

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2017

1. As a part of the E-Talk series, Mr. Manasvi Thapar, Mentor, Investor, Lawyer, Ahmadabad, shared his entrepreneurial experience with our students on 1st March, 2017
2. The PhD viva voce of Ms. Preetha F James, Scholar of Dr. J. Anitha, Associate Professor, conducted successfully on 1st March 2017. Prof. S. Selvabaskar, from Sastra University was the external examiner.
3. Students of 'Technology' interest group conducted a competition on "Meme Creation" on 2nd March 2017.
4. As a part of Industry Visit Dr. R. K. Sudhamathi Associate Professor; Ms. K. C. Arunadevi, Assistant Professor along with II MBA students of Section I visited Sakthi Sugars Ltd - Soya Division, Pollachi, and Dr. S. Kavitha, Associate Professor; Ms. S. Sathyapriya, Assistant Professor along with Section II students visited, Cotton Blossoms India Private Limited, Tirupur on 3rd March 2017.
5. Dr. Vandana Madhavkumar, Assistant Professor and Dr. N. Anitha, Associate Professor attended a session "Coffee with Entrepreneurs" organised by CII's Indian Women Network (IWN) Coimbatore Zone on the occasion of Women's Day on 8th March 2017 at the CII Office. Dr. Vandana Madhavkumar was the moderator of one of the sessions "Hard Work is more Powerful than Harvard".
6. Dr. B. Sripirabaa, Associate Professor, delivered an Internal Faculty Seminar "Moderating effect of Creative Climate Factors on the relationship between Creative Self-Efficacy and Individual Creativity" on 8th March 2017.
7. E. Rajeshwari of II MBA, M. Yashothaa, and S. Shobana of I MBA participated in the National Level Startup Business Plan Competition organized by Jansons School of Business on 8th March 2017.
8. International women's day was celebrated by our students on 8th March 2017.
9. As a part of CXO talk Mr. D. Sampath, Chief General Manager, & Head of Network 2, The Federal Bank Ltd. delivered a talk on 10th March 2017.
10. Dr. P. Paramanandam, Professor's M.Phil Scholar Ms. S. Selvanayaki successfully defended her thesis "A Study on Organisational Citizenship Behaviour and Job Satisfaction among the Employees of select Textile units in Perundurai Taluk" in the Viva Voce examination held on 10th March 2017.
11. The students of I MBA, S. Rohitha, K. Sarayu Venkatalakshmi, B. Deepika, and S. Monika participated in the intercollegiate meet 'Avanta-2017' organized by Sri Krishna College of Technology on 11th March 2017 and won III prize in 'Best Manager' contest. S. Rohitha and K. Sarayu Venkatalakshmi participated in Best Manager contest.

12. As a part of E-Talk Series, Mrs. Nithyanandhini Manoharan, Founder, International Fitness Coach, 45degree Fitness, delivered a talk on "Changing Challenges for Women Entrepreneurs" on 13th March, 2017.
13. Dr. Savitha Nair, Associate Professor, delivered an Internal Faculty Seminar on "Factors influencing eWOM engagement - "An Empirical Analysis" on 15th March 2017.
14. Ms. S. Vijayalakshmi, Assistant Vice-President, HR, Payoda Technologies Ltd., Coimbatore, delivered a guest lecture on Global Human Resource Management for II MBA students for the elective course Strategic Human Resources Management on 15th March, 2017.
15. Mr. Anand Krishnan, Manager, Vivanta by Taj - Surya, Coimbatore delivered a guest lecture on "Role of Technology and Customer Recovery Strategies in the Services Sector" as a part of "Services Marketing" course on 16th March 2017.
16. The 'Environment and Community Service' interest group organised a session on "Food Wastage - A Serious Concern" on 16th March 2017. The speaker was Mr Padmanaban Gopalan, Social Entrepreneur, and Founder of Society Promoting Innovation, Creativity and Entrepreneurship (SPICE).
17. As a part of CXO talk Mr. Prabu Chari, Director-HR, Cognizant Technologies, Coimbatore, delivered a talk "Skills for 21st Century jobs" on 17th March, 2017.
18. The faculty of Marketing Domain- Dr. Savitha Nair, Associate Professor, Dr. S. Kavitha, Associate Professor, Dr. N. Anitha, Associate Professor and Ms. D. Arthi, Assistant Professor, conducted an ICSSR sponsored National Conference on "Marketing in an interconnected world: Trends, Opportunities and Challenges" on 17th March, 2017. Dr. Nagendra V Chowdary, Vice President, & Head - Academics, Bennett, Coleman and Co. Ltd. (Times Group) delivered the keynote address during the inauguration on the theme "Marketing to Millennia". The inauguration was attended by guests, paper presenters, participants, faculty, and students of GRGSMS. This was followed by panel discussion. The speakers during the panel discussion were: Mr. R. Lakshminarayanan, Chief Learning Officer, iNurture Education Solutions Pvt. Ltd; Mr. Yaagneshwaran Ganesh, Founder, MarketingSync; Ms. Smitha S. Ranganathan, Professor (Digital Marketing) - IBS, Chief Storyteller - Brandlooms; and Dr. R. Mary Metilda, Professor & Head - MBA, Sri Ramakrishna Engineering College.
19. The following Research Scholars & two II MBA Students of GRGSMS presented the papers respectively. (1) Ms. R. Bhuvaneshwari the Research scholar of Dr. S. Kavitha Associate Professor, presented a paper titled "Impact of Social Media on Personality Development among the Millennials: A Conceptual study" (2) Ms. R. Saranya, the Research scholar of Dr. S Kavitha Associate Professor, presented a paper titled "A Study On The Impact Of Advertisement On Women Specific Government Healthcare Schemes In Coimbatore District" and (3) Ms. R.Barani, Ms. Archana Babu, II MBA students under the guidance of Dr. Savitha Nair, Associate Professor, presented a paper titled "Online shopping preferences: An empirical analysis". A total of 15 papers were received for presentation during the conference. Two best paper awards were presented. Mr. Ranjit Krishnan, Head-Base Management RO TN & Kerala, Aircel Ltd and Dr. Mary Cherian, Professor - Marketing, KCT Business School were the judges for paper presentation and they delivered the valedictory address. Dr. Savitha Nair, the Conference Coordinator, received Rs.150000 funding from ICSSR towards the conference.

20. Ms. N. Janani, Business Manager and M. Shanmugapriya, Cloud Specialist (Class of 2016), Quadra Systems. Net P Ltd addressed the I MBA students on 'What success looks like in a Digital World' in the Alumni talk series, on 18th March 2017.
21. The Executive Committee Meeting of Alumni Association of GRGSMS was conducted on 18th March 2017. Dr. M. Padmavathy, Vice President, Ms. S. Sindhiya, Joint Secretary, Dr. S. Kavitha, Treasurer, and Ms. Benazir, Executive Committee Member was present for the meeting.
22. Dr. Savitha Nair, Associate Professor, completed a MOOC on edX offered by UBCx titled "Marketing1x Introduction to Marketing".
23. The first Doctoral Committee meeting of Ms. R. Saranya, Research scholar of Dr. S. Kavitha, Associate Professor was conducted on 20th March 2017.
24. 8 students of II MBA, Ms. C. Pankaia Selvi, Ms. M. Reshma, Ms. E. Anitha, Ms. S. Padmaja, Ms. L. Shanmugapriya, Ms. K. Sindhuja, Ms. A. Sushmitha, and J. Vaishnavadevi attended interview for the post of Management Trainees for Build HR Consultant on 21st March 2017.
25. Ms. Harsha Vimalchand (Class of 2009, PGDBA), Business Analyst, Consultant, Walgreens, New York, addressed the I MBA students on "Business Analytics and its importance" through video conferencing in the Alumni talk series, on 22nd March 2017.
26. Dr Vandana Madhavkumar was conferred the Best Faculty Award by GRG Trust during the Annual Union Valediction Day, 22nd March 2017.
27. Dr. Vandana Madhavkumar, Assistant Professor, delivered an Internal Faculty Seminar "Investigating the relationship between Gender Diversity and workplace culture" on 22nd March 2017.
28. A farewell party "SAYONARA" (desire to meet again) was organised by our I MBA Students for our II MBA & PGDMFS students on 23rd March, 2017.
29. Mr. M. Suresh Kumar, Fellow member of Institute of Chartered Accountants of India, Partner in SPP and Co., (Chartered Accountants) Coimbatore, delivered a guest lecture on "Foreign Exchange Management Act" for II MBA students for the core course Legal Aspects of Business on 24th March, 2017.
30. As a part of the E-Talk series, Ms. Sheila Mathews, Chief Executive Officer, Niyata Creations Pvt Ltd, Coimbatore, delivered a talk on the title "Passion drives Performance" on 24th March, 2017.
31. Dr. P. Paramanandam, Professor attended the meeting of the 'Board of Studies' of MBA at PARKS College, Tirupur on 25th March, 2017.
32. Ms. P. B. Saranya, Assistant Professor, delivered an Internal Faculty Seminar "Demonetization Stock Returns and Volatility - An Analysis" on 27th March, 2017.

33. Our Dean, Dr. P. Sadhasivam, and Dr. R. Savitha, Professor & Admissions Co-ordinator conducted the III Phase of Admissions Interview for the students to admit in MBA programme 2017 -19 batch, on 27th March, 2017.
34. As a part of E-Talk Series, Mrs. V. Dhivya, Managing Director, Agro Green Bio Life, Coimbatore, delivered a talk on “Social Entrepreneurship” on 28th March, 2017.
35. GRGSMS Faculty team hosted a farewell lunch at Grand Regent to our Colleague Dr. J. Anitha, Associate Professor, on 28th March, 2017.
36. Dr. R. K. Sudhamathi, Associate Professor, completed MOOC course on “Personal Finance” through edx during March 2017.
37. Dr. R. K. Sudhamathi, Associate Professor, published a research article titled " Index funds: An Mutual fund Investment scheme" in International Journal of Management and Humanities, Volume-2, Issue: 9, published on Feb- 15, 2017, ISSN 2394- 0913 (online).
38. Ms. P. B. Saranya, Assistant Professor published an article entitled " An Analysis on the Impact of Demonetization on Sector Indices of the Bombay Stock Exchange" in International Journal of Management and Humanities Volume-2 Issue-10, Page No.: 5-7, ISSN: 2394-0913 (Online) The Impact Factor is 2.13 for year 2016, April 2017.
39. Dr. Savitha Nair, Associate Professor, and Ms. K. N. Dhivya, II MBA student, published a paper titled "Consumer ethnocentrism: A comparison between Generations X and Y" in South Asian Journal of Marketing & Management Research, Vol.7, Issue 3, March 2017, pp-22-32 (ISSN No: 2249-877X).
40. Dr. P. Paramanandam, Professor has successfully completed a MOOC Course “Diploma in Modern Human Resource Management” through Alison.
41. The Annual Parents Teachers Meeting of GRGSMS for I, II MBA & PGDMFS was held on 31st March 2017. 33 Parents of I and II MBA attended this programme.
42. Ms. P. B. Saranya, Assistant Professor, completed a MOOC in Resume, Networking, and Interview Skills offered by Fullbridgex during March 2017.

INCLUSION OF NEWS AND EVENTS DURING THE MONTH OF FEBRUARY 2017.

- Ms J Vaishnava Devi of II MBA has been shortlisted for the final personal interview in the placement drive VKC Group Solutions held on February 1, 2017 at DJ Academy for Managerial Excellence.
- 4 students of II MBA Ms. M. Femitha Parveen, Ms. N. Akshaya, Ms. G. Shalu, and Ms. K. N. Divya are selected in the placement drive held at Quadra Systems during 18th February 2017.