

Impressions

Creative thoughts in action



GRG School of Management Studies

PSGR Krishnammal College for Women

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From the Editor

Dear Readers

The last six months of GRGSMS were filled with lots of scholarly, curricular, co-curricular and extra-curricular activities. We are glad to present this issue of Impressions detailing on the activities of students, faculty and the institution.

We look forward to your suggestions and feedback.

Wish you a Happy Reading!

Ms. S. Sathyapriya

Congratulations!

Dr. P. Sadhasivam, Professor & Dean was elevated as Director of GRGSMS with effect from 1st July 2017.

Dr. R. Savitha, Professor was promoted as Dean In Charge of GRGSMS with effect from 1st July 2017.

Grants Received

Dr. B. Sripirabaa, Associate Professor, received a grant of Rs.3.5 lakhs from AICTE for conducting Two Week FDP Programme on 'Multimodel Teaching Standards for engaging Gen Y & Gen Z Students.'

Vision

We shall be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective and recognition of human dignity.

Mission

We are committed to empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence.

Message from Director

Do schools kill creativity? It is a big question and thought, taken up for analysis, widely across the world. When a class was going on, a child in the last row was found to be drawing something. The teacher in that class went to her and asked what the child was doing. The child replied that she was drawing a god. The teacher probed the child with a question that, nobody has ever seen the god and how is that she was drawing. The child replied that, if that be the case, teacher has to wait for few minutes to see how god would look like from her drawing. The spontaneity, innocence and imagination that the child carries need to be accepted, and appreciated so that the child's mind would embrace all the characteristics of being creative.

Management education, all the more, has to lay terrains to sufficiently meet the unpredictable future creative needs. Should the learners be conditioned to a structured theme that may not be useful or may be obsolete? Do we have an education system that makes the students evolve as an intellect of free mind? It is creative intelligence that lets learners imagine, and allows their minds to ideate things which do not exist. Kenneth Robinson has declared that 'Creativity is as important in education as literacy and we should treat it with the same status. Furthermore, creativity is basic to making our society viable and without that we would lose our competitive edge'. We need to cultivate an intellectual infrastructure that breaks ground and nurtures creativity. It is time to break the stereotype that associates creativity as something that relates only to certain disciplines such as art, design or advertising. In fact, in today's professional world people are required to employ creative thinking for self-improvement and innovation within an ever-changing global economy as well.



Dr. P. Sadhasivam
Director

**A leader is one who knows the way,
goes the way, and shows the way.**

- John C. Maxwell

Faculty Timeline

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'.

Dr. P. Paramanandam, Professor attended the meeting of the 'Board of Studies' of MBA at PARKS College, Tirupur on 25th March, 2017.

Dr. R. Savitha, Professor attended the first meeting of CII Panel on Economic Affairs and Taxation on 12th April 2017 at CII Office.

Ms. D. Arthi, Assistant Professor, successfully completed her PhD Viva voce examination at BSMED, Bharathiar University on 13th April 2017.

Dr. Savitha Nair, Associate Professor, and **Dr. S. Kavitha**, Associate Professor attended a two-day Management Development Programme on 'Emotional Intelligence at Work' organized by GRG Centre for Advanced Studies during 21-22 April 2017.

Dr. R. K. Sudhamathi, Associate Professor has obtained guideship from Bharathiar University to guide M.Phil and Ph.D. Scholars in Management.

Our Chief Mentor, **Prof. S. Balasubramanian** attended the Academic Council meeting of PSGR Krishnammal College for Women on 8th May 2017.

Dr. B. Sripirabaa, Associate Professor acted as an External Examiner for Conducting PhD Viva Voce Examination at the Department of Business Administration, Annamalai University, Chidambaram for the candidate Mr. S. Raghavan on 1st June, 2017.

Ms. K. C. Arunadevi has successfully completed her PhD viva voce exam at DJ Academy of Excellence on 13th July 2017.

Our Director, **Dr. P. Sadhasivam** attended CII Education Panel Meeting on 15th July 2017.

Dr. B. Sripirabaa, Associate Professor, has been elected as the Management Council Member in the committee meeting of CMA for the two consecutive years 2017-2019, on 15th July 2017.

Dr. N. Anitha, Associate Professor, was the resource person for DST Sponsored Entrepreneurship Awareness program on the topic 'Creativity and Entrepreneurship' conducted at PSGR Krishnammal College for Women on 19th July 2017.

Dr. B. Sripirabaa, Associate Professor, attended the Managing Committee Meeting of CMA on 2nd August 2017.

Dr. R. Savitha, Dean in Charge, and **Dr. R.K. Sudhamathi**, Associate Professor, were the resource persons for the MDP programme on 'Finance for Non-Finance executives' organised by GRGCAS during 9 - 10 August 2017.

Dr. B. Sripirabaa, Associate Professor, was the resource Person for M.Com Students of PSGRKC for Women and handled a session on 'Research Methodology' on the topic 'Theory Building and Questionnaire Development' on 11th August 2017.

Our Chief Mentor, **Prof. S. Balasubramanian** and **Ms. S. Sathyapriya**, Assistant Professor attended a Two-Day Workshop on 'Restructuring and Redesigning the Higher Education Curriculum to Meet Industry Needs' at Jeppiaar Engineering College, Chennai during 23-24 August, 2017.

Dr. S. Kavitha, Associate Professor, participated in the 29th AIMS Annual Management Education Convention, organized at Savitribai Phule Pune University, Pune during 22-24 August 2017 and presented her research proposal for ARIF (AIMS RESEARCH AND INNOVATION FELLOWSHIP) Grant titled: 'The Role of Technology in Management Education: An Empirical Study in Tamilnadu' on 23rd August 2017.

13 online courses in the field of management were completed by our faculty members on the platforms like Coursera, edX and Alison.

Faculty Retreat

The Annual Faculty Retreat was held at Colombo, Sri Lanka during 20 - 23 July, 2017. Our Chief Mentor, **Prof. S. Balasubramanian**, Our Director **Dr. P. Sadhasivam**, and our Dean in Charge, **Dr. R. Savitha** guided the team of faculty members and draw an action plan for the academic year 2017 - 2018.

Faculty Honoured

Dr. Vandana Madhavkumar was conferred the Best Faculty Award by GRG Trust during the Annual Union Valediction Day, 22nd March 2017.

Leadership is working with goals and vision;
management is working with objectives
- Russel Honore

Research and Publications

Dr. R.K. Sudhamathi, Associate Professor, published a research article titled, 'Index funds: A Mutual fund Investment scheme' in International Journal of Management and Humanities, Volume-2, Issue: 9, published on Feb- 15, 2017, ISSN 2394- 0913 (online).

Ms. P.B. Saranya, Assistant Professor published an article titled, '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 the year 2016, April 2017.

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).

Dr. R.K. Sudhamathi, Associate Professor, has published research paper titled, 'A Study on Performance of Equity Linked Tax Saving Mutual Fund Schemes In India' in South Asian Journal of Marketing and Management Research (B - Category Journal), Vol.7, Issue 4, April 2017, ISSN No.2249-877X.

Dr. Savitha Nair, Associate Professor along with Ms. M. Reshma and Ms. G. Sabharinee, II MBA students published a paper on 'Consumer Preference towards Branded and Non-Branded Jewellery: An Empirical Analysis' in Journal of Applied Management Research, Volume 5 Issue 1 Pg.No.5-12 (ISSN 2319-1228).

Dr. Vandana Madhavkumar, Assistant Professor published a paper on 'A Study on Supportive Workplace Culture for Women

in SME's of Coimbatore District' in Journal of Applied Management Research, Volume 5 Issue 1 Pg.No.25-43 (ISSN 2319-1228).

Dr. Vandana Madhavkumar published a paper titled, 'A study on the Impact of Workplace Culture on Gender Diversity in SMEs of the Manufacturing Sector' in the ICTACT Journal on Management Studies, an international publication of ICT Academy, Volume 3, Issue 1, ISSN 2395-1656.

Dr. S. Kavitha, Associate Professor along with the research scholar Ms. R. Bhuvaneswari published an article titled 'Influence of Social Media on Investment decision making with special reference to stock market' in the Intercontinental Journal of Finance Research Review, Volume 5, Issue 5, Special Edition 1, February 2017.

Ms. P.B. Saranya, Assistant Professor has published a paper titled, 'Relationship between Demonetization, Returns and Volatility in Bank Stocks' with Reference to National Stock Exchange in South Asian Journal of Marketing and Management Research, ISSN: 2249-877X, Vol. 7, Issue 5, May 2017.

Dr. Savitha Nair, Associate Professor, published a paper 'Role of sentiment analysis on consumer research: A case study of Reliance Jio' in the Journal of Contemporary Research in Management, Vol. 12; No.1, January - March, 2017, pp. 41-48 (ISSN: 0973-9785)

Ms. P.B. Saranya, Assistant Professor has published an article on 'Demonetization, Stock Returns, and Volatility - An Analysis' in Indian Journal of Commerce & Management Studies ISSN: 2249-0310.

Director's Corner

Our Director **Dr. P. Sadhasivam**,

- attended the Academic Council meeting of PSGR Krishnammal College for Women on 8th May 2017
- has been elected as the Management Council Member in the committee meeting of CMA for the two consecutive years 2017-2019, on 15th July 2017
- has been elected as the council member for Education Panel of CII for 2017-18
- have been elected as the Vice Chairman of AIMS Tamilnadu Chapter for 2017-18
- attended a Two-Day Workshop on 'Revisiting Higher Education Curriculum to Meet Industry Needs' at Jeppiaar Engineering College, Chennai during 23-24 August, 2017
- attended Managing Committee Meeting of CMA at PSGIM, on 30th August 2017

Internal Faculty Seminars

The Internal Faculty Seminar was delivered by,

- **Dr. B. Sripirabaa**, Associate Professor, 'Moderating effect of Creative Climate Factors on the relationship between Creative Self-Efficacy and Individual Creativity' on 8th March 2017
- **Dr. Savitha Nair**, Associate Professor, 'Factors influencing eWOM engagement - An Empirical Analysis' on 15th March 2017
- **Dr. Vandana Madhavkumar**, Assistant Professor, 'Investigating the relationship between Gender Diversity and workplace culture' on 22nd March 2017
- **Ms. P. B. Saranya**, Assistant Professor, 'Demonetization Stock Returns and Volatility - An Analysis' on 27th March, 2017

CXO / Guest talks / E-talks

CXO talk

- Mr. D. Sampath, Chief General Manager & Head of Network 2, The Federal Bank Ltd. delivered a talk on 10th March 2017.
- Mr. Prabu Chari, Director-HR, Cognizant Technologies, Coimbatore, interacted with the students on the topic 'Skills for 21st Century jobs' on 17th March, 2017.



CXO Talk by Mr. D. Sampath

Guest talk

- Mr. Raymond Saldanha, Effectiveness Coach, Bull's - Eye Communications, Bangalore spoke on 'Emerging Skills for Management Professionals' for II MBA Students on 28th July 2017.
- Mr. Vijay K. Thadani, Vice Chairman and Co-Founder, NIIT addressed our students on the topic 'Networked Organisation and the Future Managers' on 9th August 2017.



Guest Talk by Mr. Vijay K. Thadani

- Mr. G. K. K. Singh, Director, Asian Institute of Quality Management addressed our students on the topic 'Practical Applications of Lean Six Sigma' on 12th August 2017.

E-talk

- Mr. Manasvi Thapar, Mentor, Investor, Lawyer, Ahmedabad, shared his entrepreneurial experience with our students on 1st March, 2017



E-talk by Mr. Manasvi Thapar

- Mrs. Nithyanandhini Manoharan, Founder, International Fitness Coach, 45degree Fitness, delivered a talk on 'Changing Challenges for Women Entrepreneurs' on 13th March, 2017.
- Ms. Sheila Mathews, Chief Executive Officer, Niyata Creations Pvt Ltd, Coimbatore, delivered a talk on the title 'Passion drives Performance' on 24th March, 2017.
- Mrs. V. Dhivya, Managing Director, Agro Green Bio Life, Coimbatore, delivered a talk on 'Social Entrepreneurship' on 28th March, 2017.
- Mr. Nallakeerai R Jagannathan, Founder, Nallakeerai, Chennai, delivered a talk on the title 'Agro Green Entrepreneurship' on 17th August, 2017.

National Conference

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.



ICSSR sponsored National Conference

Students' Corner

Students of 'Technology' interest group conducted a competition on 'Meme Creation' on 2nd March 2017.

Ms. E. Rajeshwari of II MBA, Ms. M. Yashothaa, and Ms. S. Shobana of I MBA participated in the National Level Startup Business Plan Competition organized by Jansons School of Business on 8th March 2017.

International women's day was celebrated by our students on 8th March 2017.

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).

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.

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.

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

Ms. N. Nivea Nelson and Ms. C. Brindha of II MBA participated in the 'Inter Collegiate Business Quiz' Competition, organized by Karunya School of Management, City Center, Coimbatore on 3rd April 2017.

Students of II MBA and PGDMFS organised 'Thanks giving party' to our faculty and staff on 12th April 2017.



Students during Farewell

The students of II MBA, Ms. V. Devi Shree Astalakshmi, Ms. S. Swathi, Ms. Shifa Adam Sait, Ms. Nandhini Palaniswamy, Ms. S. Rohitha, and Ms. M. Nivetha, attended SAMYOG'17, HR Day Celebration at PSGIM, on 11th August 2017.

The election for the office bearers of 'SHREYAS 2017-18', was conducted on 11th August 2017 and on 30th August 2017 in two phases, The following students were elected as office bearers

- President - Ms. N. Anitha,
- Vice President - Ms. S. Afritha
- Secretary - Ms. Rohitha Sivakumar
- Treasurer - Ms. V. Sowmiya
- Executive Member, II MBA - Section 1 - Ms. K. Sarayu Venkatalakshmi
- Executive Member, II MBA - Section 2 - Ms. M. Nivetha
- Executive Member- I MBA - Section 1 - Ms. A. Sandhiya
- Executive Member- I MBA - Section 2 - Ms. R. Abirami
- Executive Member- PGDMFS - Ms. K. Pradeepa



Team of Shreyas Office Bearers

Students of GRGSMS celebrated Independence Day, on 12th August 2017.

Industry Visit

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 on 3rd March 2017.

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.

**Leadership and learning are indispensable
to each other.**

- John F. Kennedy

Alumni Corner

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.

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.

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.



Alumni Talk by Ms. Harsha Vimalchand through Skype

Presentations - Cases and Papers

Ms. R. Bhuvaneswari 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'; 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 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' presented papers in the ICSSR sponsored National Conference on 'Marketing in an Interconnected World: Trends, Opportunities and Challenges' on 17th March, 2017.

**Management is doing things right;
leadership is doing the right things.**

- Peter Drucker

Study Abroad Programme

14 students of II-MBA were escorted by Dr. R. K. Sudhamathi, Associate Professor to Singapore Management University (SMU), Singapore; students successfully completed their study abroad programme on 'Global Mega Trends' at SMU, during 3 - 28 July 2017. Dr. R. K. Sudhamathi, Associate Professor met Dr. Wang Jiwei, Associate Professor of Accounting (Practice), Singapore Management University and Dr. Ding Ding, Head of finance programme, Singapore University of Social Sciences to pursue joint research.

Two students underwent a programme on "Entrepreneurship, Cross Culture Management and Leadership" at San Diego State University, San Diego, USA from 11 June 2017 to 24 June 2017.

Ten students underwent International Summer Programme on "Innovation and New Product Development" at CETYS University, Mexico from 16 July 2017 to 27 July 2017. Dr. Vandana Madhavkumar accompanied the team during the trip.

Shreyas Valediction

Shreyas Valediction was organised on 3rd April 2017. Mr. S. Prashanth, Executive Director, Quadrasystems.net India Pvt. Ltd. delivered the valedictory address and distributed awards and prizes for the deserving students. Ms. M. Femitha Parveen of II MBA received the 'Best Outgoing Student' award 2016-17, Ms. S. Rohitha of I MBA, received the 'Emerging Leader' award, Ms. M. Keerthana of II MBA received the 'Promising Entrepreneur' award, Ms. V. Anjana of II MBA received the 'Academic Excellence' award, Ms. K. N. Dhivya of II MBA received the 'Business Quiz Winner' award and Ms. E. Rajeswari of II MBA received the 'Innovative Thinker' award. GRGSMS Newsletter 'Impressions' March 2017 and the Working Papers of GRGSMS 2016-2017 were released during the occasion.



Shreyas Valediction

Student Recognition and Awards

The students of I MBA, Ms. S. Rohitha, Ms.K. Sarayu Venkatalakshmi, Ms.B. Deepika, and Ms. 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. Ms. S. Rohitha and Ms. K. Sarayu Venkatalakshmi participated in Best Manager contest.

Other News

The first Doctoral Committee meeting of Ms. R. Saranya, Research scholar of Dr. S.Kavitha, Associate Professor was conducted on 20th March 2017.

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.

GRGSMS Faculty team hosted a farewell lunch at Grand Regent to Dr. J. Anitha, Associate Professor, on 28th March, 2017.

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.

Students of GRGSMS along with the faculty members attended the CMA - MarketingSummit - 'Marketing in the Digital World' on 6th April 2017 organized at PSGCollege of Technology, Coimbatore. Prof.S. Balasubramanian, Director, GRGCAS was the moderator for the same.

Our Dean, Dr. P. Sadhasivam, and Dr. R. Savitha, Professor & Admissions Coordinator conducted the IV Phase of Admissions Interview for the students to admit in MBA programme 2017 -19 batch, on 27th April, 2017.

GRGSMS Faculty team hosted a Farewell high tea to our Colleague Ms. D. Arthi, Assistant Professor, on 29th April 2017.

Faculty Annual Appraisal was conducted by an external panel of Dr. K. Suresh Kumar, Mentor & Director - Research and Industrial Consultancy, Knowledge Business School, Salem and Mr. Ramesh Kumar, Former Joint General Manager, HDFC, Coimbatore, on 9th May 2017.

DST Sponsored three days Entrepreneurship Awareness programme during 22 -24 August was conducted for both I and II year MBA students.

Classes for MBA batch 2016 - 18 commenced on 24th July 2017.

Governance



Board of Studies

GRGSMS Board of Studies Meeting was held on 9th April 2017.

The Academic advisory body meeting of GRGSMS was held on 1st July, 2017.

GRGSMS Governing Council meeting was held on 28th August 2017.

Guest Lectures

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.

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.

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.

Mr. Pratap Singh, Head- Marketing (Consumer Appliances), ELGI Ultra Industries Ltd. delivered a guest lecture on 'Integrated Marketing Communication' for I MBA students as a part of the course 'Marketing Management' on 7th April 2017.

Inauguration of 2017-2019 Batch

Classes for I MBA (2017-2019) and PGDMFS (2017-2018) batches commenced on 7th August 2017. Induction programme was organized for them, from 7th August to 12th August 2017.



Inauguration of 2017- 19 Batch

Co-Curricular Programmes

Dr. J. Anitha, Associate Professor, Dr. Savitha Nair, Associate Professor, and Mrs. PB Saranya, Assistant Professor escorted I MBA students to 'Iyal Organic Farms' at Sethumadai and Dr. R. K. Sudhamathi, Associate Professor and Ms. K. C. Arunadevi, Assistant Professor escorted II MBA Students to 'Santhosh Farms' at Pollachi as a part of 'Day with Nature' programme on 1st April 2017. Farm owner Mr. Maduramakrishnan explained about natural farming. He also explained about natural soap making.

Mr. Sivakumar Palaniappan, Founder, and Mentor of Master Mind Academy conducted Career Counseling Programme for the students of II MBA of Section I & II during 17- 19 & 21-24 August 2017 respectively.



Career Counseling Programme

PhD/MPhil Viva Voce

Dr. P. Paramanandam, Professor's M.Phil Scholar Ms. S. Selvanayagi 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.

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.

Mrs. J. Deepa, research scholar under the supervision of Dr. P. Paramanandam has successfully defended her Ph.D. thesis entitled 'A Study on Occupational Stress, Psychological Empowerment, and Job Satisfaction among the Employees of Information Technology Industry in Coimbatore' in the viva-voce examination held on 9th May, 2017.

Mr. P. Senthil Prakash, research scholar under the supervision of Dr. J. Anitha successfully defended his thesis entitled 'A Study on Perspectives of Job Embeddedness with Locus of control as moderator among bank executives of Coimbatore City' in the viva-voce examination held on 12th May 2017.

AIMS National Management Week Celebrations

As a part of AIMS Management Week Celebrations the following events were organised by students of GRGSMS.

- On 2nd August, 2017 twelve students of II MBA visited the Thondamuthur Blind School (Government school for visually challenged children). Our students interacted and conducted activities for the inmates of the school.
- On 3rd August, 2017 Dr. P. Mangala, DNB from Aravind Eye Hospital, gave an awareness speech on the significance of the Eye donation and procedures to be followed to register as an eye donor, to our students. Fifty of our students registered for eye donation.
- On 4th August, 2017, eight of our students visited the inmates of 'Old Age Home' at Universal Peace Foundation. They organized sessions for sharing life thoughts, storytelling, Riddles etc., the inmate of the old age home actively participated.
- On 6th August, 2017, 12 students of II MBA, along with Dr. K.C. Arunadevi, Assistant Professor and Ms. S. Sathyapriya, Assistant Professor took part in the cleanliness drive at Kaaduvettipalayam village near Karumathampatti. In the cleanliness drive the team collected about 100 kgs of plastic waste.



Cleanliness Drive

- On 6th August, 2017, along with Life Insurance Corporation, Tatabad, Coimbatore the students of GRGSMS conducted an awareness programme on 'Rural insurance Products' at Kaduvettipalayam Village. Ms. Sridevi, Assistant General Manager, and Mr. Senthilarasu, Insurance Advisor of LIC participated and spoke on various benefits of Insurance as protection and saving tool.

Editorial Team

- Patron : Dr. R. Nandini, Chairperson, GRG Institutions
 Team Leader : Dr. P. Sadhasivam, Director, GRGSMS
 Editor : Ms. S. Sathyapriya, Assistant Professor, GRGSMS

Send us Your Feedback

We welcome your feedback, suggestions and comments to improve *Impressions*.
 Please feel free to email the Editor at sathyapriya@grgsms.ac.in or call her on (0422) 429 5959 Extn. 164