

GRG SCHOOL OF MANAGEMENT STUDIES

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2018

1. Our Alumna Mrs. Meera Ramakrishnan (Class of 1995), Co-founder, Zishta, Bengaluru delivered an alumna talk on the topic "My Journey after MBA from GRGSMS" to I MBA students on 1st March 2018.
2. The annual mega event 'Feb Fiesta 2018' was organized on 2nd March to exhibit the spirit of Entrepreneurship and Innovation and inaugurated by the Dr. S. Nirmala, Principal, PSGR Krishnammal College for Women. In recent years there is a paradigm shift in the way we see, think and execute things in every aspect of our life. Advancement in technology, innovation clubbed with entrepreneurial efforts has played a major role in executing the conventional things in a modern way. Therefore, to sensitize the young minds on the transformation that has taken place in delivering solution to the personal as well as business problems, this year 'Feb Fiesta 2018' was conducted with a theme note of "ΠΑΙΤΡΜΠΑΙΤΡΙΑΛΩ" - Modernity in Tradition. To be in line with the celebrations of Silver Jubilee of GRGSMS. 25 different business concepts were showcased by the efforts of students and each stall portrayed the transition that has happened in various sectors like agriculture, textiles and services. Each stall demonstrated the changes in life style, business delivery process, and shift in health consciousness, entertainment, technology changes and the methods of arts and crafts making with the use of technology. Out of the display of 25 different stalls, three stalls differentiated themselves in terms of Highly Creative Stall Award, Best Exhibitor Award, and Best ROI Stall Award.
3. As a part of National educational tour Dr. P. Paramanandam, Professor and Dr. M. Maheswari, Assistant Professor accompanied 42 students of II MBA to Hyderabad; they also visited Parle Agro Private Limited, Hyderabad, Telangana during 4-10 March 2018.
4. As a part of International education tour, 19 of our II MBA students accompanied by Dr. S. Kavitha, Associate Professor, visited Dubai from 5th March 2018 to 9th March 2018. They visited "Azizi Developers, Dubai" on 8th March 2018.
5. Dr. K. C. Arunadevi, Associate Professor, Dr. M. Maheswari, Assistant Professor, accompanied I MBA section I Students, visited KSB Pumps Limited and Dr. N. Anitha, Associate Professor, Ms. S. Sathyapriya, Assistant Professor accompanied I MBA section II students to A1 Chips premises, as part of the Industry Visit during 24th February and 9th March, 2018 respectively.
6. Dr. P. Sadhasivam, Director acted as a external panel member for recruiting faculty at KCT Business School on 9th March 2018.
7. As a part of industry specific programmes of GRGCAS, Dr. R. Savitha, Dean In Charge conducted an exclusive session on "Financial Planning and Budgeting" for the senior executives at Jothi Malleables Private Limited, Trichy on 9th March 2018.
8. As a part of industry specific programmes of GRGCAS, Dr. P. Sadhasivam, Director conducted exclusive sessions on "Fundamentals of Marketing" for the executives at Jothi Malleables Private Limited, Trichy during 4th, 11th, 24th and 25th of March 2018.

9. As a part of students' forum, environment interest group students participated in the tree plantation activity organised by canopy nature academy and planted trees at Global Pathway School, Chettipalayam, on 10th March 2018.
10. Dr. S. Kavitha, Associate Professor acted as an External Expert for Academic Course File audit conducted at Karunya Institute of Technology and Sciences, Coimbatore on 10th March 2018.
11. Dr. Savitha Nair, Associate Professor, acted as the External Examiner for the MBA Viva Voce Examination at PSG Institute of Management on 14th March, 2018.
12. Dr. R. K. Sudhamathi, Associate Professor, Dr. S. Kavitha, Associate, Professor, Ms. P. B. Saranya, Assistant Professor and Dr. K. C. Arunadevi, Associate Professor accompanied our I MBA students for Four days Outbound Training Programme during 5-8, March 2018 (for section I) and 12-15 March, 2018 (for section II) at LEAP Learning Academy at Mathampalayam.
13. Dr. Savitha Nair, Associate Professor delivered an Internal Faculty Seminar on "A study on the consumer behaviour of rural women towards feminine hygiene products with reference to the villages in and around Coimbatore district" on 19th March 2018.
14. Mr. Hariharan, Senior Branch Manager of Sharekhan Limited, Asset Management Arm of BNP Paribas, and Coimbatore delivered a guest lecture on "Currency Futures and Currency Options" as a part of the course International Financial Management, on 20th March 2018.
15. As a part of CXO, talk Mr. R. Ramesh Babu, Managing Director, Velan Valves India Pvt Ltd delivered a talk on "Decoding Success" on 21st March 2018.
16. As a part of Social Service Programme 10 students of II MBA Ms. M. Yasothaa, Ms. S. Karthika, Ms. S. Monika, Ms. V. K. Vipitha, Ms. S. Karthika, Ms. P. Pavtihra, Ms. H. S. Alaguakshaya, Ms. D. Parkavi, Ms. M. Saranya and Ms. P. Soundarya contributed their services towards 'Siruthuli's' 'Seed to Sapling' programme, being a part of 'Forest First Forum' by making visits to 9 different Schools across the city for data collection, during 21-24 March 2018.
17. Dr. S. Kavitha, Associate Professor, presented a research article titled "Social Media Impact on the Personality Development of Gen Y - An Empirical study among the college students" in the International Conference on "5S - Strategy, System and Service for Sustainability and Stability of Business" organized by Department of Management Studies, Pondicherry University on 23rd and 24th March 2018.
18. The second phase of selection interview for admitting students in MBA 2018 -20 batch was conducted by Dr. R. Savitha, Dean In Charge on 24th March 2018.
19. Ms. R. Gomathi of II MBA received a cash prize of Rs. 5,000 and certificate of appreciation for her meritorious accomplishments in curricular and co-curricular activities in commemoration of GRG Birth Centenary celebrations held on March 24th March 2018.
20. As a part of Social Service Programme, Ms. B. P. Nandhini, Ms. J. Neeru, Ms. K. Sarayu Venkatalakshmi, Ms. R. Rasmitha, Ms. N. Anitha, Ms. G. Keerthika, Ms. M.

Nivetha, Ms. K. P. Roshny and Ms. J. Sindhu of II MBA participated in the social service activities of the NGO- Food Bank in Coimbatore. Along with the founder of the NGO, Mrs.Vaishnavee Balaji, and other volunteers, the students participated in food drive, visited Children's home, Government Hospital and Old age home during 17-18 and during 24-25 of March 2018.

21. As a part of Current Affairs activities, the students conducted a quiz on 'The World's Billionaires - 2018 ranking by Forbes' and 'Mix and Match' game on identifying the Company and its CXO on 27th March 2018.
22. Dr. R. K. Sudhamathi, Associate Professor delivered an Internal Faculty Seminar on "Impact of Union Budget 2018 on Volatility on Indian Stock" on 28th March 2018.
23. Ms. S. Sathyapriya, Assistant Professor was a resource person for the workshop "Application of Excel for preparing Financial Statements" for B.Com Final year students of PSGR Krishnammal College for women and during 27-28, March 2018.
24. Dr. Savitha Nair, Associate Professor, published a paper titled 'Factors influencing Electronic Word-of-Mouth adoption by Consumers: An investigation' in International Research Journal of Management Science & Technology", Volume 9 (3), March 2018- ISSN: 2250-1959.
25. Dr. P. Paramanandam, Professor, has published a research paper entitled, "Impact of Perceived Stress on Organisational Commitment among select Public Sector Bank Employees in Coimbatore", along with N. R. Shandy, a Research Scholar in the International Journal of Creative Research Thoughts (IJCRT), Volume.6, Issue 1, pp.800-807 (ISSN:2320-2882).

Inclusion:

1. Dr Vandana Madhavkumar, Associate Professor participated in the CMA Best Ph.D Thesis Award on 7th February 2018.
2. Dr Vandana Madhavkumar, Associate Professor participated in ASM 7th edition of EVOLVE 2018 Case Writing Competition organised by ASM Group of Institutions, Pune on 15th February 2018 and presented the case 'Determining Training Needs Analysis at Leig India Ltd' through Skype.
3. Dr Vandana Madhavkumar, Associate Professor was the MC during the GRGSMS Silver Jubilee Celebrations on 28th February 2018.
4. Dr. S. Kavitha, Associate Professor has received the second installment of Rs. 4,00,000 towards the major research project titled "Influence of Social Media on Personality Development of Millennials" worth Rs. 10,00,000/- sponsored by Indian Council of Social Science Research (ICSSR) during the month of February 2018.
5. As a part of Industry visit, I MBA section 1 students visited KSB Pumps Limited on 24th February, 2018. Dr. K. C. Arunadevi, Associate Professor and Dr. M. Maheswari, Assistant Professor, escorted the students.