

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MAY 2019

1. Dr G B Sabari Rajan, Associate Professor, delivered an Internal Faculty Seminar on the topic 'Impact of Trade Openness on Economic Growth of India' on 2nd May 2019.
2. Dr Vandana Madhavkumar, Associate Professor, co-facilitated sessions on 'Team Working' for the executives of Autoprint on 8th May 2019.
3. Dr S Kavitha, Associate Professor, became the Editorial member of the Journal 'Social Science & Humanities International', an International Multidisciplinary Journal indexed in Index Copernicus International.
4. Ms R Bhuvaneshwari, Research Scholar, under the supervision of Dr S Kavitha, Associate Professor, successfully submitted her Ph.D thesis titled 'A Study on Social Media and Investment Decision Making with Special Reference to Equity Investors of Selected Stock Broking Firms in Coimbatore' to Bharathiar University on 22nd May 2019.
5. Dr S Kavitha, Associate Professor, acted as a resource person for the Faculty Development Programme on 'Research Methodology and Advanced Data Analysis' organized by the Department of Commerce, Sree Saraswathi Thiyagaraja College, Pollachi on 29th May 2019.
6. Ms R Sona, Assistant Professor, completed an online course 'Managing Social and Human Capital' offered by the University of Pennsylvania through Coursera online platform.
7. A special issue comprising 14 selected papers presented during the International Conference 'Industry 4.0: Developing Sustainable Competitive Strategies' organized by GRGSMS during 08-09 March 2019, has been published in the UGC approved ICI indexed Journal - Asian Journal of Multidimensional Research, Volume 8, Special Issue 5, May 2019 (ISSN: 2278-4853). The Issue includes research papers by our faculty members as below:
 - 'Emotional Intelligence and Resilience for Embracing Change during Industry 4.0' co-authored by Dr B Sripirabaa, Associate Professor and Ms M Reshma, Research Scholar
 - 'The Impact of Enterprise Resource Planning Implementation in Textile Industries' co-authored by Dr S Kavitha, Associate Professor, and Ms A S Lakshmi, Research Scholar

- ‘Industry 4.0 and Green HRM Practices: Initiatives by Organizations in India’ co-authored by Ms R Sreeprabha, Assistant Professor, and Ms R Sona, Assistant Professor
 - ‘Consumers’ Adoption of Digital Banking Services: An Empirical Analysis’ co-authored by Dr Savitha Nair, Associate Professor, and Ms NA Ponnala Harshavardhini, Research Scholar
 - ‘Artificial Intelligence in Indian Healthcare’ co-authored by Dr S Kavitha, Associate Professor, and Ms R Maheswari, Research Scholar
 - ‘Health and Safety at Workplace: A Study with Special Reference to the Textile Industries of Namakkal and Erode Districts, Tamil Nadu’ co-authored by Dr M Maheswari, Assistant Professor, and Mr A Karuppanan, Associate Professor, KSR School of Management
 - ‘Mobile Technologies’ co-authored by Dr R K Sudhamathi, Associate Professor, and Ms V Rajalakshmi, Research Scholar
8. Dr P Paramanandam, Professor, along with Ms S Rajeshwari, Research Scholar, published a paper titled ‘Job Embeddedness influencing Turnover Intentions among Employees of Select Pump Manufacturing Companies in Coimbatore’ in the Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 4, pp. 216-220, May 2019 (ISSN 2349-5162).
 9. Dr R K Sudhamathi, Associate Professor, along with Ms M Ganeshwari, Research Scholar, published a research article titled ‘An Empirical Study on Relationship Between Exchange Rate and Sectoral Indices in BSE’, in CIKITUSI Journal for Multidisciplinary Research, Volume 6, Issue 5, pp. 197-212, May 2019 (ISSN: 0975-6876).
 10. Dr R K Sudhamathi, Associate Professor, along with Ms S R Deepika, Research Scholar, published a research article titled ‘A Review on the Rising Significance of Algo Trading (AT): The Hot Talk of the Financial Town’ in the International Journal of Management, Technology and Engineering , Volume 9, Issue 5, pp. 964-970, May 2019 (ISSN: 2249-7455).
 11. Ms R Sona, Assistant Professor, published a research article titled ‘Impact of Emotional Intelligence and Perceived Organisation Support on Intrapreneurship” in Zenith International Journal of Multidisciplinary Research, Volume 9, Issue 5, pp. 412-421, May 2019 (ISSN 2231-5780).
 12. Dr G B Sabari Rajan, Associate Professor, published a research article titled ‘Varying Volatility with Different Models: A Study with Reference to Automobile Sector in CNX NIFTY Companies in India’ in Zenith International Journal of

Multidisciplinary Research, Volume 9, Issue 5, pp. 399-411, May 2019 (ISSN: 2231-5780).

13. Dr G B Sabari Rajan, Associate Professor, published a research article titled 'Impact of Trade Openness on Economic Growth of India' in the Journal of Management Research and Analysis, Volume 6, Issue 1 (1), pp. 342-347, May 2019 (ISSN: 2394-2770).
14. Dr S Allimuthu, Associate Professor, published a research article titled 'Co-Movement of Indices: An Empirical Study with Reference to Bombay Stock Exchange and National Stock Exchange' in the journal of Emerging Technologies and Innovative Research (JETIR), Volume 6, Issue 5, pp.265-272, May 2019 (ISSN-2349-5162).
15. Dr P Sadhasivam, Director, attended the Managing Committee Meeting of CMA on 22nd May 2019.
16. Ms Faritha Begum, Research Scholar of Dr P Sadhasivam, submitted her PhD thesis titled, "A Study on the Perception of Coimbatore as a Place Brand Among Entrepreneurs in Micro, Small and Medium Industries in Manufacturing Sector" at Bharathiar University during May 2019.

Inclusion for the Month of April 2019

1. GRGSMS Board of Studies meeting was held on 12th April 2019.