



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JANUARY 2020

1. Fifty five students of I & II MBA attended a 3-day training programme on 'Lean Six Sigma - Green Belt Certification' during 02-04 January 2020. Mr G K K Singh, Director, Asian Institute of Quality Management facilitated the programme.
2. As a part of current affairs activities, sessions were held for II MBA students on 4th, 13th, 23rd and 24th January 2020. The activities included a quiz on current issues and panel discussions on the topics: (i) Declining FDI in India: An Analysis, (ii) E-Governance in select Industries, (iii) Slowdown of the Indian Economy - Reasons and Challenges; and (iv) 5 Trillion Economy: Its Vision, Challenges and Roadmap of India.
3. Dr Maciel Garcia, Professor, CETYS University, addressed our II MBA students on the topics 'Spinoffs and Start-ups as KIBS and NTBF in Developing Countries' and 'Knowledge Transference Process: Multinational Corporations and Innovation Systems. Key Aspects for Entrepreneurship' on 6th and 7th January 2020 respectively.
4. Dr P Paramanandam, Professor, acted as an External Examiner to conduct PhD Viva Voce examination at M R Government Arts College, Mannargudi on 9th January 2020.
5. As a part of Alumna Talk series, our alumna Dr V Valarmathi (Class of 2010), Founder & Managing Director, Protons Academy, addressed the students on the topic 'Subconscious Mind, Emotions and Health' on 10th January 2020.
6. Dr Savitha Nair, Associate Professor, acted as the Judge for the contest 'The Gripe' organized by the Department of Business Administration, PSGRKCW, as a part of the intercollegiate meet 'ZEST' on 10th January 2020.

7. Ms P S Shobita, Research Scholar, under the supervision of Dr P Paramanandam, Professor, successfully defended her PhD thesis titled 'A Study on the Impact of Psychological Empowerment on Job Satisfaction among the Employees of Cochin Shipyard Limited, Kochi, Kerala' on 11th January 2020.
8. As part of the Pongal celebrations of PSGRKCW Dr P Sadhasivam, Director, was invited to be part of a debate as a speaker on 11th January 2020.
9. Members of SHREYAS organised Pongal Celebrations on 13th January 2020. Students performed Silambam, Dance, Traditional Song and organized a Debate on the topic "மாற வேண்டியதும் மாற்ற வேண்டியதும் எது? பழமையா புதுமையா".
10. Dr R Initha Rina, Assistant Professor, presented a paper titled 'An Empirical study on Smartphone Intrusion and its Impact on the Job Performance of IT Employees in India' at the International Conclave on 'Globalizing Indian Thought' (GIT2020) organized by Indian Institute of Management, Kozhikode, during 16 - 18 January 2020.
11. Dr Savitha Nair, Associate Professor, delivered an Internal Faculty Seminar on the topic 'Electronic Word of Mouth (eWOM) influences on Travel-related Decisions: An Analysis with respect to Tourism Industry' on 18th January 2020.
12. Our alumna Ms Meera Ramakrishnan (Class of 1995), Founder, Zishta Inc, was recognized as the 'Brand Ambassador' of GRG during Founder's Day celebrations held on 20th January 2020. She also addressed the ED Cell students of II MBA during a round table discussion on 'Ideas for Start-ups' held on the day.
13. Our students Ms C Sangavi of II MBA and Ms R Kiruthika of PGDMFS received Academic Proficiency Awards; and Ms M Monisha and Ms S Janani Priya received Awards for Extracurricular Proficiency during Founder's Day celebrations held on 20th January 2020.
14. Dr S Kavitha, Associate Professor, acted as a judge for the 'Extrovert Boss' contest conducted by Department of Business Administration (Business Process Management), as a part of National level BPS Meet 'Gestao 3.0' on 21st January 2020.
15. Dr P Sadhasivam, Director attended the Managing Committee meeting of CMA, held on 24th January 2020.

16. Business Review sessions were held for I MBA - Section I students on 21st, 25th and 29th of January 2020. During the sessions, discussions were held on the topics: (i) Growth of Micro Finance Services - Benefits and Challenges, (ii) The Benefits of New CSR Policy on the Society, (iii) Failure of Uber Eats and its merger with Zomato, (iv) Recovery of Indian Automobile Sector, (v) Debt Crisis in Indian Telecom Industry; and (vi) Role of Venture Capital in Developing Entrepreneurship.
17. An Entrepreneurship Awareness Programme (Phase I) was conducted for the ED Cell students of I MBA and PGDMFS on 22nd January 2020. Our Chief Mentor, Prof S Balasubramanian, and Director, Dr P Sadhasivam, inaugurated the programme. Mr R Krishnan, Head- Amrita Centre for Entrepreneurship, Amrita Vishwa Vidyapeetam, Coimbatore, spoke on 'Entrepreneurial Mindset, Intentions and Competencies'. Our faculty Dr Savitha Nair, Associate Professor, Dr B Sripirabaa, Associate Professor, and Dr R Initha Rina, Assistant Professor, handled various sessions on the day. As a part of the programme, an E Talk was organized. Mr Prashant Goel, Managing Director, Hulikkal Electro India Pvt. Ltd, Coimbatore, shared his entrepreneurial journey with the students.
18. Thirteen Students of I MBA participated in the intercollegiate event 'Pragati 20' organized by Amritha School of Business, Coimbatore, during 24-25 January 2020.
19. Our II MBA Students, Ms J Janet, Ms N M Krishnapriya and Ms Sonal Sharma have been selected as Associate Consultants by Careernet, Bangalore, at an annual CTC of Rs 3 lakhs, during the pooled campus drive held on 25th January 2020.
20. Business Review sessions were held for I MBA - Section II students on 25, 27 and 29th January 2020. During the sessions, discussions were held on the topics: (i) Top Technology Trends of 2020, (ii) The Rise and Fall of CCD, (iii) TATA: The indigenous Indian Car Manufacturer, (iv) India's 8 Best CEO's, (v) Customer Centricity: An Analysis of Best Cases; and (vi) Startup Failure Stories: Lessons Learned.
21. Our Chief Mentor, Prof. S. Balasubramanian, conducted the monthly Business Quiz on 27th January 2020.

22. As a part of Forum activity, the community interest group organised an awareness programme on 'Road Safety' facilitated by Mr S Chandrasekar, Manager, Maruthi Suzuki Driving School, Coimbatore on 27th January 2020.
23. Seven of our II MBA students were selected as Inside Accounts Managers by Quadrasystems.net (India) Private Ltd, Coimbatore, at an annual CTC of Rs 3.60 lakhs on 28th January 2020.
24. Our II MBA student, Ms Martina Anjali, has been selected by HDFC ERGO Health Insurance Limited, Bangalore, as Young Manager at an annual CTC of Rs 3 lakhs, in a pooled drive organized by Firebird Institute of Management and Research on 28th January 2020.
25. Dr S Kavitha, Associate Professor, delivered an Internal Faculty Seminar on the topic 'Impact of Hospital Service Quality Dimensions on Customer Satisfaction - An Empirical Study' on 28th January 2020.
26. Dr Edward West, Assistant Dean, International Strategy and Programmes, World Campus, San Diego State University interacted with our students on 29th January 2020.
27. Dr Savitha Nair, Associate Professor, received a grant of Rs 2,66,768 from AICTE for the conduct of Short Term Training Programme (STTP) on 29th January 2020.
28. Urjith, the annual mega Management Meet of GRGSMS was held on 31st January 2020. Urjith, meaning 'the power of partnership', saw over 723 student participants from 50 prestigious institutions all over Tamil Nadu this year. Mr IAKOKA N Subramaniam, Chairman, M/s Franstek Belts Pvt, Ltd., Goa, was the Chief Guest and Dr N Yeshodha Devi, Secretary, PSGR Krishnammal College for Women, presided over the Inaugural function. The Chief Guest Dr K Chitra, Principal, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, distributed the prizes to the winners during the Valedictory session. Dr S Nirmala, Principal, PSGR Krishnammal College for Women presided over the Valedictory session.
29. Dr Vandana Madhavkumar, Associate Professor, Dr S Kavitha, Associate Professor and Dr Savitha Nair, Associate Professor, attended the 'Born to Win' sessions organized by PSGRKWCW during January 2020.

30. Dr G B Sabari Rajan, Associate Professor, completed an online course on 'The Complete Financial Analyst' offered by Udemy.
31. Dr Savitha Nair, Associate Professor, along with Dr N Elangovan, Associate Professor, Christ University, published a research paper titled 'Consumers' Adoption of Online Food Ordering Services in Tier II Cities: An Empirical Analysis' in 'Test Engineering & Management' Journal (Scopus Indexed), Volume 82, pp: 6211-6219 (ISSN: 0193-4120).
32. Dr P Paramanandam, Professor, along with Ms R Radhamani, a Research Scholar, published a research paper titled 'Impact of Occupational Stress on Job Satisfaction among the Employees of Information Technology Industry in Coimbatore' in the International Journal of Research in Engineering, Science and Management, Volume 2, Issue 12, pp: 529-532 (ISSN: 2581-5792).