

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JULY 2018

1. As a part of Study Abroad Programme (SAB), 16 students of II MBA underwent a 2 Week Summer Course on 'International Business' at University Malaysia Pahang (UMP), Malaysia from 30th June to 14th July, 2018. The course included academic and non-academic sessions, industry visits to TT Electronics and Kuantan Port and site visits. Students participated in simulation game and gained hands-on experience in UMP's Learning factory. Their performance throughout the programme was analyzed and the best team and best three individual performers were awarded during the valedictory ceremony. Students also learned the traditional Malay dance 'Zapin' and a few of them performed the dance during the valedictory ceremony. While returning from Malaysia, students visited Singapore for a day. Dr. Savitha Nair met Ms. Vallimayil Arunachalam (class of 2009) at Singapore on 15th July, 2018 during our students visit. Dr. Savitha Nair, Associate Professor, accompanied them.
2. Dr. Sabarairajan G. B. Associate Professor joined as New Faculty member in GRGSMS on 2nd July 2018.
3. The second doctoral committee meeting of Ms. R. Saranya, Research Scholar of Dr. S. Kavitha, Associate Professor, was conducted on 5th July 2018. Dr. P. Vikkraman, Associate Professor, Department of Management Studies, Anna University Regional Centre, Coimbatore was the subject expert for the same.
4. Dr. B. Sripirabaa, Associate Professor accompanied 17 MBA students as a part of their Study Abroad Programme at Nottingham Trent University, UK during 5-20 July 2018. 17 of our MBA students completed the two-week Global Summer School programme on "Entrepreneurship and new Venture Development" at Nottingham Trent University, UK.
5. The second doctoral committee meeting of Ms. M. Ganeswari, Research Scholar of Dr. R. K. Sudhamathi, Associate Professor was conducted on 11th July 2018.
6. GRGSMS signed a Memorandum of Understanding with 'Universiti Malaysia Pahang' (UMP) for various academic collaborations on 12th July 2018. Our Chairperson Dr. Nandini Rangaswamy and Professor Dato' Sri Ts. Dr. Daing Mohd Nasir Bin Ibrahim, Vice Chancellor , UMP signed the MoU in the presence of our director, Dr. P. Sadhasivam and Dr. Mohd. Ridzuan Darun, Dean, Faculty of Industrial Management, UMP.
7. Mrs. P. B. Saranya, Assistant Professor has accompanied four of our MBA students for a Study Abroad Programme to CETYS University, Mexico during 8-28 July 2018.

8. Dr.P.Paramanandam, Professor has published a paper along with P.S. Shobita, a research scholar entitled "Impact of Psychological Empowerment on Job Satisfaction among the Employees of a Shipyard" in the International Journal of Creative Research Thoughts, Volume.6, Issue 2, pp.490-498 (ISSN: 2320-2882).
9. The Executive Committee Meeting of Alumni Association of GRGSMS (MANAGEMENT ALUMNI ASSOCIATION OF GRG INSTITUTIONS) was conducted on 13th July 2018.
10. Dr Vandana Madhavkumar, Associate Professor handled a session on 'Non-Verbal Communication Strategies for Educators' for the faculty of PSGR Krishnammal College for women as part of their Induction Programme on 13th July 2018.
11. Dr. S. Kavitha, Associate Professor, has attended a session on "Social Media for Business Success" by Prof. Sangeetha S. Abhishek, Digital Marketing Consultant, SODMI Digital Marketing Pvt Limited, organized by WE Coimbatore on 17th July 2018.
12. Faculty Induction programme was organized for all the newly joined faculty members on 19th July 2018.
13. Dr. Savitha Nair, Associate Professor, published an article 'Blended Learning for Digital Natives' in LinkedIn Pulse on 19th July 2018.
14. Dr. Savitha Nair, Associate Professor, handled a session on 'Choice of appropriate pedagogy' for the newly joined faculty of GRGSMS during their induction programme on 19th July 2018.
15. Classes for II MBA commenced on 23rd July 2018.
16. Dr. Savitha Nair, Associate Professor, handled a Faculty Development Programme on 'Foundations of Entrepreneurship' to the faculty members of PSGRKC on 26th July 2018.
17. The second Doctoral Committee meeting of N. R. Shandy, a research scholar under the supervision of Dr.P.Paramanandam, was conducted on the 28th July 2018.
18. Dr. S. Kavitha, Associate Professor along with Research Scholar Ms. P. Haritha, has published an article titled "A Study on Customer Experience and its Relationship with Repurchase Intention among Telecom Subscribers in Coimbatore District", in the journal International Journal of Management Studies, Volume V, Issue-3(3), July 2018.
19. Dr. S. Kavitha, Associate Professor has undertaken a market research for a Food processing company in Coimbatore on "A market study on bakery

products in and around Coimbatore”. Students from MBA and B.Com. are involved in the data collection.

20. Dr. B. Sripirabaa, Associate Professor delivered a guest lecture on “Research Methodology” for the final year students of B.Com Financial Services and Actuarial Management students on 31st July 2018.