

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF DECEMBER 2013

1. Dr. J. Anitha, Associate Professor and Ms. Preetha F. James, Research Scholar presented a paper titled, “Impact of Emotional Exhaustion in Business Excellence” at the National Conference on “Mapping Business Excellence” organised by KCT Business School on 29th November, 2013.
2. Ms. S.R. Deepika, Lecturer was the resource person for the session on “Entrepreneurship Awareness” organised by Innovation and Entrepreneurship Development Centre (IEDC) of PSGRKCW on 3rd December 2013.
3. GRGSMS Industry-Institute Interface Day 2013 was held on 4th December 2013. The Chief Guest was Mr. N.K. Ranganath, Managing Director, Grundfos India, Chennai. Our Secretary, Mrs. Nandini Rangaswamy presided over the function. Our Director, Prof. S Balasubramanian was the panel moderator. The theme of the Annual Industry day was '*Changing Management Paradigms and challenges for Management Education*'. The panel speakers representing the academia were Prof. R.C. Natarajan, Director, TAPMI Manipal and Air Vice Marshal (Retd) Rtn. Dr. N. Vijayakumar AVSM VSM, Founder and Principal, SNT Global Academy of Management Studies and Technology. Speakers representing the industry were Mr. Omprakash, Vice President, Deloitte Consulting India, Bengaluru, Mr. R. Venugopal, Centre Head, Robert Bosch Engineering and Business Solutions Limited and Mr. M. Ramesh, Founder and Managing Director, Alphacraft Pvt Ltd.
4. Our Director, Prof. S. Balasubramanian, attended AIMA South Zone LMA Meeting on 7th December 2013 at Hotel Le Meridien.
5. Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of CMA Student Chapters regarding ‘Placements 2014’ on 7th December 2013 held at GRGSMS.
6. Ms. S.R. Deepika, Lecturer attended a workshop on “Time Series Analysis” at IIT, Madras on 7th December 2013.
7. Ms. S. Malarvizhi, MPhil Scholar appeared for Viva-Voce under the supervision of Dr. P. Paramanandam, Associate Professor on 9th December 2013.
8. Our Director, Prof. S. Balasubramanian, attended CII Coimbatore Zonal Meeting on 11th December 2013.
9. The Community Forum screened the movie, “Blue Gold” to create awareness on commercialisation of drinking water and its impact on environment on 11th December 2013.
10. Ms. R. Chitra, Assistant Professor presented a paper titled, “Evaluating the Customer Loyalty through Service Quality Dimensions” and Dr. B. Sripirabaa, Associate Professor and Ms. T. Muthulakshmi, Research Scholar presented a paper titled, “Investigating the HRM Practices in a Manufacturing Firm and

- its Impact on Job Satisfaction: An Empirical study” at the National Conference on “Emerging Trends in Business” organised by Christ University, Bengaluru during 12th and 13th December 2013.
11. Ms. Vandana Madhavkumar, Assistant Professor presented a paper titled, “Employer Attractiveness and Work Goal Preferences: Perspectives of Potential Student Applicants” at the National Conference on “Emerging Trends in Business” organised by Christ University, Bengaluru during 12th and 13th December 2013. She won the Best Paper in HR Award at the conference.
 12. Ms. M. Gowri, Assistant Professor and Ms. G. Ramya, II MBA presented a research paper titled, “A study on Capital Structure and Leverage with Special Reference to Tata Motors Limited” at the SIMS Annual International Research Conference, SIMSARC 2013 conducted by Symbiosis Institute of Management Studies, Pune during 12th and 13th December 2013.
 13. The NAAC Peer Team visited PSGRKCW for the Third Accreditation Cycle from 12th to 14th December 2013. They visited GRGSMS on 12th December to observe the practices with respect to curriculum design and other academic matters.
 14. Dr. B. Sripirabaa, Associate Professor and Ms. Vandana Madhavkumar, Assistant Professor presented a paper titled, “A Study on the Effect of Organisational Reputation on Organisational Attraction” at the 2nd International Conference on “Managing Human Resources at the Workplace” during 13th and 14th December 2013 at SDM IMD, Mysore.
 15. Four students of II MBA attended preliminary round of online test conducted by Naukri.com on 14th December 2013. Ms. G. LakshmiPriya was shortlisted for final round of Interview.
 16. Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of CMA Student Chapters regarding ‘Placements 2014’ on 16th December 2013 at CMA office.
 17. Our Director, Prof. S. Balasubramanian, attended the Board Meeting of AIMA at Kolkata during 17th and 18th December 2013.
 18. The Environment Forum organised a session on “Path to Green World: My Environment My Contribution” on 18th December 2013. The students shared their contributions towards Green Environment.
 19. The Community Forum conducted an awareness programme on “Road Safety” on 18th December 2013. Mr. K.V. Vinayaga Moorthy, TPTW, Group I Officer, Coimbatore region handled the session.
 20. Mr. M. Venkatesh Prabu, Assistant Professor attended ICTACT Bridge Conference, Salem Edition on 18th December 2013 at Hotel Park Plaza.
 21. Ms. R. Chitra, Assistant Professor and Ms. M. Muthu Mangai, MPhil Research Scholar presented a paper on “Reverse Innovation: An Overview” at the two-day National Conference on “Rural Entrepreneurship: An Inclusive Strategy for Managing Regional Imbalances” during 18th and 19th December 2013 organised by Sree Saraswathi Thyagaraja College.

22. Mr. M. Venkatesh Prabu, Assistant Professor visited few organisations in Bengaluru to explore the possibilities for Placement 2014 during 19th and 20th December 2013.
23. Ms. G. Lakshmipriya attended the final round of interview conducted by Naukri.com during 19th and 20th December 2013 at PSGIM and was kept on waiting list.
24. Ms. R. Chitra, Assistant Professor published a paper titled, "Assessing Store Attributes Contributing to Shopping Behaviour of the Customers" in the 'Journal of Commerce and Management Research, December 2013 Vol 3 Issue 3 pp 64-72, ISSN 2249-0442.
25. Dr. P. Sadhasivam, Professor and Ms. R. Chitra, Assistant Professor organised a one-day Management Development Programme on "Creating and Building Brands" on 21st December 2013. Twenty one executives from various companies attended the programme.
26. Dr. J. Anitha, Associate Professor and Ms. L. Gowri Lingeswari, Assistant Professor attended a one-day workshop on "Finance for Non-finance Executives" on 21st December 2013 organised by CMA.
27. Our Director, Prof. S. Balasubramanian, attended MC Meeting of CMA on 26th December 2013.
28. Mr. M. Venkatesh Prabu, Assistant Professor attended a meeting of CMA Student Chapters regarding 'Placements 2014' on 26th December 2013 at CMA office.
29. Ms. R. Sunitha Shree, Assistant Professor presented a case study titled, "Shree Madhu Creations: Failure of Order Tracking System" at the 3rd South Asian Management Research and Case Conference 2013 (SAMRC) organised jointly by Lahore University of Management Sciences and IIM, Bangalore during 27th - 29th December 2013 at IIMB.
30. Ms. S. Sathyapriya, Assistant Professor delivered an Internal Faculty Seminar on "A Study on Impact of Intellectual Capital on Firms' Financial Performance" on 28th December 2013.
31. Ms. M. Gowri, Assistant Professor presented a research paper titled, "Assessing the Financial Health of Select Automobile Companies in India: Quantitative Approach using the Z-Score Multi-Discriminant Financial Analysis Model" at the Yale - Great Lakes 8th International Research Conference conducted by Great Lakes Institute of Management (GLIM), Chennai on 30th December 2013.
32. Ms. G. Ramya, II MBA presented a paper titled, "An Empirical Study on Banking Sector using Camel's Model" and Ms. M. Vidyasree, II MBA presented a paper titled, "The Study on the Influence of Emotional Intelligence and Ethical Behaviour of Self and Peers among College Students in Coimbatore City" at the Yale - Great Lakes 8th International Research Conference conducted by Great Lakes Institute of Management (GLIM), Chennai on 30th December 2013.