



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2020

1. Business Review sessions were held for I MBA Section I students on 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> of March 2020. During the sessions, discussions were held on the topics: (i) E-Mobility Segment in India (ii) Trends in Entrepreneurship in 2020 (iii) Amazon rolling out Electric Delivery Rickshaws in India (iv) Emerging Technologies disrupting the Financial Sector (v) Growth Strategies of TVS Motors and (vi) The Art and Science behind rebranding and renaming a Brand.
2. Business Review sessions were held for I MBA Section II students on 2<sup>nd</sup> and 5<sup>nd</sup> of March 2020. During the sessions, discussions were held on the topics: (i) India's Best CEOs 2019 (ii) The Road Map to Digital Drive (iii) Uber eats Acquisition by Zomato in India's food tech ecosystem and (iv) Different Government Schemes for Homepreneur
3. Fourteen students of I MBA participated in the intercollegiate meet 'Tishantra' organised by TIPS Global Institute, Coimbatore, on 3<sup>rd</sup> March 2020. Ms S Priyanka, Ms P Kerthiga Sri, Ms B Aarthi and Ms P Keerthana Sri won first prize in the 'Best Management' contest.
4. Seventeen students of I MBA participated in the intercollegiate meet 'EXEMPLAR 2020' organised by Hindustan College of Arts and Science, Coimbatore, on 5<sup>th</sup> March 2020.
5. Six students of I MBA participated in the intercollegiate meet organised by Karpagam College of Engineering, Coimbatore, on 5<sup>th</sup> March 2020.
6. Five students of I MBA participated in the intercollegiate meet 'PRABANDHAZ 2020' organised by Tamil Nadu Agricultural University, Coimbatore, during 6<sup>th</sup> and 7<sup>th</sup> March 2020. Ms S Sangeetha and Ms K Akshya won third prize in HR contest.
7. As a part of Current Affairs activities, a session on 'Shift from Consumption towards Sharing and Pooling Economy' was held on 9<sup>th</sup> March 2020 for II MBA students.

8. Ms V Sumathi and Ms C Anuradha, Office Staff, attended the awareness programme on Corona Virus on 16<sup>th</sup> March 2020.
9. Ms V Sowmiya, PhD Research Scholar, under the guidance of Dr Savitha Nair, Associate Professor, and Ms A S Lakshmi, PhD Research Scholar, under the guidance of Dr S Kavitha, Associate Professor, have been awarded research fellowship of Rs. 15,000/- each by the GRG Trust on 18<sup>th</sup> March 2020.
10. On 27<sup>th</sup> March Dr Sadhasivam participated in the Monday Musings organised through on line mode by Coimbatore Management Association.
11. Ms R Sona, Assistant Professor, completed an online course on 'Managing Change in Organisations' through SWAYAM platform on 25<sup>th</sup> March 2020.
12. Dr S Kavitha, Associate Professor, along with Ms A S Lakshmi, PhD Research Scholar, presented a paper titled 'Factors Determining Usage of ERP - A Literature Review' in absentia, at the National Seminar on 'Artificial Intelligence and Robotics in Business and Employment' organized by Acharya Institute of Graduate Studies, Bangalore on 27<sup>th</sup> and 28<sup>th</sup> Feb 2020.
13. Our Journal 'PRERANA - Journal of Management Thought and Practice' has been indexed in Indian Citation Index (ICI), an online bibliographic database, containing abstracts and citations from top 1257 academic journals.