

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2019

1. Ms Yashwanthi B P and Ms Reema Ann Mohan of I MBA participated in the intercollegiate meet 'BRILLIANCE 2K19' organized by Sri Ramakrishna Institute of Technology and won the first place in 'Brain Teaser' on 1st March 2019.
2. Ms R Sona, Assistant Professor, Dr R K Sudhamathi, Associate Professor, Ms P B Saranya, Assistant Professor, Ms R Sreeprabha, Assistant Professor, and 200 students from I and II MBA attended the Panel Discussion on 'Startup Opportunities and Challenges' organized by the Coimbatore Management Association Student Chapter at Avinashilingam Institute for Home Science and Higher Education for Women on 1st March 2019.
3. The ACBSP Peer team came for site visit, as part of the International Accreditation processes at GRGSMS during 4-6 March 2019. A three-member team that visited GRGSMS comprised the team chair Mr Naheem Mahtab, Lecturer of Accounting, Independent University Bangladesh and members Dr Kristina Collins, Assistant Professor, Management from Tiffin University, Ohio, and Dr Julia Clay, Department Chair/ Associate Professor from Bureau University, Georgia.
4. Ms R Sona, Assistant Professor, along with 10 students participated in the National Management Day organized by the Coimbatore Management Association at The Residency Tower, Coimbatore on 5th March 2019.
5. Dr B Sripirabaa, Associate Professor, received 'Best Faculty Award' during the Students Forum Valediction of PSGR Krishnammal College for Women on 7th March 2019.
6. Ms Kiruthika S, Ms Swathi R, Ms Harshini R, Ms Oviya G and Ms Jeya haritha V of II MBA attended CII IWN 'International Women's Day Celebrations' at Zone Park Hotel, Coimbatore on 8th March 2019.
7. Ms Sreeprabha R, Assistant Professor, published a paper titled 'Changing Organizational Design and its Influence on Managing Social and Human Capital " in the Proceedings of National Level Seminar on 'Impact of Technology and Innovation in Contemporary Business Practices in Digital era' organized by St. Joseph's First Grade College, Karnataka during 8th March 2019 (ISBN : 978-93-5351-313-9).

8. GRGSMS organized an International Conference on the theme 'Industry 4.0: Developing Sustainable Competitive Strategies' during 8-9 March 2019. The inaugural session was held on 8th March 2019. The keynote speakers during the inauguration were Dr T Senthil Kumar, Professor, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia and Dr Usha Ramanathan, Professor, Nottingham Business School, Nottingham Trent University, UK. The participants presented their research works on 9th March 2019. The session chairs for paper and poster presentations were Dr R Krishnaveni, Professor, PSG Institute of Management and Dr V Kaarthikheyan, Associate Professor, KCT Business School. A panel discussion was held during the valediction of the conference. The panel comprised speakers representing the academia - Dr A G V Narayanan, Director, D J Academy of Managerial Excellence and Dr Vinay Kumar Chaganti, Professor & HOD - BBA, Kumaraguru College of Liberal Arts and Science; and speakers representing the industry - Mr Bhagath Singh Karunakaran, MD & CEO, Kalycito Infotech Pvt Ltd and Mr N Gopinadan Nair, Associate Director - Operations, VWR International LLC (Part of Avantor). The discussion was moderated by our Chief Mentor Prof S Balasubramanian. Awards were presented to the best paper and poster presented during the conference.
9. Ms R Sreeprabha, Assistant Professor, and Ms R Sona, Assistant Professor, presented a paper titled 'Industry 4.0 and Green HRM Practices: Initiatives by Organizations in India'; and Dr M Maheswari, Assistant Professor, presented a paper titled 'Health and Safety at Workplace: A Study with Special Reference to the Textile Industries of Namakkal and Erode District, Tamil Nadu' in the International Conference 'Industry 4.0: Developing Sustainable Competitive Strategies' organized by GRGSMS during 8-9 March 2019.
10. Dr Vandana Madhavkumar, Associate Professor, facilitated a one-day programme on 'Business Communication' for the Executives of Lakshmiraha Enterprises on 9th March 2019.
11. Dr T Senthil Kumar, Professor, Faculty of Industrial Management, Universiti Malaysia Pahang addressed the students on the topic 'Mergers and Acquisitions' on 12th March 2019.
12. The second Doctoral Committee meeting of Ms S Rajeshwari, Research Scholar, under the supervision of Dr P Paramanandam, Professor, was conducted on 12th March 2019. Dr K Niranjana Devi, Assistant Professor, Dr GRD Academy of Management, Coimbatore was the subject expert for the same.

13. As a part of Women's Day celebration, team 19 of current affairs organized a Quiz on 'Women Leaders' and a Presentation on 'The women who inspired you' on 13th March 2019.
14. Dr G B Sabari Rajan, Associate Professor, attended a two-day Capacity Building Programme on 'Commodity Derivatives Market' organized by Central University of Tamilnadu, Thiruvarur during 14-15 March 2019.
15. Dr M Maheswari, Assistant Professor, delivered an Internal Faculty Seminar on the topic 'A Study on Work-Life Balance of Women Teachers in Private Schools, Coimbatore' on 15th March 2019.
16. II MBA students attended self- grooming session at Lara Beauty and Bridal Studio in four batches on 11-12 and 15th March 2019.
17. Dr Vandana Madhavkumar, Associate Professor, facilitated a one-day programme on 'Business Communication' for the Executives of Autoprint on 16th March 2019.
18. Ms R Maheswari, MPhil Scholar, and Ms M Reshma, PhD Scholar, under the guidance of Dr S Kavitha, Associate Professor, and Dr B Sripirabaa, Associate Professor, respectively were awarded the research fellowship of Rs 10,000/- each by the GRG Trust on 19th March 2019.
19. The Community Interest group and Health & Fitness Interest group jointly organised a session on 'Health and Nutrition' by Ms Chamundeeswari, Founder of Fit in2 Fitness, Coimbatore on 20th March 2019.
20. As a part of E - Talk, Mrs Ranjana Singhal, Founder and Partner, The Terra Co. (That's Y Food and On the Go) & Café Totaram delivered a talk on the topic 'Food Business: An Attractive Opportunity for Entrepreneurs' on 21st March 2019.
21. The students of Environment Interest group attended an awareness session on 'Ecological Balance and Preservation of Fresh Water Bodies' organized by CUBE (Centre for Urban Biodiversity Conservation Education), Coimbatore on 22nd March 2019 to celebrate the World Water Day.
22. As a part of World Water Day, the Community Interest group students organized an awareness programme on 'Save Water - Save Our Planet' on 22nd March 2019. The students joined hands to create the formation of water droplet on the ground.

23. Dr P Sadhasivam, Director, attended the MC meeting of Coimbatore Management Association on 22nd March 2019.
24. Ms K Vinitha, Ms K Madhu Niveytha, Ms B Gayathri Devi, Ms N M Krishna Priyaa participated and Ms M Annie Sobiya, Ms M Pavadharanichitra and Ms F X Rufina Marine won second prize in the 'Business Plan Competition' organized by PSG Institute of Management on 23rd March 2019.
25. Dr Vandana Madhavkumar, Associate Professor, co-facilitated a one-day programme on 'Team Working' for the Executives of Lakshmigraha Enterprises on 23rd March 2019.
26. The EC Meeting of the Management Alumni Association of GRG Institutions was held on 25th March 2019.
27. Ms P Sona, Assistant Professor, delivered an Internal Faculty Seminar on the topic 'Impact of Emotional Intelligence and Perceived Organizational Support on Intrapreneurship' on 26th March 2019.
28. The Seminar Course Presentation of II MBA students were held on 27th March 2019.
29. As a part of CXO talk, Dr Nithyanandan Devaraaj, Chief Executive Officer, CRI Pumps - Foundry Business, Coimbatore delivered a talk on "Alignment towards future" on 29th March 2019.
30. The second DC meeting of Ms M Priyadarshini, part-time research scholar of Dr B Sripirabaa, Associate Professor, was held on 29th March 2019. Dr N Vivek, Professor, PSG Institute of Management, PSG College of Technology was the expert member.
31. Seven of our students were selected for internship and placement by 6 Phrase - The Finishing School, Coimbatore on 29th March 2019 as Management Trainee - Human Resources, Finance and Training at an annual CTC of Rs 3 Lakhs.
32. Dr M Maheswari, Assistant Professor, attended a two-day India Education Fair 2019 organized by SAPE at Summit Park View, Yangon, Myanmar during 29-30 March 2019.
33. As a part of Social Service Programme, Ms Jeya Haritha V, Ms Nivetha V, Ms Oviya G, Ms Durgesh Nandhini S, Ms Polavarapu Anasuya Devi and Ms Swetha M

of II MBA attended sessions on Cyber Safety and Child Safety organized by Youthful India, Coimbatore during 19th and 30th March 2019.

34. The Annual Parent Teacher Meeting for the academic year 2018-19 was held on 30th March 2019. 80 parents of I and II MBA students participated in the meeting.
35. As a part of Social Service Programme, Ms Nishasri J, Ms Sherin N, Ms Lakshmi Dhanapriya N, Ms Shanjutha K, Ms Susmitha V and Ms Preethi M of II MBA conducted a roadside survey and distributed food to the needy in association with the Food Bank, Coimbatore during 23-24 and 30-31 March 2019.
36. Ms P B Saranya, Assistant Professor, completed an online course titled 'Economics: Consumer Demand' offered by Edx.
37. Dr S Kavitha, Associate Professor, completed an online course 'The Marketing Plan' offered by IE Business School, through Course era with financial aid
38. Dr R K Sudhamathi, Associate Professor, along with research scholar Ms S R Deepika, published a research article titled 'A Study on the Efficiency of the Information Content of Option's Open Interest, Volume and Volatility' in Suraj Punj Journal for Multidisciplinary Research, Vol. 9 Issue 3, pp. 632-639 (e - ISSN: 2394-2886)
39. Dr M Maheswari, Assistant Professor, published an article titled 'A Study on Work Style of Information Technology Employees with their Attitude in Chennai District, Tamil Nadu' in Asian Journal of Management, Vol. 10, Issue: 01, January-March 2019, pp. 67-71 (e- ISSN: 2321-5763).