

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF DECEMBER 2014

1. Our Director, Prof. S. Balasubramanian conducted the monthly Business Quiz on 1st December 2014.
2. Our Dean, Dr. P. Sadhasivam has been sanctioned a financial assistance of Rs. 135,000/- by UGC for conducting a One-Day National Seminar on “Use of Mobile, Social, and Web Technologies in Marketing”.
3. Dr. P. Paramanandam, Associate Professor has been sanctioned a financial assistance of Rs.50,000/- by UGC for conducting a Regional Seminar titled “Effective Human Resources Practices for SME’s”.
4. Students of Health and Fitness Forum conducted a salad making competition [“Salsa with Salad”] on 3rd December 2014.
5. 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.
6. Our Director, Prof. S. Balasubramanian, Dean, Dr. P. Sadhasivam, Faculty Members of GRSMS and Students attended the ‘HR Summit 2014’ organised by the Coimbatore Management Association (CMA) on 5th December 2014 at Sri Ramakrishna Kalyana Mandapam, Coimbatore.
7. 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 5-6 Dec 2014. She also presented a paper on 'Teacher Efficacy for sustainable development' co-authored with Prof. R. Krishnaveni, PSGIM at the conference. In the same conference, Dr. B. Sripirabaa, Associate Professor presented a paper titled “Factors Enhancing Employee Satisfaction: An Empirical Analysis”. Dr. Anitha also co-authored other papers which were presented in this conference - 'Environmental Factors and Job Embeddedness: A study on the Relationship with Locus of Control as Moderator' with Mr. Senthil Prakash, Assistant Professor, KCT Business School; 'Understanding the Characteristics of Generation Y that Aid Workforce Retention' with Ms. M. Aruna, PhD Scholar; 'Analysing the Impact of Emotional Intelligence on Work Engagement of Women Entrepreneurs in Coimbatore City' with Ms. R. Swarnalatha, Assistant Professor, PSGCAS.
8. GRGSMS has been ranked A+ by *Business India* in its issue dated December 8-21, 2014.
9. Our students of Oriflame House organised house events in various area like HR, Marketing and Finance on 10th December 2014.
10. Our Director, Prof. S. Balasubramanian attended the Council Meeting of AIMA at Goa on 11-12 December 2014.
11. Dr. R. Savitha, Associate Professor delivered an Internal Faculty Seminar on “Technical Analysis of stocks” on 12th December 2014.

12. Dr. J. Anitha, Associate Professor, and Dr. B. Sripirbaa, Associate Professor were invited as speakers in the International Convention organised by Institute of HRD, Bengaluru, based on their research papers on 12-13 December 2014. Dr. J. Anitha won the first prize for her paper on 'Retention of Gen Y: A Strategic Talent Management Approach'; Dr. B. Sripirabaa won the second prize for her paper on 'Influence of Innovative Self Efficacy and Innovative Climate on Individual Creativity' in the Best Paper Award contest.
 13. GRGSMS Industry Day 2014 was held on 13th December 2014. The theme of the Annual Industry day was '*Values and Ethics in Business: Role of Management Education*'. The Chief Guest was Mr. R. Mukundan, Managing Director, Tata Chemicals, Mumbai. Our Secretary, Mrs. Nandini Rangaswamy presided over the function. Our Director, Prof. S Balasubramanian was the panel moderator. The panel speakers were Prof. S. Sriram, CEO&ED, GLIM, Chennai; Prof. B. Srinivasan, Director, SSN School of Business, Chennai; Mr. M. Settu, CEO, Syndicate Exports, Coimbatore; and, Mr. Jayakumar Ramadoss, MD, Mahendra Pumps, Coimbatore.
 14. Our Director, Prof. S. Balasubramanian, Dean Dr. P. Sadhasivam attended Academic Council Meeting of PSGRKCW on 15th December 2014.
 15. Our Director, Prof. S. Balasubramanian attended the meeting of the CII CBE Education Panel on 15th December 2014.
 16. Our Director, Prof. S. Balasubramanian, Dean, Dr. P. Sadhasivam, 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, Coimbatore on 17th December 2014.
 17. Community Forum of Shreyas organised a session on "Road Safety Awareness" on 17th December 2014. The speaker was Mr. K.V. Vinayaga Moorthy, TPTW Group I Officer.
 18. An interactive session was organised with Capt V. J. Pushpakumar on 18th December 2014 to sensitise the students on career opportunities in Logistics.
 19. Our Director, Prof. S. Balasubramanian and Dean, Dr. P. Sadhasivam visited Srivalli Varadarajan School in Theni District on 19th December 2014 for training of the school teachers as a part of the consulting assignment from Rajshree Sugars and Chemicals.
 20. 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 was the key resource person for the programme.
 21. Ms. V. Sarala, MPhil Scholar, guided by Dr. B. Sripirabaa, Associate Professor successfully completed her viva-voce examination on 19th December 2014.
 22. Ms. M. Asha Devi, Assistant Engineer, DIC delivered an E-Talk on " Role of District Industries Centre (DIC) in Promoting Entrepreneurship" on 24th December 2014.
- The following papers co-authored by Dr. J. Anitha, Associate Professor were presented in the 9th Yale-GLIM Research Conference at Chennai on 29th December 2014 - 'Demonstrating the Role of Emotional Demand and Coping Strategies in Contending Emotional Exhaustion' 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' with Ms. M.Aruna, PhD Scholar; 'Dynamics of Knowledge, Knowledge Management and Learning Organisation with respect to Human Capital and Social Capital' with Ms. B. Bhavana, PhD Scholar.

23. MPhil Scholars - Ms. K. Abinaya, Ms. P. Yuvapriya, Ms. R. Saranya, Ms. M. Priyadharsini and Ms. R. Swetha - guided by Dr. P. Paramanandam, Associate Professor successfully completed their viva-voce examination.
24. MPhil Scholars - Ms. M. Geetha and Ms. P.M. Reema - guided by Dr. B. Sripirabaa, Associate Professor and Dr. J. Anitha, Associate Professor respectively successfully completed their viva-voce examination on 24th December 2014.
25. Our Director, Prof. S. Balasubramanian, attended CMA Managing Committee Meeting on 24th December 2014.
26. Ms. M. Gowri, Assistant Professor and Ms. Vandana Madhavkumar, Assistant Professor attended and presented papers at the 9th Yale-GLIM Research Conference held on 29th December 2014 at Great Lakes Institute of Management, Chennai.
27. Faculty of GRGSMS hosted a farewell lunch for Ms. S.R. Deepika, Assistant Professor on 30th December 2014.