the Interdependence of the Stock Markets of Advanced and Emerging Economies during the Pre and Post 2008 Global Recession' on 23rd September 2014.

**Dr. B. Sripirabaa**, Associate Professor - on 'Examining the influence of Job Embeddedness on Job Performance and Job Search Behaviour' on 9th October 2014.

**Ms. S. Sathyapriya**, Assistant Professor - on 'Impact of

Intellectual Capital on the performance of firms in Pharmaceutical Industry in India' on 5th November 2014.

**Ms. Vandana Madhavkumar**, Assistant Professor - on 'Organisational Attractiveness and Job Pursuit Intention of Gen Y Management Students' on 13th November 2014.

**Dr. N. Anitha**, Associate Professor - on 'Competency - Gap Analysis with Special reference to Automobile Industry' on 18th November 2014.

**Dr. P. Paramanandam**, Associate Professor - on 'Locus of Control as a Predictor of Job Satisfaction' on 5th February 2015.

### Workshops/Conferences/Seminars/FDPs Attended

**Mr. M. Venkatesh Prabhu**, Assistant Professor attended a two-day workshop on 'Building High Impact Teams' conducted at Breakthrough Camp, Anaikatti organized by CII - Education & III Panel, Coimbatore during 9-10 September, 2014.

**Ms. S.R. Deepika**, Assistant Professor attended FDP on 'Commodity Futures Market in India' during 11-12 September 2014 organised by Department of Commerce, School of Management at Pondicherry.

**Ms. S.R. Deepika**, Assistant Professor attended the 2-day Entrepreneurship Faculty Development Programme organised by EDI, Chennai during November 1-2, 2014 at Bharathiar University, Coimbatore.

**Dr. J. Anitha**, Associate Professor presented a paper on 'Teacher Efficacy for sustainable development' co-authored with Prof. R. Krishnaveni, PSG Institute of Management in the 3rd International conference on 'Managing Human Resources at workplace' organised by SDM Institute for Management Development, Mysore, during December 5-6, 2014.

The following papers co-authored by **Dr. J. Anitha**, Associate Professor were presented in the 3rd International conference on 'Managing Human Resources at workplace' organised by SDM Institute for Management Development, Mysore, during December 5-6, 2014.

- 'Environmental Factors and Job Embeddedness: a study on the relationship with Locus of Control as moderator' along with Mr. Senthil Prakash, Assistant Professor, KCT Business School.
- Understanding the Characteristics of Generation Y that Aid

Workforce Retention' along with Ms. M. Aruna, PhD Scholar.

- 'Analysing the impact of Emotional Intelligence on work engagement of women entrepreneurs in Coimbatore city' along with Ms. R. Swarnalatha, Assistant Professor, PSG College of Arts and Science.

The following papers co-authored by **Dr. J. Anitha**, Associate Professor, were presented in the 9th International Conference of Yale - Great Lakes Institute of Management on 29th December 2014.

- 'Demonstrating the role of emotional demand and coping strategies in contending emotional exhaustion' along with Ms. Preetha F James, Assistant Professor, Bishop Appasamy College of Arts.
- 'Role of work engagement and employee engagement in retention of Gen Y workforce' along with Ms. M. Aruna, PhD Scholar.
- 'Dynamics of Knowledge, Knowledge Management and Learning Organisation with respect to Human Capital and Social Capital' along with Ms. B. Bhavana, PhD Scholar.

**Ms. M. Gowri**, Assistant Professor and **Ms. Vandana Madhavkumar**, Assistant Professor attended the 9th Yale Great Lakes International Research Conference held on 29th December 2014 at Great Lakes Institute of Management, Chennai and presented papers.

**Dr. N. Anitha**, Associate Professor and **Mr. M. Venkatesh Prabhu**, Assistant Professor along with three students of GRSSMS attended the National Conference on Career Management organized by the MBAUniverse.com at Park Hotel, Bengaluru on 19th January 2015.

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**Dr. P. Paramanandam**, Associate Professor presented a paper on 'Labour Legislation Reforms and Make in India Mission' at the National Conference on 'Make in India Mission - A Management Perspective' organised by PG & Research Department of Management Science, Sree Saraswathi Thyagaraja College, Pollachi on 23rd January 2015.

**Dr. J. Anitha**, Associate Professor along with Ms. M. Aruna, Research Scholar presented a paper on 'Enablers that aid in Retention of Millennial workforce' in the National Conference on Contemporary Business Challenges and Strategies on 6th February 2015.

**Dr. P. Paramanandam**, Associate Professor attended the one day National level seminar on 'Social Entrepreneurship an Innovation for Transforming Indian Society' organised by the Department of commerce (SF) at PSGR Krishnammal College

for Women on 11th February 2015.

**Dr. N. Anitha**, Associate Professor presented a paper on 'Impact of Life style on consumer decision making' at the International Conference on 'Trends in Retailing and Branding' organized by University of Madras, Department of commerce, Chennai during February 19-20, 2015 and published the same in the book titled 'Retailing Trends in the New Millennium' (ISBN 978-81-8094-165-8).

**Mr. M. Venkatesh Prabu**, Assistant Professor attended International Conference on 'Digital Marketing 2015' organised by Thiagarajar School of Management, Madurai and presented a paper titled 'A Study on the Perceived Importance of Social Media in Education among B-School students in Coimbatore' on 20th February 2015.

### International Trip to Dubai

An international study trip to Dubai for II MBA students was organised during February 15-18, 2015 especially with the objective for appreciation of cross-cultural differences and how it affects real-time team work. Two faculty, **Dr. J. Anitha** and **Ms. Vandana Madhavkumar** accompanied the students. During the visit, students went on a Dhow Cruise and enjoyed the local dance performance and food. They were also taken for a City tour which was very informative and interesting. There they learnt the history and the development story of Dubai and United Arab Emirates. Students then visited Dubai Museum, Palm Jumeriah Island, the Dubai Chamber of Commerce Building, The National Bank of Dubai Building, The Dubai Courts, Creek Hotels and the Royal Palace. Students also enjoyed the desert safari, entertainment shows, camel ride and barbeque dinner. Students were spell bound when they saw the spectacular Sheikh Zayed Grand Mosque in Abu Dhabi. Students also had a spectacular view from the observatory deck



*International Trip to Dubai*

at the 124th floor of Burj Khalifa. The beautiful fountain show and Dubai Mall also mesmerized students.

Overall it was a memorable tour for the students and they thoroughly enjoyed the trip which was fun and learning.

### FEB FIESTA 2015

The annual Feb Fiesta 2015 was organised on 28th February to celebrate the spirit of entrepreneurship. The objective was also to provide the students a platform to demonstrate their entrepreneurial skills and an opportunity to put to practice their learning. The one-day fest had students organise fun games; sell food, hand-made jewellery and saplings. Students also came up with some innovative stalls. Feb Fiesta 2015 saw students learn the skills of team work, planning, organising, and managing resources and customers. Women Self Help Groups were also invited to display their products. This was to provide an opportunity to students to learn from the experiences of these women entrepreneurs. Overall Feb Fiesta 2015 was a grand success and well appreciated by all.



*Feb Fiesta - Spirit of Entrepreneurship*



## Forum Activities

Students of Community Forum along with Aram Foundation handled a session on 'Safe and Unsafe touch' for the students of Railway Srividhya Nursery School, BVM Global School and Government Primary School at Madukarai on 13th August, 20th August and 27th August 2014 respectively. About 500 primary school students were sensitized on this topic.

Our students celebrated the 68th Independence Day on 14th August 2014.

Students of Knowledge Forum screened a movie on 'Keepers of the Flame' (about the Tata Group) and organised a quiz on the same on 27th August 2014.

Health & Fitness Forum organised a workshop on 'Yoga & Meditation' for I MBA students on 2nd September, 2014 by Mr. Jaladharan, Yoga master.

Our Students organised a colorful programme honouring the faculty members on the occasion of Teacher's Day on 5th September 2014.



*Independence Day Celebrations*

Students of Arts & Aesthetics Forum organised a 'Logo Designing' competition (Logo with Caption) on 24th September 2014.

Students of Community Forum organised a contest 'Creating Awareness on Social Issues' on 24th September 2014.

20 students of Community Forum visited Cheshire Home and celebrated Saraswathi Pooja with the inmates on 1st October 2014.

On the occasion of National Wildlife Week, the students of Environment Forum screened a movie to create awareness on wildlife and conducted a quiz regarding the same on 1st October 2014.

Students, Faculty and Staff members of GRGSMS celebrated Saraswathi Pooja on 2nd October 2014.

Dr. Krishnan Swaminathan of KMCH launched the logo of Health & Fitness Forum and delivered a talk on '5210 4 Healthy Life' on 10th October, 2014.

Students of Knowledge Forum conducted a 'Habit Game' to demonstrate the Learning and Unlearning pattern on 15th October 2014.

Arts and Aesthetics Forum conducted 'Body Painting' and 'Voice Over' competitions on 29th October 2014.



*Body Painting Contest*

Students of Environment Forum conducted 'Wealth from Waste' and 'Business Plan Creation' on 5th November 2014.

National Education Day was celebrated on 11th November 2014. The celebrations featured an alumni panel discussion on 'Challenges for Higher Education in India', Quiz on 'Education System in India' and two speeches by our II year MBA students. The alumni panel members were Dr. Bamini from 1993-95 batch, Dr. Hemanalini of 1998-2000 batch, Ms. Rubeni of 2010-12 batch and Ms. Lakshmi of 2011-13 batch. A Quiz was conducted by Ms. Nikitha Natarajan of II MBA.

The students of Shreyas celebrated Women Leaders Day on 19th November 2014. The programme featured speech, movie and a game in Leadership.

Students of Health and Fitness Forum conducted 'Salsa with Salad' - a salad making competition on 3rd December 2014.

Students of Health and Fitness forum organised a Cricket Match for the students of I and II MBA students on 29th January, 2015.

Students of Environment Forum presented a video on 'Kongu Nagaram' to sensitize the students on the rare species of flora at Nilgiri Biosphere, Nature Park on 11th February 2015.

Students of Knowledge Forum presented a video on 'Isha Yoga' on 11th February 2015.

Students of Arts & Aesthetics Forum conducted a contest on 'Find the Word' on 18th February 2015.

Students of Community Forum organised an open discussion on 'Role of me as an individual towards Community' on 25th February 2015.



### Alumini Homecoming 2015

The first edition of GRGSMS Alumni Homecoming was organised on 28th February 2015. About 70 Alumni and 10 former faculty attended the event. Our Founder Trustee, Mrs. Nandini Rangaswamy inaugurated the programme and the Principal, Dr. N. Yesodha Devi offered felicitations. A movie on 'GRGSMS Today' prepared by our students was shown. The Director, Prof. S. Balasubramanian spoke on some of the strategic plans for GRGSMS in the short and medium term. Dr. Latha Balasubramanian of GKNMH interacted with the alumni on 'Women Health and Wellbeing'. Mr. K. Ravi CFO, Roots Industries spoke on 'Managing Your Finances'. It was a memorable reunion and participants were very happy and excited. The event culminated with a cultural performance by our current students and recognition of some of the GRGSMS Alumni Champions.



*Alumini Homecoming 2015*

### Student Corner

Ms. L.S. Reema Karnika and Ms. Nikitha Natarajan of II MBA participated in Youth Talk contest organised by ICTACT at Park Engineering College on 4th August 2014.

Six of our II MBA Students participated in the Best HR Team Contest in 'Samyog 2014' at PSG Institute of Management on 11th August 2014.

Eight of our II MBA students participated in the TATA Mutual Fund Finance Quiz at PSG Institute of Management on 25th August 2014.



*Fresher's Day Celebrations*

Five Students of II MBA participated in the intercollegiate event organised by RVS Institute of Management on 7th November 2014.

Ms. M.J. Anjana, Ms. S. Sruthi, Ms. R. Nandhini and Ms. N. Sowmya of II MBA have been selected as Executive Trainees in

### FDPs/ MDPs/Workshops/National Conference organized

**Dr. B. Sripirabaa** and **Dr. J. Anitha**, Associate Professors organised a one-day FDP on Skills Development for Business Research on 24th September 2014.

A one-day FDP on 'Basics of Equity Derivatives & Technical Analysis: Theory & Practice' was organised by **Dr. R. Savitha**, Associate Professor and **Ms. S.R. Deepika**, Assistant Professor on 22nd November 2014. The Resource Person was Mr. A. Ramkumar, an empanelled trainer at National Institute of Securities Market (SEBI). Mr. A. Ramkumar also delivered a guest lecture on 'Technical Analysis Software' to II MBA students.



*FDP on 'Basics of Equity Derivatives & Technical Analysis Theory & Practice'*

A one-day FDP on 'Marketing Research' was organised by **Dr. N. Anitha**, Associate Professor and **Mr. M. Venkatesh Prabu**, Assistant Professor on 5th December 2014. The Resource Person was Dr. Shanthi Venkatesh, Associate Professor in Marketing and Chairperson for Centre of Ethics and Corporate Governance at LIBA, Chennai.

**Dr. J. Anitha**, Associate Professor and **Ms. Vandana Madhavkumar**, Assistant Professor organised a Management Development Programme on 'Performance Management for People Development' on 19th December 2014. Mr. Omprakash from Deloitte India, **Dr. J. Anitha** and **Ms. Vandana Madhavkumar** were the resource persons of the programme.

**"The highest education is that which does not merely give us information but makes our life in harmony with all existence"**

*- Rabindranath Tagore*

HDFC Bank Limited on 7th January 2015.

Ms. Indumathi has been selected for the post of Management Trainee by IndusInd Bank Limited, Chennai on 29th January 2015.

State Street HCL Services visited our campus for recruitment on 27th February 2015 and Ms. P. Janani and Ms. A.J. Athulya were selected for the post Financial Analyst.



### Guest Lectures

Swamiji Swaprabhananda from Chinmaya Missions addressed the 1st year MBA students on 'Self Discovery' on 7th August 2014.

Mr. Sivakumar Palaniappan, Motivational Trainer and Career Coach addressed the students on Goal Setting as a part of the Emotional Intelligence pre-term course on 11th August 2014.

Mr. R. Varadaraj, Director, Rajshree Sugars addressed the I MBA students on 'Meeting people in Business settings' as a part of the Business Etiquette preterm course on 21st August 2014.

Mr. C.G. Kumar, Advocate, delivered a guest lecture on 'Company's Act' and 'Right to Information Act' as a part of Legal aspects of business on 6th and 7th January 2014.

Dr. P. Kanagasabapathi, Former Director of Tamilnadu Institute of Urban studies delivered lectures on 'Public Policy and Administration' during December 19-24, 2014.

Mr. K. Ravi CFO Roots Industries handled the course on 'Corporate Governance' for the I MBA students.

### E-Talk

Ms. Dolly Sancheti, Founder/Creative Director Poogle Media delivered an E-Talk on 'Why women should choose entrepreneurship as a career option' on 15th October 2014.

As a part of the E-Talk series, Mr. Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt. Ltd. shared his entrepreneurial experience with our I and II MBA on Wednesday, 26th November 2014

### CXO Talks

Mr. Girish G. Vaidya, Former Director, Infosys Leadership Institute on 5th September 2014.

Dr. S. Venkatraman, Senior HR Professional & CEO Coach on 16th September 2014.

Mr. Sumant Sood, Head - Innovation, Titan Industries, Bangalore on 27th October 2014.



*CXO Talk By Mr. Sumant Sood, Head - Innovation, Titan Industries*

Dr. N. Kamakodi, MD & CEO, City Union Bank Ltd , Kumbakonam on 20th December 2014.

### Urjith 2015

The Annual Mega Event of GRGSMS - URJITH 2015 - was held on 9th January 2015. The event saw over 370 student participants from 29 institutions all over Tamilnadu. URJITH 2015 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 by the popular Quiz Master, Prof. Rangarajan of PSG College of Arts and Science. Newsies and Campus Reporter were the two new contests introduced exclusively for UG students. Mr. T.S. Sritharan, CFO, Sundaram Asset Management Company, Chennai was the Chief Guest at the inaugural function. The prizes to the winners were distributed at the valedictory session. The Chief Guest was Mr. S. Prashanth, Executive Director, Quadrasystems.net Pvt. Ltd., Coimbatore.



*Winners of Best Management Team Contest at Urjith 2015*

### Shreyas Inauguration

Prof. K. Ramakrishnan, former Director, BSMED, Bharathiar University Coimbatore inaugurated the GRGSMS Students Forum - SHREYAS - and the e-Cell - NAVEERTI - on 20th August 2014. New office bearers of Shreyas & Naveerti were administered the oath of office.



*Inauguration of Shreyas*



## Others

Dr. Nithyanandan Devaraaj, SBU - Head, Larsen & Toubro delivered the inaugural address for the first year students during the commencement of the Classes I MBA Section I, II (2014-2016) Batch and PGDMFS (2014-2015) on 6th August 2014.

GRGSMS, PSGRKC for Women and FICCI Flo Coimbatore Chapter jointly organised an interaction session with Social Entrepreneur, Mr. A. Muruganantham, Founder, Jayaashree Industries along with Guest Speaker Mrs. J. Mohanasundari, Chairperson, FLO - Coimbatore Chapter and Managing Director, Sharp Electrodes Pvt Ltd. on 19th August 2014.



Mr. A. Muruganantham, Founder, Jayaashree Industries addressing students

The Governing Council Meeting of GRGSMS was held on 20th August 2014.

The Alumni of GRGSMS, Dr. M.V. Subha, Associate Professor, Anna University, Ms. Valarmathi, Research Scholar, BSMED and Ms. B.R. Lavanya, Trainer, Vertical Eye interacted with first year students on 23rd August and on 8th September 2014 as a part of preterm programme.

Mr. M. Venkatesh Prabu, Assistant Professor organized an interactive session with, Mr. P.S. Ramachandran, General Manager, HCL State Street Financial Services, Coimbatore for our first year MBA students on the topic, 'Expectations of the industry from fresh management graduates' on 4th September 2014.

A faculty interaction session with Prof. Gururaj Kediyoar, Dean - Academics, TAPMI on 'Teaching Pedagogy and Evaluation' was organised on 14th November, 2014.

Under the supervision of Dr. P. Paramanandam, Associate Professor, five MPhil scholars - Ms. K. Abinaya, Ms. P. Yuvapriya, Ms. R. Saranya, Ms. M. Priyadarshini, and Ms. R. Shwetha - successfully completed their Viva-Voce Examination.

GRGSMS hosted a one-day Workshop on 'Building a Winning Organisation' organised by CMA on 31st January 2015. The resource person was Prof. J. Philip, President, XIME Bangalore. Dr. J. Anitha, Associate Professor attended the programme.

GRGSMS organised the 'CMA Student Management Day 2015'

on 13th February 2015 on our campus. Business Quiz, Best Project and Debate Contest were conducted as a part of Student Management Day. About 200 students participated in this programme.

GRGSMS hosted the Regional Finals of AIMA's 18th Student Management Games 2014 (SMG-2014) on 31st October 2014. Mr. P. Niranjana, Executive Director, Cameron Manufacturing India Pvt. Ltd. was the Chief Guest of the valedictory session and distributed the awards and prizes to the winners.

## Student Recognition and Awards

Seven Students of II MBA participated in the intercollegiate meet 'RAPTURE 2015' at Sree Saraswathi Thyagaraja College, Pollachi on 11th February 2015. Two students - Ms. P.G. Arthi and Ms. V. Vishva Priya - won the second prize in Business Quiz. Four students - Ms. S. Dhivya Nandhini, Ms. Nikitha Natarajan, Ms. K.L. Uthra and Ms. J. Chandrakala - won the second prize in Best Management Team contest.

GRGSMS organised the 'CMA Student Management Day 2015' on 13th February 2015 on our campus. Ten students of II MBA participated in Debate and B-Quiz, Ms. M. Bharathi and Ms. V. Preethi of II MBA won Second place in B-Quiz.

Ms. Nikitha Natarajan was awarded the 'RVS Padmavathi Best Student Award' from the National management Day celebrations' organised by CMA at The Residency, on 21st February 2015.



Ms. Nikitha Natarajan won the "RVS Padmavathi Best Student Award" by CMA

Seven students of II MBA participated in the intercollegiate meet 'EXEMPLAR 2015' at Hindustan College of Arts & Science on 27th February 2015. Ms. M. Bharathi, Ms. S. Sruthi and Ms. C. Femina Christy won the First place in Finance Contest and Ms. S. Dhivya Nandhini, Ms. Nikitha Natarajan, Ms. K.L. Uthra and Ms. J. Chandrakala won the second prize in Best Management Team Contest.



### Day with Nature

During the period covered in this issue of Impressions, students and faculty undertook the regular 'Day with Nature' activity to Vethathiri Foundation and Aliyar Dam on 24th August 2014; to Nilgiris Bio Sphere Nature Park, Anaikatti on 13th September 2014; to an organic farm at Pollachi on 1st November 2014; and, to Isha Foundation at Poondi on 31st January 2015.



*Day with Nature at Nilgiris Biosphere Natural Park, Anaikatti*

### The Tree

Look at the beautiful majestic tree! Calm and peaceful in solitude - beckoning me with its arms laden with dense deep green foliage, promising cool refuge underneath. Nothing as selfless exists in this world, a provider of shelter to many a living thing - protecting, giving, and demanding nothing in return. Gazing at its magnificence, I feel the overwhelming joy that Wordsworth felt when he saw the daffodils. The enchanting serenity of the tree fills me with peace. Under its shadow, I can spend endless hours, feeling and experiencing heavenly bliss, listening to the soothing whispers of its leaves. All worldly concerns evaporate, the stress of the daily grind vanishes, the deadlines become meaningless, the chase seems so futile and time stands still.... nothing matters as in the tree, I see my creator, so pure and sacred; and savouring its beauty, I muse over the popular lines.. What is this life if full of care, we have no time to stand and stare?

**-Vandana Madhavkumar**  
Assistant Professor

### Trends in HR Technology

The role of technology with in human resource department has altered considerably over the last decade. The use of technology in HR started as a practice in transforming obsolete processes but has grown into a tool for organizations to market their HR brand. Through the automation of processes, HR technology has advanced to create an environment in which HR professionals view their roles not as mere administrators, but as strategic enablers for key organizational decisions.

No longer is HR the ancillary role that exists only to employ people and manage grievances, but one whose practices affect the bottom line of an organization. Some of the new focus areas for HR now include talent acquisition and retention, employee engagement, performance and productivity analytics, learning management, training administration, succession planning and many more. This new focus has led the way for HR technologies that play an important role in how to manage people and their talents, to engage, grow, retain and develop. Some examples include social recruiting, online skills assessments, Bring your Own Device (BYOD), e-learning systems, etc.

The millennial generation's quick adoption of technology has contributed greatly to the entire recruitment process going digital. In the bid to create favorable candidate experiences, employers are looking beyond the regular resume screening, to technologies such as, gamification. Apart from this, there are other tools such as video interviews, online assessments, mobilerecruiting and web proctored tests that contribute to recruitment technology.

For HR, the mobile revolution has translated into the redeployment of several functions to mobile. Job applications, candidate communication, feedback systems, learning and training programs, administrative tasks and a lot more now integrate with mobile, giving employees the capability to manage just one device and employers' the ability to expand access quickly.

With capabilities to track learning plans and goals, games, video and audio content, e-learning on mobile applications and more, e-learning software has brought about a change in how learning merges with performance data, thus allowing organizations to interact in entirely new ways with learning modules for employees.

Innovations and new ideas in HR technology are at a peak, with new companies launching into the space, each with its solution to a specific HR task. Big data, assessments, mobile, video, e-learning and more, HR technology has some interesting times ahead and will continue to see exciting and unique developments. As HR continues to evolve to meet the changing pressures on the businesses of today, so will the HR technology later to provide solutions to not only make these changes simpler and more manageable, but also provide the impetus for the next cycle of change.

**-Nikitha Natarajan**  
II MBA



## Why Affirmations are so powerful! (adapted from Susan Jeffers literature)

An important and interesting tool for pushing through one's fears and other negative emotions is the positive affirmation. Affirmations are uplifting and soothing thoughts that tends to keep oneself in an upbeat, loving state. When you find yourself fearful or upset about any situation in life, you can simply begin repeating an appropriate affirmation over and over again until peace envelopes you like a warm blanket.

An affirmation is an encapsulation of a whole wealth of life-affirming thoughts that remind us that we are inherently powerful and loving and there is nothing to fear. (Jeffers, 2006)

For example, a very useful affirmation could be 'It's all happening Perfectly!'.

One may wonder, how can all things go perfect, when a lot of things don't turn out the way we want them to turn out. And when we explore the deep, deep meaning of this affirmation, we find the answer. It's all happening Perfectly! is a shortened version of...

'My mind cannot see the larger picture, the Grand Design. I don't know why life is happening the way it is, but I will simply trust that all things happen for a reason. Therefore, even if a certain situation is not going the way I want it to go, I will relax and focus on how I can learn and grow from it all. In this way, I become a stronger and more loving person. Yes ... It's all happening Perfectly!'.

Similarly, one can take up any number of appropriate affirmations, that would aid in leading your work and life peaceful, active, alert, healthy, conscious, confident, courageous, wise and how you wish it to be. Make sure you frame your affirmations on a positive note rather than double negatives. For eg., if you would want to frame, 'I will not be afraid of new experiences', it is always better to frame the same as 'I will enjoy new experiences' or 'I will embrace newness in life'. This is very important.

It is also surprising to note that just saying, thinking or writing positive thoughts make us stronger in every way whether we believe the words or not. One can say affirmations whenever you find time, be it while in travel, while waiting for someone, while going to bed, while waking up and whenever you find yourself free. Few more affirmations that are helpful in life includes

- My life makes a difference.
- Whatever happens, I'll handle it!
- I focus on my many blessings.
- I let go and I trust.
- All is well.
- I am drawing to me all good things.
- The quality of my life depends only on me.
- I reach out and invite others into my life.
- I love and approve myself.
- I am healthy, safe, peaceful and cheerful.

Affirmations are found to be really working as they are actually positive reinforcements that aid one's mind to focus on one's strengths, growth and maturity.

Source: [www.susanjeffers.com](http://www.susanjeffers.com)

Susan Jeffers is an American Psychologist and author of Self help literature.

**- Dr. J. Anitha**  
Associate Professor

## Let us Understand Anchoring Bias

When we are trying to make a decision, we often use an anchor or focal point as a reference or starting point. Psychologists have found that people have a tendency to rely too heavily on the very first piece of information they learn, which can have a great impact on the decision they end up making. This type of cognitive bias is known as the anchoring bias or anchoring effect. According to Amos Tversky and Daniel Kahneman, people make estimates by starting from an initial value that is adjusted to yield the final answer. The initial value, or starting point, may be suggested by the formulation of the problem, or it may be the result of a partial computation. In both the cases, adjustments are typically insufficient. That is, different starting points yield different estimates, which are biased toward the initial values.

The anchoring bias can influence how much you are willing to pay. For example, imagine that you are buying a new car. You learn from the internet that the average price of the vehicle you are interested in is 2.5 lakh rupees. When you are shopping at the used car market, the dealer offers you the same vehicle for 2.25 lakh. You may quickly accept because the price is less than what you were expecting to pay. Later, you might scold yourself for making such a quick decision and not shopping around for a better deal. So why did you jump so quickly on that first offer? The anchoring bias suggests that we favour the first bit of information we learn. Since your initial research indicated that 2.5 lakh was the average price, the first offer you encountered seemed like a great deal. You failed to notice the possibility that other dealers might have lower prices, and made a decision on the information you already had, which served as an anchoring point in your mind.

**- Dr. P. Paramanandam**  
Associate Professor

## Editorial Team

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