

**From the Editor**

Dear Readers,

This academic year has brought in more pearls to our crown. Students have exhibited their talents by successfully organizing various events like Urjith - the Annual Intercollegiate Meet, Feb Fiesta - a platform to demonstrate the spirit of entrepreneurship and so on. 'SHREYAS' the 'Students' Association of GRGSMS with five interest groups, namely Arts and Aesthetics, Environment and Community, Knowledge, Technology and Health and Fitness have organized various activities during this academic year. Apart from this, our students have also participated in many intercollegiate meets organized by other institutions and have won prizes.

I am pleased to present the second issue of our Newsletter *Impressions* for the academic year 2016 -17 which captured in capsule the events and activities of last six months.

We look forward to your suggestions and feedback.

Happy Reading!

**Dr. S. Kavitha**

## Congratulations!

Ms. V. Anjana and Ms. G. Mohanalakshmi of II MBA won Gold Medal in the AIMS Best Student Paper Award in the 28<sup>th</sup> AIMS Annual Management Education Convention during 26-28 August, 2016, at the Institute of Management Studies, Ranchi University, Ranchi.

### Vision

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

### Mission

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

### Message from Dean

I was discussing with a group of professionals about the influence of social media, some interesting thoughts were shared. Suddenly everyone realized that the consumers have become creators. The communication dynamics have moved to 'many to many' from 'one to one'. It has become a recursive loop rather than a push medium. This is making everyone to take into considerations of what consumers feel. This is a major transformation that has happened in the last five years. What it means to the youngsters, particularly to students? Should the educators not look from the perspective of what a (consumer) student is expecting? Do they (students) have the clarity when it comes to academics?

Considering the fact that education has to undergo a major transformation, as an academician, I felt as though, i am looking into too many options. A Swiss clinical psychologist Jean Piaget said that, "Principal goal of education should be to create people who are capable of doing new things, people who are creative, inventive and discoverers and not simply repeating what other generations have done". Hence, there is a need to revamp the entire process of knowledge dissemination, in pursuit of educational excellence that would lead to professional excellence. A few suggestions were given by the group of professionals which included Faculty collaboration in sharing ideas, focus into educational technology that can enhance learning outcomes and frequent review of Educational Research. Sounded possible and positive isn't it?



**Dr. P. Sadhasivam**  
Dean

**"Always recognize that human individuals are ends, and do not use them as means to your end"**  
- Immanuel Kant



### Chief Mentor's Corner

Our Chief Mentor, Prof. S. Balasubramanian

- Attended the Annual General Meeting of CMA on 17<sup>th</sup> August, 2016
- Attended the Meeting of Education Panel of CII, Coimbatore on 26<sup>th</sup> August, 2016
- Made an exploratory visit to Colombo, Srilanka, during 12-14 September, 2016
- Attended AIMA's 43<sup>rd</sup> National Management Convention at New Delhi during 21-22 September, 2016
- Attended "CII Education Sub-Committee" meeting organised by CII Coimbatore on 26<sup>th</sup> October, 2016
- Delivered a talk to the faculty members, at Sree Saraswathi Thiagaraja College, Pollachi on 1<sup>st</sup> December, 2016
- Attended two day educational conclave on, 'Higher Education for Digital Natives' organised by CII during 2-3 December, 2016 at Radisson Blu, Coimbatore and Chaired a session on "Technology in Higher Education"
- Anchored the panel discussion on the topic "Management Education in a Technology Driven World: Challenges Ahead" in the "Meeting of Minds" organized by CMA on 5<sup>th</sup> November, 2016 at Avinashilingam Institute of Management and Technology

### Dean's Corner

Our Dean Prof. P. Sadhasivam

- Attended AIMA's 43<sup>rd</sup> National Management Convention at New Delhi during 21-22 September, 2016
- Attended "CII Education Sub-Committee" meeting organised by CII Coimbatore on 26<sup>th</sup> October, 2016
- Attended two day educational conclave on, 'Higher Education for Digital Natives' organised by CII during 2-3 December, 2016 at Radisson Blu, Coimbatore
- Panelist to discuss and deliberate on the topic "Management Education in a Technology Driven World: Challenges Ahead" for the "Meeting of Minds" organized by the CMA, on 5<sup>th</sup> November, 2016 at Avinashilingam Institute of Management Technology
- Attended the Academic Council meeting held on 23<sup>rd</sup> November, 2016
- Participated as Co-chair for a technical session in "The Southern Regional Conference on Management Education - A Global Perspective" organised by PSG Institute of Management in collaboration with Association of Indian Management Schools (AIMS) during 5-6 January, 2017

### Faculty Timeline

**Ms. K. C. Aruna Devi**, Assistant Professor, participated in the HR Conclave 2016 on "Building Leadership Pipeline" organized by Confederation of Indian Industry, at hotel 'The Residency', Coimbatore on 21<sup>st</sup> September, 2016.

**Dr. R.K. Sudhamathi**, Associate Professor, **Ms. S. Sathyapriya**, Assistant Professor and **Ms. K. Mythili**, Student II MBA presented a proposal on, "Solar Energy as an Alternate Power Resource: Smart City Initiative"; **Dr. S. Kavitha**, Associate Professor, **Dr. Savitha Nair**, Associate Professor along with **Ms. C. Pankiaselvi**, Student, II MBA, presented a proposal, on "Every single drop counts: A smart water leakage management strategy using sensors" in a contest on "Smart City Kovai: A Way Forward" organized as a part of Teacher's Day Celebrations by 'Education Panel' of CII, Coimbatore zone on 5<sup>th</sup> October, 2016.

**Dr. N. Anitha**, Associate Professor, **Dr. Savitha Nair**, Associate Professor **Ms. K.C. Arunadevi**, Assistant Professor along with 20 students attended a programme on "Stand Up and Start Up" organized by The Indian Chamber of Commerce and Industry, at The Chamber Hall, Coimbatore. **Shri. C. K. Ranganathan**, Chairman and Managing Director, Cavincare (P) Ltd., Chennai, shared his experience, on 18<sup>th</sup> October, 2016.

**Dr. N. Anitha**, Associate Professor, attended a programme organized by EDI at KCT Business School on 20<sup>th</sup> October, 2016.

Our Chief Mentor, **Prof. S. Balasubramanian**, Our Dean, **Dr. P. Sadhasivam**, **Dr. Savitha Nair**, Associate Professor and

**Dr. S. Kavitha**, Associate Professor attended the CII's "Regional Conclave on Management Education" organized by CII Southern Region at Chennai during 20-21 October, 2016.

**Dr. N. Anitha**, Associate Professor, attended a session on "Idea Generation to biz-Model" by Nagarajan Prakasam, Chairman and Co-Founder of Native Angels Network and in house mentor of IIM, at PSG Institute of Technology on 22<sup>nd</sup> October, 2016

**Ms. P.B. Saranya**, Assistant Professor, attended a One Day National Level Experiential Workshop on "Flipped Classroom Methodology" organised by Karunya School of Management, Coimbatore on 12<sup>th</sup> November, 2016.

**Dr. N. Anitha**, Associate Professor, attended a workshop on "Mentoring Process" at PSGIM on 17<sup>th</sup> November, 2016 organised by NEN, Coimbatore.

**Dr. Vandana Madhavkumar**, Assistant Professor, participated in the 8<sup>th</sup> edition of National Foundry Conclave - The CEO Edition "Structure for Excellence" on 25-26 November, 2016 at Ball Room, Hotel Le Meridien, Coimbatore.

**Dr. J. Anitha**, Associate Professor attended the HR Conclave organised by NIPM and PSGIM, Coimbatore, on 26<sup>th</sup> November, 2016.

**Dr. J. Anitha**, Associate Professor was invited as a Guest speaker in Department of BBA (IB & RM), PSGRKC, to address the final year students on 'Research Methodology' on 27<sup>th</sup> December, 2016.

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**Ms. S. Sathyapriya**, Assistant Professor attended NACC sponsored Two Day National Workshop on, "Technology Enablement for Outcome Based Education" organised by PSGRKC during 15-16 December, 2016.

**Ms. K.C. Arunadevi**, Assistant Professor, attended a workshop conducted by Shanti Ashram in collaboration with the Amrita School of Business and FICCI Ladies Organisation - Coimbatore chapter on the topic "Gender Diversity and Equal Working Environment" on 27<sup>th</sup> January, 2017.

**Ms. S. Sathyapriya**, Assistant Professor attended a two day workshop on "Applied Econometrics for business and Finance" organised by XIME, Chennai, during 27-28 January, 2017.

**Dr. Savitha Nair**, Associate Professor, has been sanctioned with Rs.1,50,000 funding by ICSSR for organizing National Conference on "Marketing in an Interconnected World: Trends, Opportunities and Challenges".

## Students' Corner

### Internal Activities

Mr. Iakoka N. Subramaniam, Founder Director of M/s Habasit Iakoka Pvt. Ltd has inaugurated the Students Forum SHREYAS on 24<sup>th</sup> August, 2016.



*SHREYAS - Students Forum Inauguration*

Students of 'Environment and Community' interest group attended a road safety awareness training programme conducted by Mr. K. V. Vinayaga Moorthi, Traffic Warden, Tamil Nadu Police Traffic Wardens Organisation on 11<sup>th</sup> August, 2016.

Dr. J. Anitha, Associate Professor and Dr. Vandana Madhavkumar, Assistant Professor along with 11 students from the 'Environment and Community' interest group participated in a Jungle clean drive organised by Young Indians (Yi) as part of 'Swachh Bharat' initiative on 28<sup>th</sup> August, 2016. The mission was to clean the stretch from Maangarai check post to Anaikatti.



*Jungle Clean Drive by 'Environment and Community' interest group*

The interest group of 'Arts and Aesthetics' organized a contest on the concept "Disruptive Innovation" through pictorial presentation, on 1<sup>st</sup> September, 2016.

Peregrine Online Assessment was held on 2<sup>nd</sup> September, 2016. This is to assess the Learning Outcome at the entry level and mid-level of the MBA programme.

Students celebrated "Teachers' Day" on 6<sup>th</sup> September, 2016.

Students of 'Knowledge' interest group organized a debate on the topic "CSR activities are for the social welfare or for building a firm's image?" on 10<sup>th</sup> September, 2016.

Twenty Nine Students of 'Environment and Community' interest group attended an orientation for eye screening camp which was organized during October by Roundtable 31 and Sankara Eye foundation at Kodanur Village on 12<sup>th</sup> September, 2016.

Personality Development Programme was conducted for I MBA students by 'Vertical Eye' during 15-24 September, 2016.

Students of 'Health & Fitness' interest group organized 'Kho-Kho' & 'Badminton' match between I MBA and II MBA on 15<sup>th</sup> September, 2016.

Students celebrated 'Onam' festival with 'Pookolam', Rangoli competition and Games on 16<sup>th</sup> September, 2016.

Students of 'Technology' interest group organized a Poster Competition on "Innovative ideas to make our daily life better (easy) using technology" on 22<sup>nd</sup> September, 2016.

Students of 'Arts and Aesthetics' interest group conducted a 'Role Play' competition "Management Lessons from Thirukkural" on 7<sup>th</sup> October, 2016

Students of 'Knowledge' interest group organized a Business Quiz "Diz LLect 2016" on 13<sup>th</sup> October, 2016.

Students of 'Environment and Community' interest group organized a training session and workshop on "Freedom from corruption and Right to Information Act 2005" by The 5<sup>th</sup> Pillar - Citizens for Democracy on 14<sup>th</sup> October, 2016. Mr. Ravi Sundar, Advisor, 'Media Process - 5<sup>th</sup> Pillar Citizens for Democracy' was the Chief Guest.

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Students of 'Health and Fitness' interest group organized a session on "Surprising Science of Happiness" by Mr. Saravan Krishnan, Director/ Yoga Therapist, Wellness Square on 20<sup>th</sup> October, 2016.

Students of 'Arts and Aesthetics' interest group conducted Logo Designing Contest for "URJITH 2017" on 22<sup>nd</sup> October, 2016.

Students of 'Knowledge' interest group organized a "Mock Press" contest on 3<sup>rd</sup> November, 2016.

Students of 'Environment and Community' interest group participated in an eye camp organised by "Sankara Eye Hospital" and "Round Table 31" at Kondanur Village near Anaikatti, on 6<sup>th</sup> November, 2016. The students campaigned in that area for creating awareness about the camp, by visiting around 200 households in 4 villages on 3-4 November, 2016.

Students of the 'Technology' interest group conducted "Point Counter Point" contest on 10<sup>th</sup> November, 2016.

Students of 'Health and Fitness' interest group conducted a sports activity with "4×100m relay" and "100m sprint" on 17<sup>th</sup> November, 2016.

Students of 'Arts and Aesthetics' interest group conducted a competition "Listen and Vision" on 25<sup>th</sup> November, 2016.

Students of 'Environment and Community' interest group along with CII's Indian Women Network (IWN), organized a session on "Organic Terrace Gardening" on 28<sup>th</sup> November, 2016. The speaker was Mr. Kanagaraj Thangavel, Director of Bio Blooms Agro India Pvt Ltd. - an Agriculture based company dealing

with large scale organic and inorganic farming, terrace garden research and modern machinery for agriculture. Mrs. Aruna Thangaraj, Co-convenor of IWN, presided the programme.

Students of 'Technology' interest group organised 'Crack your Brain' - a learn with fun session on 15<sup>th</sup> December, 2016.

Students of 'Health and Fitness' interest group organized a salad making competition "EN BONNE SANTE SALAD" on 17<sup>th</sup> December, 2016.

Students of 'Environment and Community' interest group volunteered in the tree planting initiative of LIONS Club of Coimbatore, Aishwaryam (LIONS District 324-1) and The International Association of Lions Club at Government Polytechnic College (GPC) Avinashi Road on 19<sup>th</sup> December, 2016. Faculty members Dr. R.K. Sudhamathi and Mrs. K.C. Arunadevi accompanied the students.

Students of 'Arts and Aesthetics' interest group conducted a competition "Ad Mad" on 22<sup>nd</sup> December, 2016.

Students of Knowledge interest group conducted, "Battle of the Brains" - a knowledge quest contest and the Members of 'SHREYAS' organized New year celebrations on 29<sup>th</sup> December, 2016.

Students of 'Arts and Aesthetics' interest group organised Pongal Festival. On this occasion a debate in Tamil was conducted on the topic "Jallikattu Thadai Thevaiyai/Ellaiya". Dr. P. Sadhasivam, Dean acted as the moderator for the debate, on 12<sup>th</sup> January, 2017.

## Urjith 2017

The Annual Inter collegiate meet 'Urjith 2017' was organized on 17<sup>th</sup> February, 2017. Dr. M. Settu, CEO of Syndicate Exports Private Limited, Coimbatore has inaugurated the programme. Around 219 participants from 20 different institutions have participated. 'Urjith 2017' featured the competitions like Chandrakanthi Memorial Young Business Leader award, Best Management Team, Business Quiz, Marketing/Finance/HR Contests, Photography Contest, Knowledge Hunt and Short film Contest. Business quiz was conducted by the popular quiz master Dr. Rangarajan of PSG Arts and Science College, Coimbatore. Mr. C. N. Ashok, MD, Autoprint Manufacturers Private Limited has delivered the valedictory address and distributed the trophies, cash prizes, and gift vouchers to the winners.



*Urjith Best Management Team Award*



*Inauguration of 'Urjith 2017'*

**The conventional definition of management is  
getting work done through others.  
But real management is developing  
people through work  
- Agha Hasan Abedi**



### External Participation

Students of II MBA Ms. A. Sushmitha, Ms. R.B. Tharneesha and Ms. J. Vaishnava Devi, have participated and won first prize in "Valar Dohaeris". Ms. M. Femitha Parveen, Ms. G. Shalu, and Ms. K. Sindhuja have participated and won second prize in "You Know Nothing John Snow" in "SAMYOG" a HR day celebration at PSG Institute of Management on 11<sup>th</sup> August, 2016.

Five of II MBA students: Ms. M. Femitha Parveen, Ms. G. Shalu, Ms. E. Rajeswari, Ms. S. Surabhi and Ms. V. Anjana have participated in 'Youth talk' competition, in the preliminary round at SNR Arts and Science College, three of them were selected for level 2 and finally one of our students, Ms. S. Surabhi, got selected for semi-finals held at KPR Business School, Coimbatore and won the Second Regional Topper award on 19<sup>th</sup> August, 2016.

Ms. K.N. Dhivya and Ms. E. Rajeshwari of II MBA won II and III prizes respectively in the presentation competition organized by LIC, as part of the 'Insurance Week Celebration' on 1<sup>st</sup> September, 2016.

Five of II MBA students: Ms. E. Rajeshwari, Ms. S. Padmaja, Ms. J. Jeniba, Ms. K. Sindhuja and Ms. M. Sowthamani participated in a National Level Management Meet "Tiekoons 2016" in the event "Best Management Team" and "Corporate Show" organized by Jamal Institute of Management, Jamal Mohamed College, Trichy, during 5-6 October, 2016.

Students of II MBA, Ms. V. Anjana, Ms. K. N. Dhivya, Ms. M. Saranya, and Ms. R. Suki of I MBA, participated in the AIMA - National Student Management Game, conducted in Sri Krishna College of Technology, Coimbatore, during 6-7 October, 2016.

Students of II MBA Ms. Prapti.B.Desai, Ms. A. Sushmitha, Ms. B. Tharaneesha, Ms. J. Vaishnava Devi, participated in the Inter Collegiate Meet conducted by Sastra University, Thanjavur, on 14<sup>th</sup> October, 2016

Four students of I MBA participated in the 8<sup>th</sup> 'ABBS - BRICS' students meet organised at XIME, Bangalore and XIME, Cochin, during 17 - 20 November, 2016. Ms. R. Suki of I MBA won first place in "Collage" event. Dr. J. Anitha, Associate Professor, accompanied the students to XIME- Bangalore for the meet.

I MBA students Ms. S. Rohitha, Ms. P. Keerthi, Ms. R. Kanya, and Ms. V. Sarayu have participated in Yugam 2017 conducted by Kumaraguru College of Technology, during 9-11 February, 2017 and won II prize in Corporate Gala's with cash prize of Rs.4000.

Ms. S. Surabhi, student of II MBA was invited as the guest speaker and she delivered a motivational speech on "Entrepreneurship among the Youth" organised by ED Cell students at KPR Engineering College on 14<sup>th</sup> February, 2017.

Eight students of II and I MBA participated in Inter Collegiate Meet "ADROIT 2017" organized by D.J Academy for Managerial Excellence on 24<sup>th</sup> February, 2017.

### Internal Faculty Seminars

The following internal faculty seminars were delivered

- "Impact of Organisational Stress on Job Satisfaction and Organisational Commitment among the Managerial Personnel of select Textile Units in Tirupur" by **Dr. P. Paramanandam**, Professor on 9<sup>th</sup> August, 2016
- "A Study on Performance of Equity Linked Tax Saving Mutual Fund Schemes in India" by **Dr. R.K. Sudhamathi**, Associate Professor on 6<sup>th</sup> September, 2016
- "A Study on The Perception of School Teacher on Human Resource Development Climate and Organizational Effectiveness with reference to Coimbatore City" by **Ms. K.C. Arunadevi**, Assistant Professor on 5<sup>th</sup> October, 2016
- "Impact of Emotional Intelligence on Work Engagement" by **Dr. J. Anitha**, Associate Professor on 19<sup>th</sup> October, 2016
- "Perception of Youth on Social Media - An Empirical Study in Coimbatore" by **Dr. S. Kavitha**, Associate Professor on 16<sup>th</sup> December, 2016

- "A Study on effectiveness of Electronic Payment Systems in India" by **Ms. S. Sathyapriya**, Assistant Professor on 3<sup>rd</sup> February, 2017
- "Effectiveness of Incubation Centers in Educational Institutions with Special Reference to Coimbatore City" by **Dr. N. Anitha**, Associate Professor on 27<sup>th</sup> February, 2017

### Ranking

GRGSMS has been ranked

- 78 by The Hindu: Business Line, MBA Universe B-School ranking 2016
- 133 in All India level and 111 in private B-School level in The Week B-School Survey published in October 2016, issue
- 123 among top private 'B schools' in India in the November 2016 issue of, 'Business World' Magazine
- AAA in Tamilnadu B-School Ranking in November 2016 issue of Careers 360 magazine



## FDP/MDPs/Workshops Organized

ICT Academy of Tamil Nadu conducted a two day FDP on "Business Simulations" during 7-8 September, 2016. 39 participants from Coimbatore attended the FDP and five of our faculty members Dr. P. Paramanadam, Professor Dr. N. Anitha, Associate Professor, Dr. Vandana Madhavkumar, Assistant Professor, Ms. K.C. Arunadevi, Assistant Professor, Ms. P.B. Saranya, Assistant Professor have participated. The FDP was hosted by GRG School of Management Studies.



*ACBSP Mentor Visit*

Dr. Douglas Gilbert, Mentor, ACBSP, USA visited our institution on 30<sup>th</sup> September, 2016 and 1<sup>st</sup> October, 2016. During his visit he had a detailed discussion on ACBSP Standards & Criteria with the faculty on 30<sup>th</sup> September, 2016. Dr. N. Yesodha Devi, Secretary, PSGRKC and Dr. S. Nirmala, Principal, PSGRKC were present during the discussions. A workshop on "Management Education in a Globalized World" was conducted on 1<sup>st</sup> October, 2016. Prof. S. Balasubramanian, Chief Mentor, GRGSMS, Dr Douglas Gilbert, Mentor, ACBSP, Dr. K. Ramakrishnan, Former Director, BSMED and Mr. A. Thothathri Raman, Chairman, SEAA were the resource persons for the workshop. Principals, Directors and Deans of various business schools participated in the workshop.



*MDP on "Go-Digital: Customer Engagement Strategies for SMEs"*



*FDP on "Skills Development for Business Research"*

Dr. B. Sripirabaa, Associate Professor and Dr. J. Anitha, Associate Professor conducted a Faculty Development Programme on "Skills Development for Business Research" during 3-5 November, 2016. Around 37 participants from various places including Salem, Sivakasi, Coimbatore, Erode, Madurai, Bangalore and Kerala participated and benefitted in this programme.

GRGSMS hosted a round table conference for our faculty members along with a select group of Heads of B-Schools in and around Coimbatore on 'Internationalization of Management Education and Assessment of Learning Outcomes' on 16<sup>th</sup> November, 2016. The workshop was conducted by Dr. Olin O. Oedekoven, President & CEO, Peregrine Academic Services, USA, Mr. Steve Petsch, Executive Director, Bloomberg Business week, USA, and Mr. A. Thothathri Raman, Chairman, SEAA Trust, New Delhi. Dr. Gururaj H. Kidiyoor, Director, TAPMI enriched the conference with his views on "Outcome Based Learning" and Dr. Simon George, Dean, Academic Affairs, TAPMI, was also present.

Dr. Savitha Nair, Associate Professor & Dr. N. Anitha, Associate Professor, conducted a one-day MDP titled "Go Digital: Customer Engagement Strategies for SMEs" on 17<sup>th</sup> December, 2016. Mr. Austin P M, CEO, EduCentral and Mr. Radhakrishnan K G, Founder & Director, WebNamaste were the resource persons. 32 participants representing SMEs from various part of Tamil Nadu attended the programme.

Dr. R. Savitha, Professor, and Dr. R. K. Sudhamathi, Associate Professor were resource persons for Management Development Programme on "Finance for Non finance Executives" organised by GRG Centre for Advanced Studies, during 20-21 January, 2017.

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### Programme Facilitators at FDPs and Workshops

Dr. N. Anitha, Associate Professor was the resource person for DST Sponsored Entrepreneurship Awareness programme on "Creativity and Entrepreneurship" organized by PSGR Krishnammal College for Women, during 7-8 and 21 September, 2016.

Dr. R. Savitha, Professor, Dr. N. Anitha and Dr. Savitha Nair, Associate Professor, were resource persons for various sessions of a Faculty Development Programme, organized by the 'Innovation and Entrepreneurship Development Centre (IEDC)' of PSGR Krishnammal College for Women, during 1-14 November, 2016, sponsored by DST, New Delhi.

Dr. B. Sripirabaa and Dr. J. Anitha, Associate Professors, were invited as Resource persons for a one day workshop on 'Application of SPSS - Univariate and Multivariate analysis' on 22<sup>nd</sup> November, 2016, at Sri Ramakrishna College of Arts and Science, Coimbatore. About 55 participants attended the workshop.

Ms. S. Sathyapriya, Assistant Professor was a resource person for a two day workshop on 'Using Excel to prepare and analyse Financial statements' organised for the UG students of commerce department at PSGRKC for Women during 29 & 30 January, 2017.

Dr. B. Sripirabaa, Associate Professor and Dr. J. Anitha, Associate Professor acted as resource persons for the workshop on "Research Methods" organised by PSGRKC for M.Com students on 16<sup>th</sup> and 23<sup>rd</sup> February, 2017.

Dr. Savitha Nair, Associate Professor, and Dr. Vandana Madhavkumar, Assistant Professor, acted as the resource persons for the FDP on "Case writing and teaching" organized by SNR Sons College, Coimbatore on 18<sup>th</sup> February, 2017. The programme was attended by 44 faculty members from Management and Commerce UG and PG departments.

### Conferences/ Seminars

Dr. N. Anitha, Associate Professor presented a research paper on "Factors influencing preferences of women towards online shopping" at the National Marketing Conference organized by SDMIMD, Mysore, on 28<sup>th</sup> October, 2016.

Dr. S. Kavitha, Associate Professor, participated in the "9<sup>th</sup> International Accreditation Conference 2016" conducted in New Delhi during 14-15 November, 2016. On 15<sup>th</sup> November, 2016, she shared the experience of going in for ACBSP accreditation in GRGSMS, with the participants of the Conference.

Mrs. K.C. Arunadevi, Assistant Professor, authored a paper along with Dr. P. Paramanandam, Professor, on "Emotional Intelligence as a Predictor of Academic Performance among the B-School Students in Coimbatore" and presented it in the 5<sup>th</sup> International Conference on Managing Human Resources at the Workplace organised by SDMIMD, Mysore during 9-10 December, 2016.

Ms. P.B. Saranya, Assistant Professor participated and presented a paper in the 7<sup>th</sup> International Conference on Development Policy on the theme 'Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development' at Avinashilingam School of Management and Technology during 15-16 December, 2016.

Dr. P. Paramanandam, Professor, presented a paper titled, "Psychological Empowerment, Occupational Stress, and Job Satisfaction among the Managerial Personnel of a Shipyard". Dr. Savitha Nair, Associate Professor presented a paper on "Role of Sentiment Analysis in consumer research: A case study

of Reliance Jio" and Dr. R. K. Sudhamathi, Associate Professor presented paper on "Growth and Development of Indian Mutual fund market" at "The Southern Regional Conference on Management Education - A Global Perspective" organised by PSG Institute of Management in collaboration with Association of Indian Management Schools (AIMS) during 5-6 January, 2017. Dr. Savitha Nair received the "Best Research Paper Award" in the Marketing Track.

Dr. Savitha Nair, Associate Professor, and Dr. R.K. Sudhamathi, Associate Professor, presented papers on "Impact of eWOM on the purchase intentions of Gen Y consumers"; "Index Funds: An Emerging mutual fund investment Scheme" respectively at the International Conference on "Emerging Trends in Business" and Ms. K.N. Dhivya, II MBA student, presented a paper titled "Consumer ethnocentrism: A comparative study of Gen X and Gen Y consumers" organised by Christ University, Bangalore on 16<sup>th</sup> February, 2017. Dr. Savitha Nair, Associate Professor received the best paper award.

Ms. D. Arthi, Assistant Professor, presented a research paper on "Consumer behaviour and post purchase cognitive dissonance of women with respect to their outfits in Tamil Nadu," at a National Marketing Conference organized by VIT Business School, Vellore, on 19<sup>th</sup> January, 2017.

Dr. N. Anitha, Associate Professor, presented a paper titled, "Entrepreneurial Potential, Intention and the Influential Factors for Entrepreneurship among the Women Students of Coimbatore City" organized by St. Joseph Institute of Management, Trichy during 23-24 February, 2017.



## CXO Talks/E-Talks/Guest Lectures

Mr. B. Soundarajan, MD, Suguna Holdings Private Ltd, delivered a CXO talk on "Dreaming Big - Suguna Holdings Eyes Pan India Market" on 16<sup>th</sup> August, 2016.

Mr. K. Hariprasad, EAIC - HR and Personnel, at Larson and Toubro, Coimbatore, delivered a guest lecture to II MBA students on the topic "Training Need Analysis" as part of the course 'Learning and Development' on 6<sup>th</sup> September, 2016.

As a part of CXO talk Colonel (Veteran) A. Sridharan, VSM, Managing Director, Covai Property Centre (India) Pvt Ltd delivered a talk on "Managerial Challenges in an organisation specializing in Senior Care" on 8<sup>th</sup> September, 2016.

Mr. Ramanathan Purushothaman, Chief Legal Officer, IP Lawyer & Trademark Attorney, delivered a guest lecture for II MBA Students on "Legal Issues for the Entrepreneur" as a part of 'Entrepreneurship Development' course on 12<sup>th</sup> September, 2016.

As a part of the E-Talk series, Mr. C.M. Vivek, Co-founder, Purple Ironing Services Pvt., Ltd. delivered a talk on "Technology is an Enabler for the Business Growth of Purple Ironing" on 26<sup>th</sup> September, 2016.

Prof. Umesh Chandrasekhar, PSG Institute of Management, delivered a guest lecture on "Diffusion and adoption of innovations" as a part of the Course "Consumer Behavior" on 3<sup>rd</sup> October, 2016

Mr. Niranjan Parameswaran, Executive Director, Cameron - Schlumberger, delivered a 'CXO talk' on "Strategy Deployment and Innovation at Cameron" on 5<sup>th</sup> October, 2016.



*CXO talk by Mr. Niranjan Parameswaran, Cameron*

Mr. Keshav R Mahaur, Production Manager, LV Switch Board department, EAIC division, Larsen & Toubro Limited, Coimbatore delivered a guest lecture on "Practical difficulties in adopting Just-In-Time Inventory" as a part of the course "Cost Management" on 21<sup>st</sup> October, 2016.

Mr. Senthil Kumar, Managing Director - VSSL Stock Broking Pvt. Ltd. (Franchise of Motilal Oswal Securities Ltd), delivered a guest lecture on "The Recent Trends in Capital Markets and Trading Practices" as a part of the course "Financial Markets" on 23<sup>rd</sup> October, 2016.

As a part of 'Financial Services' course for II MBA, Mr. H. Rangarajan, Former General Manager of Dhanlaxmi Bank, delivered a guest lecture on "Corporate Restructuring - Mergers & Acquisitions" on 31<sup>st</sup> October, 2016.

Mr. E. Ganesh Thangam, Deputy Manager IT, Roots Industries Limited, Coimbatore, delivered a lecture on the topic "Practicing CRM in Organizations" for the course "Customer Relationship Management" on 1<sup>st</sup> November, 2016.

Dr. P.S. Balasubramanian, Executive Director, Auto Print Machinery Manufacturing Limited, Coimbatore, delivered a lecture on "Performance Review and Coaching" for II MBA students as a part of "Human Resource Development" course on 4<sup>th</sup> November, 2016.

Mr. Jawahar Karthikeyan, Head - Admin and Marketing, Karma Innovations Pvt Ltd, delivered a lecture to the I MBA students on "Budgetary and Non-budgetary Controls" as a part of the course "Evolution and Principles of Management", on 9<sup>th</sup> November, 2016.

As a part of the E-Talk series, Mr. Vijay Kapoor, Managing Director, Derby Jeans Community, Chennai, shared his entrepreneurial experience on the Title "Derby's Story on Power of Passion" with I and II MBA Students on 21<sup>st</sup> November, 2016.

As a part of the E-Talk series, Mr. Nagaraja Prakasam, Founder Chairman, NAN, Bengaluru, shared his entrepreneurial experience on the title "Innovation, Intrapreneurship, Entrepreneurship" with I and II MBA Students on 24<sup>th</sup> November, 2016.



*Mr. Nagaraja Prakasam delivering the E-Talk*

contd.



Mr. Sudheer Mohan, Director - Mobility Quality Engineering, Wipro, Cochin, delivered a CXO talk on "Disruptive Technologies that transformed businesses", on 17<sup>th</sup> December, 2016.

Mr. M. Sathya Kumar, Chartered Accountant, Chennai, delivered an exclusive session on, "Demonetization - The Game Changer of Indian Youth" for our MBA and PGDMFS students on 28<sup>th</sup> December, 2016, organised by Finance domain.

As a part of CXO talk series, Mr. Senthil Muruganantham, President of ANT International- one of the leading Granite Exporter/ Distributor/Retailer of memorial product serving over 700 dealers worldwide, delivered a talk on "Challenges

and Opportunities of setting up Business Overseas" on 5<sup>th</sup> January, 2017.

As a part of the E-Talk series, Mr. K.T. Srinivasa Raja, Managing Director, Adyar Ananda Bhavan, Chennai, shared his entrepreneurial experience with our students on 10<sup>th</sup> January, 2017.

As a part of the E-Talk series, Master Sabari Venkat, Creative and differently-abled child, Coimbatore, shared his entrepreneurial experience with our students on 13<sup>th</sup> February, 2017.

As a part of the E-Talk series, Ms. Rakhi Shah, Managing Director, Chithra Group & Magenta Group of Companies, Coimbatore, shared her Entrepreneurial experience with our students on 16<sup>th</sup> February, 2017.

### Research Publications

**Dr. P. Paramanandam**, Professor published a paper on "Challenges in Developing Women Entrepreneurship in India" in a book titled 'Economic Empowerment of Women through Entrepreneurship - Problems and Prospects' (ISBN - 978-81-920808-8-8)

**Dr. P. Paramanandam**, Professor published a paper on "Perceived Self Competence as a Predictor of Job Satisfaction among the Employees of Information Technology Industry" in the International Journal on Global Business Management and Research, Volume 5, Issue 2 (ISSN 2278 8425).

**Dr. P. Paramanandam**, Professor published a paper on "Organizational Citizenship Behaviour and Job Satisfaction among the Employees of Select Textile Units in Perundurai" along with Ms. S. Selvanayagi in International Journal of Advance Research in Computer Science and Management Studies, Volume 4, Issue 8, (ISSN 2347-1778).

**Dr. Vandana Madhavkumar**, Assistant Professor published a paper on 'Factors of Organizational Attributes Influencing Organizational Attractiveness: A Study Examining Gen Y MBA Students' in Amity Journal of Training and Development, Volume 1, Issue 1, 2016.

**Dr. Vandana Madhavkumar** coauthored a chapter titled 'Protean Career and Boundary-less Careers: The Career Orientation of Generation Y' in the book 'Employers and Employees in Service Organizations: Emerging Challenges and Opportunities' which is released in October, 2016. The book is published by Apple Academic Press and distributed by CRC press and Taylor and Francis Group.

**Ms. D. Arthi**, Assistant Professor, published an article "Influence of consumption perspective on post purchase dissonance", in "International Journal of Applied Research", ISSN Print: 2394-7500 | ISSN Online: 2394-5869 | Impact Factor 5.2, Volume 2, Issue 11, of November, 2016.

**Dr. S. Kavitha**, Associate Professor, along with research scholar, Ms. R. Bhuvaneswari published a paper on "Impact of Social Media on Millennials - A Conceptual Study" in "Apeejay Journal of Management Science and Technology(AJMST)", Volume 4, Issue 1, Impact Factor: 0.998 (ISSN - 2347-5005) October, 2016.

**Dr. S. Kavitha**, Associate Professor, along with the Research Scholar, Ms. P. Haritha published an article titled, "Retaining Customers through Customer Experience Management - A Conceptual Study" in the proceedings (with ISBN) of National Conference on "Leveraging Social Media for Success in the 21<sup>st</sup> Century Society" held on 10<sup>th</sup> December, 2016 at Vellore Institute of Technology, Vellore.

**Dr. S. Kavitha**, Associate Professor, along with her Research Scholar, Ms. R. Bhuvaneswari published an article titled, "Influence of Social Media on Investment Decision Making With Special Reference to Stock Market" in the proceedings of The 7<sup>th</sup> International Conference on Development Policy on "Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development" held during 15-16 December, 2016 at Avinashilingam University, Coimbatore.

**Dr. Savitha Nair**, Associate Professor, Ms. R. Nivea Nelson and Ms. R. Karthika, II MBA students published a paper titled contd.



'Consumer preference towards mobile phones: An empirical analysis' in the 'International Journal of Applied Research', Volume 2, Issue 12, Page No. 343- 347 (ISSN Print:2394- 7500 and Online: 2394- 5869).

Ms. V. Anjana, II MBA and **Dr. P. Paramanandam**, Professor have published a paper on "The United Nilgiri Tea Estate Company Limited, Nilgiris - A Case Study" in the "International Journal of Human Resource & Industrial Research" Volume 3, Issue 7, pp 34-36 (ISSN - Online: 2349 - 3593 and Print: 2349-4816).

**Dr. B. Sripirabaa**, Associate Professor and Ms. T. Muthulakshmi, Research Scholar published a paper on "Factors affecting Employee Engagement in ITes Companies" in 'Epra International Journal of Economic And Business Review', ISSN No. 2349 - 0187, 2016, Volume 4, Issue 11, Page No 88-95.

**Dr. B. Sripirabaa**, Associate Professor and Ms. T. Muthulakshmi, Research Scholar published a paper on Factors affecting Innovation characteristics of employees in ITES Companies, Imperial Journal of Interdisciplinary Research with ISSN No. 2454-1362, 2016, Volume 2, Issue 12, Page No 2146-2153.

**Dr. Vandana Madhvkumar**, Assistant Professor participated and presented a paper titled, "Investigating Organisational Attributes Influencing Millennials Choice of Prospective Employers" at the 26<sup>th</sup> Annual Conference of the National Academy of Psychology (NAOP) organised at the Department of Management IIT Madras during 29 - 31 December, 2016.

**Ms. K. C. Arunadevi**, Assistant Professor, published a paper on, "A Study on the Perception of School Teachers on Human Resource Development Climate and Organisational Effectiveness" in the 'International Journal of Applied Research' Volume 2, Issue 12, December 2016.

**Dr. N. Anitha**, Associate Professor, published a paper on "Factors Influencing Preference of Women towards Online Shopping", Indian Journal of Commerce and Management Studies with ISSN No. 2249 -0310, EISSN 2229 - 5674 2017, Volume 8, Issue 1, January 2017, Page No 38 -45.

**Dr. N. Anitha**, Associate Professor, published a paper on "Entrepreneurial Potential, Intention and the Influential Factors for Entrepreneurship among the Women Students of Coimbatore City", in the 'International Journal of Management and Humanities' with ISSN No.2394 - 0913 , Volume 2, Issue 8, January 2017, Page Nos 15 - 21.

**Dr. B. Sripirabaa**, Associate Professor along with Research Scholar Ms. M. Manjula, published a paper on "Factors Influencing Work Engagement Among The Sales Employees of Automobile Dealers In Coimbatore City" in the 'International Journal of Applied Research & Studies', Volume 5, Issue 10, pp.32-42

**Dr. B. Sripirabaa**, Associate Professor along with Research Scholar Ms. M. Manjula, published a paper on "Impact of Work Engagement on Work Performance among automobile sales employees in Coimbatore city" in the 'International Journal of Management and Social Science Research Review', Volume 1, Issue - 30, pp 54-59.

**Ms. D. Arthi**, Assistant Professor, published a research paper "Clusters among the Working Women regarding their Outfits" in "Annals of Education," Volume 2, Issue 3, September 2016 issue pg.no. 23-26 (e-ISSN 2455-6726).

**Dr. Savitha Nair**, Associate Professor, published a paper titled "Facilitators and Barriers to Innovation Adoption: An Investigation" in International Journal of Management and Humanities (IJMH), Volume 2, Issue 9, February 2017, ISSN: 2394-0913 (Impact Factor:2.13).

**Dr. P. Sadhasivam**, Dean and **Dr. S. Kavitha**, Associate Professor along with the research scholar Ms. R. Saranya have published a research article titled "A study on Government Healthcare Promotional Campaigns for Women in Rural Coimbatore - Empirical Study" in the Journal of Management and Science, Volume 1, February 2017 issue. ISSN: 2249-1260.

**Dr. S. Kavitha**, Associate Professor along with the research scholar Ms. P. Haritha, has published a conceptual article titled "Building Customer Loyalty through Customer Experience Management" in the Journal of Management and Science, Volume1, February 2017 issue.

**The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.**

*– Theodore Roosevelt*



## Industry Day 2016

GRG School of Management Studies organized the annual Industry-Institute Interface Day on Saturday, the 10<sup>th</sup> December, 2016. Our Dean, Dr. P. Sadhasivam delivered the Welcome Address. Our Chief Mentor, Prof. S. Balasubramanian was the panel moderator. The theme of the Annual Industry day was, "Changing Needs in Management Skills for a Technology-driven Globalized World" The panel speakers representing the industry were Mr. P. Omprakash, Vice President & Talent Leader Deloitte Consulting India, Bengaluru; Mr. Muthukumar Thanu, Group Chief HR Officer Tractors and Farm Equipments Ltd, Chennai; Mr. V. Parthiban, Managing Director Bull Machine Pvt Ltd, Coimbatore. Speakers representing the academia were Prof. Gautam Ghosh, Director Thiagarajar School of Management, Madurai and Prof. AGV Narayanan, Dean, Faculty of Management EBET Group of Institutions, Erode. Dr. Vandana Madhavkumar, Assistant Professor, Co-ordinator, Industry Relations delivered the Vote of thanks.



*Industry Day 2016*

## Day with Nature

Dr. R. Savitha, Professor, Dr. J. Anitha, Associate Professor Dr. N. Anitha, Associate Professor and Dr. R.K. Sudhamathi, Associate Professor accompanied the II MBA students to 'Temple of Consciousness', Aliyar and the Aliyar Dam on 27<sup>th</sup> August, 2016.

Dr. P. Paramanandam, Professor, Dr. Savitha Nair, Associate Professor, Dr. Vandana Madhav Kumar, Assistant Professor and Ms. D. Arthi, Assistant Professor, escorted students of I MBA to Nilgiri Biosphere Nature Park, Anaikatti, on 15<sup>th</sup> October, 2016.

Dr. B. Sripirabaa, Associate Professor, Dr. J. Anitha, Associate Professor and Ms. S. Sathyapriya, Assistant Professor accompanied the students of I MBA to Aaliyar, Temple of Consciousness and Dam, on 11<sup>th</sup> November, 2016.



*Day with Nature*

## Industry Visit

Students of II MBA of Section 1 visited Larsen and Toubro Electrical and Automation, Malumichampatti. Dr. R.K. Sudhamathi, Associate Professor and Ms. P.B. Saranya, Assistant Professor accompanied the students. Students of Section 2 visited Titan Stainless Steel Case Manufacturing Plant, Kallepalayam. Dr. S. Kavitha, Associate Professor and Dr. Vandana Madhavkumar, Assistant Professor accompanied the students on 26<sup>th</sup> August, 2016.

Dr. Vandana Madhavkumar, Assistant Professor and Dr. J. Anitha, Associate Professor accompanied 46 students of I MBA and II MBA for an Industry visit to Senior Community Centre - Santhosham and Soundaryam of CovaiCare, Covai Property Centre (I) P Ltd. Pachapalayam, Coimbatore, on 3<sup>rd</sup> October, 2016. Students performed classical dance and rendered songs and organized games for the senior community as part of 'Navrathri' celebrations.

Dr. Vandana Madhavkumar, Assistant Professor and Dr. Savitha Nair, Associate Professor accompanied the students of I MBA Section I to LMW, Arasur Plant on 19<sup>th</sup> November, 2016.

Dr. P. Paramanandam, Professor and Dr. N Anitha, Associate Professor, accompanied the students of I MBA Section II to ITC Limited - Paper boards & Specialty Papers Division, Mettupalayam, on 26<sup>th</sup> November, 2016.



*Industry Visit to LMW, Arasur*



### Alumni Corner

Ms. Swati Morzaria Prabhu, (Alumni of the Class of 2000), Director, Karve Educational Group, Bengaluru, addressed our MBA students on "Application of Management Education in Personal and Professional Life", in the Alumni interaction series, on 12<sup>th</sup> August, 2016.



*Alumni talk by Ms. Swati Morzaria, Class of 2000*

The Annual General Body Meeting of The 'Management Alumni Association' of GRGSMS was held on 10<sup>th</sup> September, 2016.

As part of Alumni Talk, Ms. S. Sangeetha (Class of 1998), Academic Director, Einstein Public School, addressed I and II MBA students on 'Skills sets - Beyond University' on 28<sup>th</sup> September, 2016.

Dr. Valarmathi, trainer, leadership speaker and a management consultant, in the area of psychology was invited for an alumna guest lecture and she delivered a speech on "Motivation and leadership" as part of the course 'Evolution and Principles of Management' on 20<sup>th</sup> October, 2016.

Alumni Association of GRGSMS arranged an "Outdoor Trip" for our alumni to Kothagiri on 22<sup>nd</sup> October, 2016.

Ms. P. Shanthi, ACS, (Class of 2010) delivered an alumna guest lecture on 'Salient features of Company Law' as a part of 'Legal Aspects of Business' course, to II MBA, on 18<sup>th</sup> January, 2017.

Ms. Ginarani Ramdoss (Class of 1997) Financial controller, Tucker Engineering, Campbell, California, addressed the I MBA and PGDMFS students on 'My takeaways from my alma-mater' on 7<sup>th</sup> February, 2017.

Alumni homecoming 2017 was organised on 25<sup>th</sup> February, 2017. Prof. P. Sadhasivam, Dean, GRGSMS delivered the welcome address. Dr. N. Yesodha Devi, Secretary, PSGRKC presided the occasion. Prof. S. Balasubramanian, Director, GRGCAS felicitated GRGSMS and the Alumni of GRGSMS. About 35 alumni attended the program along with their family. GRGSMS faculty members and students of I and II MBA entertained our alumni by organizing different games. The alumni were recognised as Best Alumni, in different categories, including Entrepreneur, Professional, Young alumna, Home maker, and Outstanding service, for their performance in their personal and professional life.



*Alumni Homecoming 2017*

### Co-curricular Programmes

Our I MBA students underwent Outbound Training Programme, as a part of their co-curricular activities, at NALS, Coonoor. 43 students from I MBA Section I attended the programme during 31<sup>st</sup> January- 3<sup>rd</sup> February, 2017 and 46 students from I MBA Section II attended the programme during 7- 10 February, 2017. Section I students were accompanied by Dr. N. Anitha, Associate Professor and Ms. D. Arthi, Assistant Professor. Section II students were accompanied by Dr. Savitha Nair, Associate Professor and Ms. K.C. Arunadevi, Assistant Professor.



*Outbound Training*



## Feb Fiesta

The annual event "Feb Fiesta 2017" was organized on 28<sup>th</sup> February, 2017 to exhibit the spirit of Entrepreneurship and Innovation. The objective was to provide the students a platform to demonstrate their Entrepreneurial Skill and Innovation by exhibiting various business concepts and revenue models purely by the efforts of students. Feb Fiesta 2017 theme was "Go Digital" and to support the theme all the stalls were connected using the central database to monitor the status of sales and also to promote the cashless transaction among the students various electronic payment platforms like PayTM and UPI were used. 27 stalls were displayed with different business concepts includes, Go Green, Waste Management, Organic Products, NGO, Expertise Skill Training, SHG Collaborative Business Concept, Entertainment services, Event Management, Management Game, Food Stall, Retail Outlet, Health. The first prize won by Ms. C. Yazhini.



*Feb Fiesta 2017 - Prize winners*

(I MBA) for demonstrating the highly creative stall, the II Prize was received by Ms. Uma Priyanka (I MBA) and Team for promoting the traditional food concept in their unique way and the III prize was received by Ms. Shifa Adam Sait (I MBA) and Team for the usage of technology.

## CMA Events

The Coimbatore Management Association organized "Meeting of Minds 2016" at Avinashilingam Institute of Management Technology on 5<sup>th</sup> November, 2016. Our students participated in various competitions and won prizes. Ms. N. Anitha, Ms. A.R. Indupriya and Ms. G. Sugapragathi of I MBA have won first place in "Addressing Social Issues" contest. Ms. V. Anjana and Ms. Komal Goal of II MBA won first place and Ms. N. Nivea Nelson and Ms. C. Brindha of II MBA won Second runner up in the "Business Quiz". Ms. M. Akshara, Ms. K.P. Mounika and Ms. D.C. Krithika of I MBA have won the first place in the "Best Management" Team. Ms. E. Rajeswari of II MBA won second place in "Just a Minute" Contest. Ms. S. Rohitha, Ms. S. Swathi and Ms. P. Keerthi of I MBA won first place in "Interview with CEO" contest.

Students of I and II MBA along with the faculty members attended the "CMA-Brands of Coimbatore" organized at PSG IM on 4<sup>th</sup> February, 2017. Our students have prepared a video on PSR Silks - The Brand of Coimbatore and telecasted the same in the programme.

Two teams of students have participated in the 'CMA - Student Management Day' competitions organized at Karunya City Centre Coimbatore on 11<sup>th</sup> February, 2017.

Ms. M. Femitha Parveen of II MBA was awarded "CMA RVS Padmavathy Best Student Award" at National Management Day Celebrations organized by CMA at Residency on 22<sup>nd</sup> February, 2017.



*Ms. M. Femitha Parveen receiving  
CMA RVS Padmavathy Best student Award*

**Good management is the art of making problems so interesting and  
their solutions so constructive that everyone wants to get to work and deal with them.**

– Paul Hawken



### A letter to the students of GRGSMS

My Dear Students,

It is my pleasure to address you all through this letter. I would so love to meet you all in person again and share my thoughts. As usual I am juggling between being a mother and a professional. And the mother in me always wins. I am busy preparing with my son for his final exams. And just like me he is also in the habit of studying only during exams!

Let's come to the topic I want to talk about. "How do you reach your goal of becoming a leader?" There are hundreds of reports world over that show that women as leaders are growing in numbers. More corporates are now open to hiring women leaders and promoting them to top positions. However there is a still a long way to go before we can get the same benefits as men when it comes to compensation, respect and acknowledgement that men get. Here I am not going to deal with these issues.

As you all step into the corporate world I want to remind you again of the jungle that is out there. Each of you will be stepping into different sectors. No matter which sector you choose the challenges are the same.

There is no young girl that I meet today who does not want to have it all. Most young girls visualize themselves as leaders leading their teams to success and beyond, having the perfect husbands and families. All of them step into their first jobs with a lot of enthusiasm. Somewhere down the line all the politics, bureaucracy, partiality and family dampen this enthusiasm and we stop believing in ourselves and just pretend to be happy with whatever job we have as long as we have some money in our bank accounts to call ourselves independent. We kill the leader that could have been if not for the situations and there is a lifelong regret that we did not do what we could have done.

So how do we sustain and reach the top of the ladder to a good leadership position? Here's what might help you. I call it C<sup>2</sup>P<sup>2</sup>E<sup>2</sup>

**Courage & Confidence** - Facing and doing what you fear is the best way to build confidence and courage. It might be small little things. You might feel like making a few points in meetings. Do not be afraid. Just say it. Do not shy away from discussions. People will discuss about anything and everything. You may feel that your upbringing does not allow you to discuss about a certain topic. Shed that thought. There is no topic in the world today that men and women cannot discuss in a group. These little things will give you the courage to make bigger points. Think before you say something. You can't just say that you are confident and courageous by being a rebel or a loud mouth. There is a difference. Do not hesitate to go out for meetings with men in the group. Muster up the courage to do it the first time and see how you gain confidence when you have to do it the next time. Be careful and alert not fearful. If you have to get your team mates to do something do not be timid. Get it done by requesting boldly and assertively not aggressively. You will slowly gain the self-confidence to address issues in your tasks and pointing out relevant things and getting things done that will benefit the team and improve the performance and goals of your

team/organization. This will not go unnoticed by your supervisor.

You gain courage, strength and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I have lived through this horror. I can take the next thing that comes along". You must do the thing that you think you cannot do. - Eleanor Roosevelt

**Perseverance & Patience** - These two P's are very important to convert your dream into a belief and that belief into reality and make your dream come true. Never give up on what you really want. Waiting is very hard. But if you do not wait you will know never weather you would have achieved what you had set out to achieve. Every time you put forward a point to your supervisor not necessary it is going to be heard. But that does not mean you have to stop. If what you want to do is relevant and you are sure that it will add value to the team and organization, tell it out and be done with it. If you did not get that promotion that you so much waited for - wait more. Work harder and communicate harder. You will see the result. There will be men and women who scorn you and criticize you. Ignore them and be patient. Your turn will come. Don't give up and jump jobs. Where ever you go you have to start from scratch. It is better to wait it out and keep trying.

Perseverance and Patience have a magical effect before which difficulties disappear and obstacles vanish. - John Quincy Adams

**Ethics & Etiquettes** - In the corporate world people generally think that women need to be more ethical than men and that their ethics and etiquette level is what defines them. Never get pressurized with this idiotic generalization. Both men and women are equal in this matter. Any organization that has got its mission and vision based on values that aim at benefiting humans in general will never discriminate between a man and woman. The choice is always in our hands and ethics and etiquettes go hand in hand. These two E's will always put you in a situation where you will have to choose between family, friends and your career. As a young woman you need to understand the difference between right and wrong and that what you choose will be what you become. Don't let yourself feel guilty if you choose career over family or family over career. It has nothing to do with ethics. At no cost should you give up on your integrity. You might have to work a little harder but in the end that is what will give you the best results compared to those who choose to give it up.

Nothing is less important than which fork you use. Etiquette is the science of living. It embraces everything. It is ethics. It is honour. -Emily Post

I hope that this will help you and guide you in the years to come. I wish all of you the best in everything that you do and may you all become great leaders of the 21st century setting an example for the next generations. God Bless!

Yours Sincerely,  
**Ms. Swati Morzaria Prabhu** (Class of 2000)  
Director, Karve Education Group



## Cashless Economy in India

Technology has brought tremendous changes in the world. It has literally changed the lifestyle of people. Starting from books to eBooks, shopping to e-shopping, banking to e-banking and now, money to e-money and wallet to e-wallet. This brings out a new word called Cashless. Right when Rs500 and Rs1000 notes were banned in India, India faced a serious shortage of money. This paved the way for the online transactions, which also paved for mobile wallets apps like Paytm, UPI, PayUmoney etc. To initiate the move towards cashless economy, the government has come up with rash discounts and freebies on Digital transaction.

Going cashless has many advantages:

- ✦ The ease of conducting financial transactions is probably the biggest motivator of Go Digital. We no longer have to carry cash, cards or even wait in the queue for ATM withdrawals.
- ✦ If all the transactions are recorded, it will be very easy for people to keep in track of their daily expenses.
- ✦ It is easy to block a card or mobile wallet remotely but it is impossible to get your cash back if stolen.

Every new technology has few disadvantages:

- ✦ Dependence on smart phone will increase, since all the payments would be carried using mobile phones.
- ✦ You will be prone to cyber-attacks like hacking. Hackers can hack your sensitive information like password, credit card number etc. and leave your account with no money.

The Government of India is taking necessary steps to provide secured online transaction and soon will provide high security level protection for all online payments. Thus, future India will become a cashless economy for which, it has to reduce the unusual high dependence on money in order to bring in much needed transparency and efficiency in the system. This might be challenging for the poor but soon or less we believe that this situation is going to change. Moreover, as we also believe that new is always good, it is time to GO DIGITAL and make our India a CASHLESS ECONOMY.

**Ms. R. Suki**  
I MBA

## How Logical is the English Language?

Some amusing stuff caught in net, when fishing for an interesting read!

- The market garden was designed to produce produce.
- The city tip was so full that it had to refuse more refuse.
- In the boat, a row erupted amongst the oarsmen about how to row.
- The nurse wound the crepe bandage around the wound.
- Dessie decided to desert his dessert in the desert.
- Chloe was too close to the door to close it.
- When Ted saw the tear in the painting he shed a tear.
- How can I intimate my thoughts to my most intimate friend?
- Sherrie shed her shoes in the shed.

- In terms of weight lead is in the lead.
- Since there is no time like the present, he thought it was time to present the present.
- When the stars are out they are visible, but when the lights are out, they are invisible.
- Why do our noses run but our feet smell?
- I did not object to the object.
- Freddie filled in his form by filling it out.
- Why do performers recite a play, yet play at a recital?

**Dr. J. Anitha,**  
Associate Professor, GRGSMS

**“If you pick the right people and give them the opportunity to spread their wings and put compensation as a carrier behind it you almost don’t have to manage them.”**

– Jack Welch



## International Tour

18 students of II-MBA visited Malaysia, Penang, and Langkawi from 5- 11 February, 2017. During their visit they visited "Royal Selangor Pewter Factory", Kuala Lumpur on 6<sup>th</sup> February, 2017.



*During International Tour*

## National Tour

As a part of Educational tour 33 II-MBA students went to Goa and Mangalore from 6 - 10 February, 2017. During their visit students visited Manipal Technologies Limited (formerly known as Manipal Press Ltd.) on 9<sup>th</sup> February, 2017.



*During National Tour*

## Faculty Awards

Dr. Savitha Nair, Associate Professor received the Best Paper Award for her research paper titled "Role of Sentiment Analysis in Consumer Research: A case study of Reliance Jio" presented at "The Southern Regional Conference on Management Education - A Global Perspective" organised by PSG Institute of Management in collaboration with Association of Indian Management Schools (AIMS) during 5-6 January, 2017.

Dr. Savitha Nair, Associate Professor received the best paper award for her paper titled "Impact of eWOM on the purchase intentions of Gen Y consumers" at the International Conference on "Emerging Trends in Business" organised by Christ University, Bangalore on 16<sup>th</sup> February, 2017.

## Other News

Dr. N. Anitha, Associate Professor has attended the Youth Leadership summit organised by ICTACT on 24<sup>th</sup> August, 2016 at Codissia Hall Coimbatore.

Our Chief Mentor, Prof. S. Balasubramanian, Dean Prof. P. Sadhasivam, Dr. R. Savitha, Professor and Dr. B. Sriprabaa, Associate Professor attended the Meeting of the GRGSMS Governing Council on 24<sup>th</sup> August, 2016.

Our Dean, Dr. P. Sadhasivam was the Guest of Honour in the Inter-college Competition valedictory function, on 31<sup>st</sup> August, 2016, organized by the Tamil Department of PSGR Krishnammal College for Women.

Dr. S. Kavitha, Associate Professor participated as Board of Studies Member at Vivekananda College of Arts and Science, Tiruchengode on 25<sup>th</sup> October, 2016.

Ms. D. Arthi, Assistant Professor, cleared the Tamil Nadu State Eligibility Test (TN-SET) conducted for determining the eligibility of Assistant Professors for Tamil Nadu Universities and Colleges.

Krav Maha Self Defence programme was organized by GRGSMS on 25<sup>th</sup> November, 2016. Ms. Aparna Rajkumar and Mr. Sreeram of Krav Maha Tamilnadu chapter conducted a workshop on 'Self-defense' to the students of GRGSMS and PSGR Krishnammal Higher Secondary School. Ms. S. Lakshmi, IPS, Deputy Commissioner of Police for 'Law and Order' delivered a special address on this occasion

Dr. P. Paramanandam, Professor acted as the External Examiner for the Ph.D. Public Viva-Voce examination of a candidate at M. R. Government Arts College, Mannargudi on 18<sup>th</sup> January, 2017.

Our Founders' Day was celebrated on 19<sup>th</sup> January, 2017. Ms. V. Anjana of II MBA was awarded "Best Outgoing Student Award" and also received "Saradha - Bhuvaneshwari Award" for outstanding performance in "Finance Specialisation" and Ms. S. Tharika of PGDMFS was also awarded "Best Outgoing Student Award" for the academic year 2017.

Admissions for MBA 2017 -19 batch commenced and the first phase of selection of students was held on 28<sup>th</sup> January, 2017.

Dr. P. Paramanandam, Professor, attended the Meeting of the Board of Studies of MBA at Kongu Arts and Science College, Erode on 18<sup>th</sup> February, 2017.

Dr. N. Anitha, Associate Professor and Ms. S. Sathyapriya, Assistant Professor has attended the Annual Day event of CII on 25<sup>th</sup> February, 2017 at Hotel Vivanta Taj, Coimbatore.

## Editorial Team

Patron : Dr. R. Nandini, Founder Trustee, GRG Institutions  
Team Leader : Dr. P. Sadhasivam, Dean, GRGSMS  
Editor : Dr. S. Kavitha, Associate Professor, GRGSMS

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