

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JANUARY 2013

1. Ms. Haritha, Research Scholar, Dr. P Paramanandam, Associate Professor's ward appeared for M.Phil Viva-Voce on 4th January 2013.
2. The Annual Mega Event of GRGSMS - URJITH 2013 - was held on 5th January 2013. Over 320 students from 20 colleges participated in various events like Chandrakanthi Memorial Young Business Leader Award (CMYBL), GRG Best Management Team Award, Management Games, and Business Quiz. The chief guest at the inaugural session was Dr. N Ravichandran, CEO, LUCAS - TVS, Chennai. The chief guest at the valediction was Mr. Shankar Vanavarayar, Jt. Correspondent, Kumaraguru College of Technology, Coimbatore.
3. Ms. B. R. Lavanya and Ms. Vidyashree of II MBA participated in "Workshop on Effective People Management" organized exclusive for MBA graduates by "Parinam Academy of Life Skills", Coimbatore on 6th January 2013.
4. Ms. M. Gowri, Assistant Professor, presented a paper entitled "Importance of Financial Literacy among Marginalised Women" at the Tenth AIMS International Conference on Management organized by IIM - Bangalore during January 6 - 9 2013.
5. Our Director, Prof. S Balasubramanian conducted Monthly Business Quiz on 7th January 2013.
6. Ms. R. Subharanjini, Assistant Professor delivered an internal faculty seminar on "A Study on the Impact of US Quantitative Easing on India" on 8th January 2013.
7. 13 students of II MBA attended JARO Education placement drive at SVS College of Technology, Coimbatore on 9th January 2013.
8. Mr. K. Nanda Kumar, Vice-President - HR, ITC Limited delivered a CXO talk on "Expectations of the Organisations from the Future Executives" on 9th January 2013.
9. 17 students of II MBA attended India Mart placement drive at SVS College of Technology, Coimbatore on 10th January 2013.
10. Mr. M. Venkatesh Prabu, Assistant Professor and Ms. Zenetta Rosaline, Assistant Professor attended the Workshop on "Management Skills to Source Finance and Management of Technology" by SME's organized by CMA at Hotel CAG Pride on 11th January 2013.
11. 41 students of II MBA attended placement drive at Karunya University, conducted by the company "GRG EDGE" on 11th January 2013.
12. Dr. B. Sripirabaa, Associate Professor for having received the Ramaswamy P Aiyar Best Young Teacher Award, JL Batra Best Research Paper Award and Dr. J. Anitha for having received the 20th Dewang Mehta "Best Teacher in Human Resource Management Award 2012" were honored during the Golden Jubilee Founders Day celebration on 19th January 2013. Four of our alumnus, Ms. R. Shwetha for Best Outgoing Student, Ms. R. G. Suriya for I Rank, and Ms. S. Sudha for II Rank, Ms.

Sneha Sutaliya of PGDBA for excellence in academic performance were also presented certificates of recognition on this occasion.

13. Dr. Susan Shaw, Professor in Women Studies and transitional Director of The School of Language, Culture and Society, Oregon State University, USA, interacted a session with our students and faculty of GRGSMS on 22nd January 2013.
14. Mr. M. Venkatesh Prabu, Assistant Professor conducted sessions for 18 women entrepreneurs of WOBEDA on "Marketing for Small Entrepreneurs" on 23rd January and "Understanding the Consumers" on 31st January 2013.
15. The Semi-finals of the GRGSMS Venture Contest 2013 was conducted on 23rd January 2013. Five teams - SCMS Cochin, PSGIM, RVS Institute of Management & Research, TNAU and GRGSMS were shortlisted for the finals. The Business plans were scrutinized by three judges namely Dr. Mrs. Radhika Meenkashi Entrepreneurship Consultant, N.R. Vijayakumar, NEN Mentor and Mr. Jaganathan - NEN Regional Consultant.
16. Our Director, Prof. S. Balasubramanian acted as a chairman for the session on "Changing Expectations and Aspirations at Workplace" as a part of the National Seminar on "Workplace Turbulences and Tsunamis" at Sardar Vallbhai Patel Institute of Textile and Management on 24th January 2013.
17. Ms. M. Gowri, Assistant Professor, Dr. P. Paramanandam Associate Professor, Ms. S. Sathyapriya, Assistant Professor and Ms. L. Gowrilingeswari, Assistant Professor escorted 60 final year MBA students for an Industry Visit to Mangalore and Goa during 24 - 28 January 2013.
18. Ms. R Chitra, Assistant Professor and Mr. M Venkatesh Prabu, Assistant Professor jointly presented a paper on "Emerging Trends in Business" and "Assessing retail store images, travel distance, satisfaction and behavioral intentions of the customers with reference to Coimbatore city" at Christ University, Bengaluru during 28 - 29 January 2013.
19. Ms. R. Sunitha Shree, Assistant Professor presented a paper in the "National Conference on Emerging Trends in Business 2013" on "Role of Micro Finance in Development of Micro and Small Enterprises" on 29th Jan 2013 at Christ University Bangalore.
20. Mr. V. Ruthra Pathy, Business Head, eDrishyaa IT India Pvt Ltd (a SAP authorized eacademy) conducted an orientation session on "SAP/ERP learning process", for MBA and MCA students on Wednesday, 30th January, 2013.
21. Dr. P. Paramanandam, Associate Professor, published a research paper entitled "Creativity among Arts and Science College Students" in GIM Journal of Management, Volume2, Number 2 (ISSN 0974 - 0708).
22. Dr. B. Sripirabaa, Associate Professor along with Ms. V. Subha, Associate Professor, RVS Institute of Management Studies published a research paper entitled "Reliability of Employer Branding Stricture with reference to IT Industry Employees" in Indian Journal of Applied Research, Volume 3 Issue 1 January 2013 (ISSN 2249 - 555X).