

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF DECEMBER 2016

1. Our Chief Mentor, Prof. S. Balasubramanian, delivered a talk to the faculty members, at Sree Saraswathi Thiyagaraja College, Pollachi on 1st December 2016.
2. Our Chief Mentor, Prof. S. Balasubramanian, Our Dean, Dr. P. Sadhasivam, Dr. R. Savitha, Professor and Ms. S. Sathyapriya, Assistant Professor attended two day educational conclave on, 'Higher Education for Digital Natives' organised by CII during 2-3 December, 2016 at Radisson Blu, Coimbatore. Our Chief Mentor, Prof. S. Balasubramanian, Chaired a session on "Technology in Higher Education".
3. GRG School of Management Studies organized the annual Industry-Institute Interface Day on Saturday, the 10th 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.
4. GRGSMS has been ranked 123 among top private 'B schools' in India in the November 2016 issue of the, 'Business World' Magazine.
5. Our Chief Mentor, Prof. S. Balasubramanian, Our Dean, Prof. Sadhasivam attended a Leadership Programme, "Born to Win" organised by PSGRKC during 8th, 17th and 29th December 2016.
6. 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.
7. Dr. S. Kavitha, Associate Professor, delivered an Internal Faculty Seminar, "Perception of Youth on Social Media - An Empirical Study in Coimbatore" on 16th December 2016.
8. 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 5th International Conference on Managing Human Resources at the Workplace organised by SDMMD, Mysore during 9-10 December, 2016.

9. 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 21st Century Society" held on 10th December 2016 at Vellore Institute of Technology, Vellore.
10. Our Students of 'Technology' Interest Group organised 'Crack your Brain' - a learn with fun session on 15th December, 2016.
11. Dr. S. Kavitha, Associate Professor, along with her Research Scholar, Ms. R. Bhuvaneshwari published an article titled, "Influence of Social Media on Investment Decision Making With Special Reference to Stock Market" in the proceedings of The 7th International Conference on Development Policy on "Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development" held during 15-16th December, 2016 at Avinashilingam University, Coimbatore.
12. Ms. P. B. Saranya, Assistant Professor participated and presented a paper in the 7th 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.
13. Dr. Savitha Nair, Associate Professor & Dr. N. Anitha, Associate Professor, conducted a one-day MDP titled "Go Digital: Customer Engagement Strategies for SMEs" on 17th 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.
14. Our Students of 'Health and Fitness' interest group organized a salad making competition "EN BONNE SANTE SALAD" on 17th December, 2016.
15. Mr. Sudheer Mohan, Director - Mobility Quality Engineering, Wipro, Cochin, delivered a CXO talk on "Disruptive Technologies that transformed businesses", on 17th December, 2016.
16. A debriefing session on 8th ABBS - BRICS Students Meet attended by S. Premasri, R. Suki, S. Swathi, S. Lavanya of I MBA and Dr. J. Anitha, Associate Professor, during 17 - 20 November 2016. The four students S. Premasri and S. Swathi shared the information about Bangalore Meet and R. Suki and S. Lavanya shared their information about Cochin Meet on 18th December, 2016.
17. Our Chief Mentor, Prof. S. Balasubramanian, conducted Monthly Business Quiz on 19th December, 2016.
18. Our Students of 'Environment and Community Service' 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 19th December, 2016. Faculty members Dr R K Sudhamathi and Mrs K C Aruna Devi accompanied the students.
19. Our Students of II MBA had a introductory session on 'Stock MIND' - a simulated stock market by Mr. Prashanth Ramani, RMM, ICICI direct on 20th December, 2016.

Ms. M. Karthika of II MBA section II has been selected for the National Round of ICICI Stock Minds Season 5 which is to be held during March 2017.

20. Our Students of 'Arts and Aesthetics' interest group conducted a competition "Ad Mad" on 22nd December, 2016.
21. Dr. Savitha Nair, Associate Professor, R. Nivea Nelson and R. Karthika, II MBA students published a paper titled 'Consumer preference towards mobile phones: An empirical analysis' in the 'International Journal of Applied Research', Vol 2, Issue 12, Page No. 343- 347 (ISSN Print:2394- 7500 and Online: 2394- 5869).
22. Ms. V. Anjana, Final year MBA Student 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).
23. Dr. J. Anitha, Associate Professor was invited as Guest speaker in Department of BBA (IB & RM), PSGRKC, to address the final year students on 'Research Methodology' on 27th December, 2016.
24. 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 .
25. 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.
26. 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 28th December, 2016, organised by Finance domain.
27. Our Students of Knowledge Interest Group conducted, "Battle of the Brains" - a knowledge quest contest and the Members of 'SHREYAS' organized New year celebrations on 29th December, 2016.
28. Dr. Vandana Madhavkumar, Assistant Professor participated and presented a paper titled, "Investigating Organisational Attributes Influencing Millennials Choice of Prospective Employers" at the 26th Annual Conference of the National Academy of Psychology (NAOP) organised at the Department of Management IIT Madras during 29 - 31 December, 2016.
29. 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.