



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF DECEMBER 2019

1. GRGSMS organized a Two-Week Faculty Development programme on 'Research Skill Development for Management Faculty' during 2-14 December 2019. 41 members registered for the programme and 37 of them successfully completed the programme. The participants were from various institutions situated in Tamil Nadu, Kerala, Karnataka, Nagaland, Puducherry and Odisha. Our Principal, Dr S Nirmala, inaugurated the programme. A total of 45 sessions were delivered during the programme, covering all aspects of research. The sessions were handled by 7 external and 7 internal resource persons. The external resource persons were Dr Kyle Lee Khai Loon, Senior Lecturer, Universiti Malaysia Pahang, Malaysia; Mr Nanda Lal T S, Senior Training Manager - South India, EBSCO; Dr P Vikraman, Associate Professor, Anna University Regional Centre, Coimbatore; Dr Sangeetha Gunasekar, Associate Professor, Amrita School of Business, Coimbatore; Dr J Anitha, Freelancer, Coimbatore; Dr N Elangovan, Associate Professor, Christ University, Bangalore; and Dr Manohar Kapse, Associate Professor, Christ University, Bangalore. The internal resource persons were - Dr P Sadhasivam, Director; Dr S Kavitha, Associate Professor; Dr B Sripirabaa, Associate Professor; Dr Savitha Nair, Associate Professor; Dr P Paramanandam, Professor; Dr Vandana Madhavkumar, Associate Professor; and Ms S Sathyapriya, Assistant Professor. Dr S Kavitha, Associate Professor and Dr Savitha Nair, Associate Professor, organized the programme. Our Director, Dr P Sadhasivam, presided over the Valedictory function held on 13th December 2019.
2. The Field Study presentation of PGDMFS students was held on 3rd December 2019.
3. Business Review sessions were held for I MBA students on 4th, 6th, 10th, 12th, 16th and 19th December 2019. During the sessions, discussion were held on the topics: (i) Leadership in the Era of Digital Transformation (ii) Management

Education 4.0 (iii) Power of Partnership Demonstrated by High Profile Brands (iv) Slowdown Survival Strategies (v) Big Deals using Private Equity Investment (vi) Trade Drivers and Disrupters of Low, Middle & High Income Economies (v) Small Finance Banks in India (vi) Digital Solution for Decision Making (vii) Fostering Intrapreneurship - A New Competitive Edge (viii) Inspiring Indian Start-Up's Addressing Social Cause (ix) Electric Vehicles Segment in India (x) Reliance Tops the Market Capitalization in India (xi) Top Valuable Indian Brands (xii) Diversification Strategy of Alibaba (xiii) LIC's Entry into IDBI Bank (xiv) Multilateralism in Global Trade (xv) Study on Tesla; and (xvi) Reasons for Declining GDP in India.

4. Dr R Initha Rina, Assistant Professor, completed an online course on 'Internationalization and Localization' offered by University of Washington through EdX on 4th December 2019.
5. Dr Muhammad Ashraf Bin Fauri, Senior Lecturer & Internationalization Coordinator and Dr T Senthil Kumar, Senior Lecturer, both from the Faculty of Industrial Management, Universiti Malaysia Pahang had interactions with the I MBA students on the topics 'Knowledge Management' and 'Macroeconomic Analysis' respectively on 10th December 2019.
6. Dr B Sripirabaa, Associate Professor, handled a session on 'Questionnaire Development' for M Com students of PSGRKCW on 12th December 2019.
7. Dr R K Sudhamathi, Associate Professor, presented research paper on 'Impact of Oil and Gold Price on Stock Market: With Reference to Indian Stock Market BSE Sensex and MSCI World Index' in the International Conference on 'Economics and Finance-II' organized by Narsee Monjee Institute of Management Studies (NMIMS), Bangalore during 13th and 14th of December 2019.
8. The classes for the II MBA - IV semester commenced on December 16th 2019.
9. Dr G B Sabari Rajan, Associate Professor, participated in Higher Education Conclave 2019 organized by The Hindu at Vivanta by Taj, Coimbatore on 17th December 2019.
10. Ms R Sona, Assistant Professor, presented a paper titled 'Industry 4.0: An Existing Skill Gap and Agile workforce' in the International Conference on 'Building Agile Workforce: Transforming Talent, Technologies and Ideas' organised by Pondicherry University, Pondicherry during 26-27 December 2019.

11. Ms B Deepika and Ms Binny Upadhaya of II MBA were selected for placement by FACE, Coimbatore, as Management Trainees at an annual CTC of Rs 3.30 Lakhs.
12. Dr Kavitha, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, and Dr Savitha Nair, Associate Professor, participated in 'Born to Win' programme organized by IQAC, PSGRKCW during December 2019.
13. Dr S Allimuthu, Associate Professor, published a paper on 'Income Streams of Private Banks: An Analysis' in Asian Journal of Research in Social Sciences and Humanities, Vol. 9, No. 12, pp. 1-9, December 2019 (ISSN: 2249-7315).
14. Dr R Initha Rina, Assistant Professor, published a paper on 'An Empirical Study on Consumer Behaviour and Market Segmentation among Children towards Fast Food in Coimbatore District' in Asian Journal of Management, Vol. 10, Issue 4, pp 357 - 362, October- December 2019 (ISSN: 2321-5763).
15. Dr P Sadhasivam, Director, attended an interaction programme with SMEs by College of Defence Management organized by CMA on 10th December 2019.
16. Dr P Paramanandam, Professor, along with Dr Diyana Kamarudin, Senior Lecturer, Faculty of Industrial Management (FIM), Universiti Malaysia Pahang, Malaysia published a research paper on 'Impact of Perceived Stress on Job Satisfaction among the School Teachers of Pahang and Coimbatore - A Comparative Study' in PRERANA, Vol. 11, Issue 2, pp 33-42 (ISSN: 0974-908x).
17. Dr P Sadhasivam, Director, attended the Managing Committee meeting of CMA on 23rd December 2019 at Hotel Landmark, Coimbatore.