

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS FOR THE MONTH OF FEBRUARY 2014

1. Our students of I MBA Section I, II & PGDBA underwent outbound programme at Guru Freddy's Nature Awareness and Adventure Academy (Nataraja Gurukula, Bengaluru) during 2-8 February 2014.
2. Two students - Ms G Lakshmipriya and Ms S Nivedita - have been selected by CareerNet Consulting, Bengaluru as Associate Consultants.
3. 12 students of II MBA have been selected by IDBI Federal LIC Pvt Ltd, Coimbatore for the post Assistant Managers.
4. Dr P Paramanandam, Associate Professor delivered an Internal Faculty Seminar on "A Study on Organisational Justice and Commitment among the Employees of an Auto Component Manufacturing Company" on 4th February 2014.
5. Dr B Sripirabaa, Associate Professor and Dr J Anitha, Associate Professor offered a one day workshop on 'Application of SPSS in Research' to the PG graduates and M. Phil Scholars of Nirmala College for Women on 4th February 2014.
6. Our Director, Prof S Balasubramanian attended an interactive session with Dr. Kiran Bedi organised by CII on 7th February 2014.
7. Ms Vandana Madhavkumar, Asst. Professor was shortlisted as finalist for the Best Techno Faculty Award of ICTACT Awards 2014. She gave a presentation on 7th February to the jury panel at ICTACT at Chennai and participated in ICTACT Bridge 2014 conference on 26th February.
8. Our Director, Prof S Balasubramanian, Dr B Sripirabaa, Associate Professor and Ms S Sathyapriya, Assistant Professor attended CMA Students Management Day on 8th February 2014 at PSGIM. Ms D Lakshmi of II MBA won the 2nd prize in the Debate Contest.
9. Ms Vandana Madhavkumar was the Judge at the paper presentation contest of "SIGRUN 2014" the intercollegiate meet of RVS Institute of Management Studies and Research on 8th February 2014. [[[
10. Our Director, Prof S Balasubramanian, conducted Monthly Business Quiz on 10th February 2014.
11. Our II MBA students attended the Exclusive Recruitment Drive for GRGSMS students by BNP Paribas Sundaram GSO, Chennai on Tuesday, 11th February 2014. Two students were shortlisted for the final round of interview.
12. Dr P Paramanandam, Associate Professor, presented a paper titled "*Business Ethics in a Changing Global Business Environment*" in the ICSSR & SBI sponsored National Seminar organised by the Department of Commerce, PSGR Krishnammal College for Women held on 11th February, 2014.

13. Ms M Geetha, Research Scholar, and Dr B Sripirabaa, Associate Professor, presented a paper titled “An Investigation of the Level of Emotional Intelligence level among educators in Coimbatore City” in the National Conference on “Transnational Strategies” organized by Dept. of Business Administration with Computer Application at Sri Krishna Arts and Science College, Coimbatore on 12th February 2014.
14. The Environment Forum organised an awareness programme on wildlife conservation on 12th February 2014. Mr. R Mohammed Saleem, founder of Environment observation Group and Coimbatore Birding Club interacted with the students and sensitized the students on the wildlife conservation issues.
15. Pantaloons Fashion and Retail Limited, Bengaluru visited our campus for recruitment of Management Trainees on 12th February 2014.
16. Dr P Sadhasivam, Professor delivered an Internal Faculty Seminar on “Measurement of Brand Image” on 12th February 2014.
17. Our Director, Prof S Balasubramanian, attended a meeting of CII to discuss Educational Academy for Skill Development on 13th February 2014.
18. 11 students of I MBA participated in the intercollegiate meet “YUGAM 2014” held at Kumaraguru College of Technology during 13-15 February 2014.
19. Ms Vinodhini Viswanathan, Ms S Sarumathi, Ms S Benazir and Ms A Krithika of II MBA participated in the intercollegiate event “SADHANA 2014” held at RVS Institute of Management Studies and Research, Sullur and won the First Prize in Best Management Team Award and Ms D lakshmi, of II MBA won the “Best Manager Award” on 14th February 2014. Our students have also won the overall Championship Trophy of SADHANA.
20. Our Director Prof S Balasubramanian attended the Meeting of CMA on 14th February 2014.
21. The first round of personal interview for MBA Admission 2014 -2016 was held on 15th February 2014.
22. Four students of II MBA appeared for the recruitment process of Axis Bank Limited on 15th February 2014 (preliminary test) and on 26th February 2014 (final interview) at their Circle Office, Chennai. Ms. G. Nivedha has been selected for the post of Officer (Front Desk/Teller).
23. Dr P Sadhasivam, Professor received the “Innovation in Building Academia and Industry Interface Award” presented to GRGSMS by DNA and Star of the Industry Group Award at Mumbai on 17th February 2014.
24. [Ms S Helena Susan, Manager - HR, of ATS-ELGI, presented a guest lecture on 'Pre-departure Training for International Assignees' as a part of the International Human Resource Management course on 18th February 2014.
25. Dr P Paramanandam, Associate Professor and Ms L Gowri Lingeswari, Assistant Professor escorted 30 students of II MBA to Goa / Mangalore as a part of industrial tour during 19-25 February 2014.
26. GRG School of Management Studies was awarded with 'CMA - Best Student Chapter 2014' award at the National Management Day Celebrations on 21st

- February, 2014 at Hotel Residency. Ms G Ramya, II MBA was awarded as the best student award from CMA.
27. Ms M Geetha, Research Scholar, and Dr B Sripirabaa, Associate Professor, presented a paper titled "Assessing the Level of Self Efficacy among Higher Education Educators in Coimbatore City" in the International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by Sri Ganesh B-School, Salem on February 25, 2014
 28. Out of Ten students of II MBA appeared for the Online Test conducted by GREedge on 17th Feb 2014, Four students appeared for the first round of PI on 19th Feb 2014 at VIMS, Coimbatore. One student Ms S Vijayalakshmi attended the final round of interview by GREedge, Chennai on 26th February, 2014. The result is due.
 29. Ms R Chitra, Assistant Professor along with Dr Rupa Gunaseelan, Associate Professor, BSMED published a paper "Customer's expectations towards shopping behaviour in Retail Outlets" in International Journal of Research in Business Management (IMPACT : IJRBM); ISSN(Print): 2347-4572; ISSN(Online): 2321-886X, Vol. 2, Issue 2, Feb 2014, pp 43-52.
 30. Dr B Sripirabaa, Associate Professor, Dr J Anitha, Associate Professor and Ms Vandana Madhavkumar, Assistant Professor, attended the Annual Conference 2014 of NIPM, Coimbatore Chapter on the theme 'Human Transformation to improve the Bottom line', during 21 - 22 February 2014, at Le Meridien, Coimbatore.
 31. Dr J Anitha, Associate Professor delivered an Internal Faculty Seminar on "Influence of Supervisory styles on Performance Appraisal System" on 24th February 2014.
 32. Dr R Savitha, Associate Professor participated in "Innovative Learning in 21st Century - Benefits and Challenges" organised by Eduquest International Institute, Singapore at The Hotel Residency, Coimbatore on 24th February 2014.
 33. Our students of II MBA had an interactive session with Mr Jeremy Blain, Cegos Asia Pacific Pte Ltd., Singapore on 25th February 2014.
 34. Ms Vinodhini Viswanathan, Ms S Sarumathi, Ms S Benazir and Ms. A. Krithika of II MBA participated in the intercollegiate event "RAPTURE 2014" held at Sree Saraswathi Thyagaraja College, Pollachi and won the First Prize in "Best Management Team" on 26th February 2014.
 35. Ms R Chitra, Assistant Professor published an article titled on "An Empirical study on Customers Purchase Intention towards Branded Apparels" in Indian Journal of Research in Management, Business and Social Sciences Vol 2 Issue 1, Pp 40-43, (January 2014).
 36. Our Director, Prof S Balasubramanian, Dr P Sadhasivam, Professor and Ms M Gowri attended CII Tides Leadership Summit "Making the Difference" at The Hotel Residency, Coimbatore on 27th February 2014.

37. Ms R Chitra,, Assistant professor along with Ms Muthu Mangai, M.Phil Scholar presented a paper entitled "A study on Impact of packaging by retailers towards consumer buying decision with special reference to kannan Departmental stores" in the International Conference on "Emerging Paradigms in Management Research" jointly organised by faculty of Management, Vivekananda Institute of Information and Management Studies for Women, Tiruchengode in association with Mother Teresa Women's University held during 27-28 February 2014.
38. Dr Zenetta Rosaline, Associate professor along with M.Phil scholars Ms M Kalaimathi and Ms R Saranya presented two papers (1) Employee Behaviour Approach and (2) HR Branding in the International Conference on "Emerging Paradigms in Management Research" jointly organised by faculty of Management, Vivekananda Institute of Information and Management Studies for Women, Tiruchengode in association with Mother Teresa Women's University held during 27-28 February 2014.
39. Dr P Paramanandam, Associate professor published a paper on "Big Five Personality and occupational Stress among the Managerial personnel of Automobile Industry" in the Journal Prathibimba, Volume 14, Issue 1 (ISSN: 0972 - 5466)
40. Our II MBA student Ms S Vijayalakshmi appeared for the recruitment process by Nestle India Limited, Chennai on 27th February, 2014.
41. Ms Geetha, Research Scholar, and Dr B Sripirabaa, Associate Professor, presented a paper titled Assessing the Level of Emotional Intelligence and Self Efficacy among Higher Education Educators in Coimbatore City in the International Conference on Emerging Paradigms in Management Research organized by VIMS Institute of Technology and Management Studies, Namakkal on 28th February 2014.
42. Shanthi Gears, a Murugappa Group Company, Coimbatore visited our campus for recruitment of Management Trainees on 28th February 2014. Results are due for the selection to the final round of interview.
43. Our Students organised "Feb Fiesta 2014" a grand finale of activities under the umbrella of Entrepreneurship Cell (Exhibition cum Sale) on 28th February 2014. Everyone enjoyed the show and the offerings.
44. GRGSMS hosted Two-Day Workshop on "Chanakya - Student Management game organised by CMA in association with AIMA on 28th February and 1st March 2014. Around 75 students from various colleges in and around Coimbatore participated in the workshop.