

## GRG SCHOOL OF MANAGEMENT STUDIES

### NEWS AND EVENTS FOR THE MONTH OF JANUARY 2017

1. Ms. G. Indhu and Ms. B. Tharaneesha students of II MBA attended “NEN E-Leader” workshop at KCT College during 4-5 January 2017.
2. As a part of CXO talk series, Mr. Senthil Muruganantham, President of ANT International- one of the leading Granite Exporter/ Distributor/Retailer of memorial product serving over 700 dealers worldwide, delivered a talk on “Challenges and Opportunities of setting up Business Overseas” on 5<sup>th</sup> January 2017.
3. Dr. P. Paramanandam, Professor, presented a paper titled, "Psychological Empowerment, Occupational Stress, and Job Satisfaction among the Managerial Personnel of a Shipyard". Dr. Savitha Nair, Associate Professor presented a paper on "Role of Sentiment Analysis in consumer research: A case study of Reliance Jio": and Dr. R. K. Sudhamathi, Associate Professor presented paper on “Growth and Development of Indian Mutual fund market” at “The Southern Regional Conference on Management Education - A Global Perspective” organised by PSG Institute of Management in collaboration with Association of Indian Management Schools (AIMS) during 5-6<sup>th</sup> January, 2017. Dr. Savitha Nair received the "Best Research Paper Award" in the Marketing Track.
4. As a part of the E-Talk series, Mr. K.T. Srinivasa Raja, Managing Director, Adyar Ananda Bhavan, Chennai, shared his entrepreneurial experience with our students’ on 10<sup>th</sup> January, 2017.
5. Our Students of ‘Arts and Aesthetics’ interest group organised Pongal Festival. On this occasion a debate in Tamil was conducted on the topic "Jallikattu Thadai Thevaiyae/Ellaiya". Dr. P. Sadhasivam, Dean acted as the moderator for the debate, on 12<sup>th</sup> January, 2017.
6. Ms. P. B. Saranya, Assistant Professor, completed a MOOC in “Finance for Everyone - Smart tools for decision making” offered by Edx.
7. Dr. P. Paramanandam, Professor acted as the External Examiner for the Ph.D. Public viva-voce examination of a candidate at M. R. Government Arts College, Mannargudi on 18<sup>th</sup> January, 2017.
8. Ms. P. Shanthi, ACS, (Class of 2010) delivered an alumna guest lecture on 'Salient features of Company Law' as a part of ‘Legal Aspects of Business’ course, to II MBA, on 18<sup>th</sup> January 2017.
9. Ms. D. Arthi, Assistant Professor, presented a research paper on "Consumer behaviour and post purchase cognitive dissonance of women with respect to their outfits in Tamil Nadu," at a National Marketing Conference organized by VIT Business School, Vellore, on 19<sup>th</sup> January, 2017.

10. Our Founders' Day was celebrated on 19<sup>th</sup> January 2017. Ms. V. Anjana of II MBA was awarded "Best Outgoing Student Award" and also received "Saradha - Bhuaneswari Award" for outstanding performance in "Finance Specialisation" and Tharika of PGDMFS was also awarded "Best Outgoing Student Award" for the academic year 2017.
11. Dr. R. Savitha, Professor, and Dr. R. K. Sudhamathi, Associate Professor were resource persons for Management Development Programme on "Finance for Non finance Executives" organised by GRG Centre for Advanced Studies, during 20-21 January, 2017.
12. Our Chief Mentor, Prof. S. Balasubramanian conducted Monthly Business Quiz on 23<sup>rd</sup> January 2017.
13. Dr. N. Anitha, Associate Professor, Published a paper on "Factors Influencing Preference of Women towards Online Shopping", Indian Journal of Commerce and Management Studies with ISSN No. 2249 -0310, EISSN 2229 - 5674 2017, Volume VIII, Issue 1, January 2017, Page No 38 -45.
14. Dr. N. Anitha, Associate Professor, Published a paper on "Entrepreneurial Potential, Intention and the Influential Factors for Entrepreneurship among the Women Students of Coimbatore City" ,in the 'International Journal of Management and Humanities' with ISSN No.2394 - 0913 , Volume 2, Issue 8, January 2017 , Page Nos 15 - 21.
15. Ms. K. C. Arunadevi, Assistant Professor, attended a workshop conducted by Shanti Ashram in collaboration with the Amrita School of Business and FICCI Ladies Organisation - Coimbatore chapter on the topic "Gender, Diversity and Equal Working Environment" on 27<sup>th</sup> January 2017.
16. Ms. S. Sathyapriya, Assistant Professor attended a two day workshop on "Applied Econometrics for business and Finance" organised by XIME, Chennai, during 27-28 January 2017.
17. Admissions for MBA 2017 -19 batch commenced and the first phase of selection of students was held on 28<sup>th</sup> January, 2017.
18. Dr. B. Sripirabaa, Associate Professor along with Research Scholar M. Manjula (2016), published a paper on "Factors Influencing Work Engagement Among The Sales Employees of Automobile Dealers In Coimbatore City" in the 'International Journal of Applied Research & Studies' , Volume V, Issue 10, pp.32-42
19. Dr. B. Sripirabaa, Associate Professor along with Research Scholar M. Manjula (2016), published a paper on "Impact of Work Engagement on Work Performance among automobile sales employees in Coimbatore city" in the 'International Journal of Management and Social Science Research Review', Vol-1, Issue - 30, pp 54-59.
20. Dr. S. Kavitha, Associate Professor has successfully completed a MOOC on "The Business of Social" offered by North Western University through Coursera.
21. A research article on the topic "Factors influencing Satisfaction on E-Banking" by Dr. S. Kavitha, Associate Professor is being selected for the publication in the

January 2017 issue of AIMS - International Journal of Management. (Category B journal)

22. Ms. S. Sathyapriya, Assistant Professor was a resource person for a two day workshop on ' Using Excel to prepare and analyse 'Financial statements' organised for the UG students of commerce department at PSGR Krishnammal College for Women during 29 & 30 January 2017.
23. As a part of Co-curricular activity, 43 students of I MBA Section I attended an Outbound Training Programme at NALS, Conoor from 31<sup>st</sup> January, 2017 till 3<sup>rd</sup> February, 2017. Dr. N Anitha, Associate Professor, and Ms. D. Arthi, Assistant Professor accompanied the students.