



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JULY 2020

1. The faculty members and Director Dr P Sadhasivam, attended a Certification Course on 'Digital Teaching Techniques' organized by ICT Academy from 29 June to 4 July 2020.
2. An orientation session for the II MBA students was conducted on 1 July 2020.
3. Dr B Sripirabaa, Associate Professor, and Ms S Sathyapriya, Assistant Professor, were trainers during the four-day FDP on 'Google Classroom' organized by IQAC of PSGRKCW during 1 - 6 July 2020. Dr R K Sudhamathi, Associate Professor, attended the programme along with the faculty members of PSGRKCW.
4. Dr G B Sabari Rajan, Associate Professor, attended a webinar on 'Shaping the Future of Finance with Changing Customer Behaviour in Post COVID 19 Era: Board's Role & Strategy' organized by Institute of Directors (IOD), India on 2 July 2020.
5. The Career Counselling Programme was conducted for II MBA students from 2 - 11 July 2020 by Mr Sivakumar Palaniappan, Master Minder Academy, Coimbatore
6. Dr P Paramanandam, Professor, and Dr R K Sudhamathi, Associate Professor, attended a webinar on 'Web of Science: Discovery starts here!' by Clarivate Analytics organized by Department of Library, PSGRKCW on 3 July 2020.
7. Dr R K Sudhamathi, Associate Professor, and Dr R Initha Rina, Assistant Professor, attended a webinar on 'Management education in post COVID world' organised by AIMS on 3 July 2020.
8. Dr S Kavitha, Associate Professor, attended a webinar on 'How to earn income through Affiliate Marketing' by Prof Seema Gupta, IIM - Bangalore, on 4 July 2020.
9. Dr R K Sudhamathi, Associate Professor, and Ms P. B. Saranya, Assistant Professor attended a five-day EDP on 'Basic Analytics Tools' organised Pondicherry University during 4 - 8 July 2020.
10. A demo session on MindTap, the integrative learning platform of Cengage Learning, was organized for the faculty members of GRGSMS on 6 July 2020.

11. Eighteen students of II MBA along with Ms R Sona, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, attended Monday Musings on 'Gross Domestic Happiness' by Mrs S Yogeshwari, Secretary, QCFI Coimbatore Chapter, organized by Coimbatore Management Association on 6 July 2020.
12. Five students of II MBA participated in International Summer Programme 2020 organized by CETYS University, Mexico, during 6 - 24 July 2020 and successfully completed the following courses: Shalini M and Madhumitha K - Cross Cultural Management; Akshya K - International Marketing; Princy M - Project Management and Steffil Selcia G - Competitiveness and Sustainability.
13. Dr B Sripirabaa, Associate Professor, was a resource person in the one-week FDP on 'Research Proposal Writing and Opportunities in the Field of Science, Engineering and Management' organized by Bangalore Institute of Technology, Bengaluru, and handled a session on 'Identifying Topics for preparing Research Proposal' on 7 July 2020.
14. A session on 'Career Choices' was organized for the II MBA students on 7 July 2020. The speakers were Ms Nivi Nityanand, Senior Director - Sales Engagement and Support, Dell Technologies, Austin, Texas; Ms Vandana Sindhu Singh, Dell Technologies, Austin, Texas; and Ms Prabha Ramakrishnan, Dell Technologies, Austin, Texas.
15. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Shaping a Sustainable Business Post Covid: Business Resilience' on 8 July 2020. The speakers were Ms Olajobi Makinwa, Senior Advisor to the President of the UN General Assembly; Mr Bernhard Steinrucke, Director General, Indo-German Chamber of Commerce; Ms Susanne Friedrch, Director, Alliance for Integrity; and Dr Ashutosh Karnatak, Former Director (Projects) and CMD, GAIL.
16. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Outcome Based Education Software' organized by vmedulife on 9 July 2020.
17. Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, attended a webinar on 'Designing a Curriculum for Online and Hybrid Classes' organized by Harvard Business Publishing Education on 9 July 2020.

18. Dr R K Sudhamathi, Associate Professor, attended a webinar on 'Financial Innovation in the Digital Era' organized by Bharata Mata College, Kochi, on 9 July 2020.
19. Dr R Initha Rina, Assistant Professor, and Ms R Sona, Assistant Professor, attended a workshop on 'Effective Community Engagement Activities' organised by Cognizant Foundation on 10 and 24 July 2020. Dr Savitha Nair, Associate Professor, presented the 'Community Oriented Programmes/ Activities' of GRGSMS on the second day of the workshop.
20. Ms V Sumathi, Executive Secretary, attended Basic Hindi Online Programme organised by the Hindi Department, PSGRKCW, from 10 July to 1 August 2020.
21. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Online Assessment, Evaluation, Publishing for Unit Test and Term Exam' organized by MasterSoft on 11 July 2020.
22. Dr S Kavitha, Associate Professor, attended a webinar on 'Employability Post COVID Era: Expectation of Industry Vs Education System's Preparedness' organized by ASSOCHAM on 11 July 2020.
23. Dr R K Sudhamathi, Associate Professor, and Ms P B Saranya, Assistant Professor, attended a two-day hands-on-training on 'Google Sites for Educators' organised Spoorthy Engineering College during 11 & 12 July 2020.
24. Dr G B Sabari Rajan, Associate Professor, participated in the National level online quiz organized by Ramakrishna Mission Vivekananda College, Chennai, on 12 July 2020.
25. MBAPLus Classes for 2019-21 batch commenced on 13 July 2020. Dr B Sripirabaa, Associate Professor, handled classes on 'Consciousness'.
26. Twenty students of II MBA along with Ms R Sreeprabha, Assistant Professor, and Ms R Sona, Assistant Professor, attended Monday Musings on 'Financial Challenges and Stimulus for the MSME Sector' by Mr K Ravi, CFO, Roots Industries India Ltd., organized by CMA on 13 July 2020.
27. Dr S Kavitha, Associate Professor, attended a webinar on 'Indian Banking - Today and Tomorrow' organized by ASBM University, Chandaka, Bhubaneswar, on 13 July 2020.

28. Dr P Sadhasivam attended a session through online on July 13th with Mr Swaminathan Manikandan Iyer of Hyderabad to discuss establishment and management of innovation laboratories in educational institutions (schools and colleges).
29. Dr S Kavitha, Associate Professor, attended a webinar 'In Conversation with Shiv Khera - Turn Setbacks into Comebacks' organized by ASSOCHAM on 14 July 2020.
30. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Supply Chain Disruptions' on 14 July 2020. The speakers were Ms Shahamin S Zaman, Executive Director, Global Compact Network Bangladesh; Mr Suraj Prakash, Director Finance, BEML Ltd; Ms Subha Sekhar, Director-Human and Workplace Rights, Eurasia & North Africa, the Coco-Cola Company; and Ms Roselyn Awotwi Pratt, Supply Chain Governance and Compliance Manager, Diageo-Guinness Ghana Breweries Limited.
31. Dr Savitha Nair, Associate Professor and Dr G B Sabari Rajan, Associate Professor, attended a webinar on 'Smart Cities: Economy, Governance & Health as Critical Pillars in Pandemic Management' on organized by Pearson Education on 14 July 2020.
32. Dr S Kavitha, Associate Professor, attended a panel discussion on 'Inclusive Education - Emerging Concerns' organized by American school of Business Administration, Madurai, on 15 July 2020. The resource persons were Dr Suresh Babu, Professor, IIT Madras, and Dr Pinaki Chakraborty, Chief Social Policy, UNICEF Tamil Nadu and Kerala.
33. Dr Savitha Nair, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, attended an online conference on 'Accelerating Digital' hosted by Harvard Business Publishing on 15 July 2020.
34. Dr G B Sabari Rajan, Associate Professor, acted as the resource person for the online Students Skill Development Programme organized by Thiruvalluvar University, Vellore, and delivered a talk on 'Career after COVID'19: A Skillset Perspective' on 15 July 2020.
35. Dr P Paramanandam, Professor, and Dr S Kavitha, Associate Professor, attended an Executive Thought Leadership session on 'COVID-19 Impact on Higher Education' hosted by Unitieup in partnership with Global Engineering Dean Council on 17 July 2020.

36. The Management Alumni Association of GRG Institutions had its Executive Committee Meeting on 17 July 2020.
37. Dr S Kavitha, Associate Professor, attended a webinar on 'Digital Marketing' organized by American school of Business Administration, Madurai, on 20 July 2020.
38. Ms R Sona, Assistant Professor, moderated the Monday Musings on 'Entrepreneurial Journey and Challenges faced as a Women Entrepreneur' by Ms. Deepa Muthukumarasamy, Founder, Some More Foods Pvt Ltd., organized by CMA on 20 July 2020. Eighteen students of II MBA attended the meeting.
39. Dr S Kavitha, Associate Professor, attended a webinar on the topic 'Atmanirbhar Bharat - Role of Higher Education Institutions' organized by KIET Group of Institutions in association with ASSOCHAM National Council on Education on 20 July 2020. Prof K K Aggarwal, Chairman, National Board of Accreditation (NBA), was the Chief Guest for the programme.
40. An orientation session on AIMA Chanakya was conducted to the students of II MBA on 22 July 2020. Ms S Sathyapriya, Assistant Professor, and Dr B Sripirabaa, Associate Professor, handled the session.
41. A session on 'Collaboration' was organized for the MBAPLUS students of 2019-21 Batch on 22 July 2020. The speaker was Ms Vandana Sindhu Singh, Dell Technologies, Austin, Texas.
42. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Reskilling and Digitalization' on 23 July 2020. The speakers were Mr Sudhanshu Naithani, General Manager, Corporate Strategic Management, BHEL, India; Mr Rodrigo Perez Graziano, Board Member, Argentine Chamber of Commerce and Service (CAC); Ms Aditee Rele, Director, Cloud Solutions and Tech Strategy - ISV & Services Partners, Microsoft India; and Mr Jeffery Cheung, Deputy Chairman, Indonesia Hong Kong Association.
43. Dr S Kavitha, Associate Professor attended a faculty focus session on 'Data Analytics empowering Finance and Management' organized by UNITIEUP in partnership with Teerthanker Mahaveer University on 23 July 2020.

44. Chanakya, the Simulation Game of AIMA was conducted for the students of II MBA on 24 - 25 July 2020. The programme was conducted online and was handled by Mr D K Gupta, and Mr S C Tyagi, AIMA, Delhi. Dr B Sripirabaa, Associate Professor, coordinated the programme.
45. Dr P Sadhasivam, Director, and Dr B Sripirabaa, Associate Professor, participated in the closing ceremony of ISP 2020 organized by CETYS University, Mexico, on 24 July 2020.
46. Ms S Sathyapriya, Assistant Professor, attended a webinar on 'Building Quality, Value and Diversity in Electives' organised by 361 Degree Minds and CL Educate, Chennai, on 25 July 2020.
47. Dr G B Sabari Rajan, Associate Professor, attended a webinar on 'Investor Awareness and the Role of Regulators' organized by SEBI, Mumbai, on 25 July 2020.
48. Ms R Sona, Assistant Professor, attended a webinar on 'Corona Millionaires' by Mr S Shriram, Vice President, Levista Coffee, Bengaluru, organised by DJ Academy for Managerial Excellence, Coimbatore, on 25 July 2020.
49. Ms R Sona, Assistant Professor, attended a webinar on 'Role of Digital Library & its Impact on Professionals and Researchers in Covid-19 Period' organised by McGraw Hill on 25 July 2020.
50. Dr Vandana Madhavkumar, Associate Professor, Ms R Sreeprabha, Assistant Professor, and Ms R Sona, Assistant Professor, along with twenty one students of II MBA attended a special meeting on 'HR Challenges in the New Environment' organised by Coimbatore Management Association and Palghat Management Association on 27th July 2020. The speakers of the session were Mr P Muthuvelappan, Senior Vice Presidents, HRD Sakthi Sugars Ltd., and Dr Y E Sridhar Chairman National Institute of Personnel Management - Coimbatore Chapter.
51. Dr P Paramanandam, Professor, and Dr S Kavitha, Associate Professor, attended a faculty focus session on 'Career Agility and Progress - A Brief Insight' organized by UNITIEUP in partnership with Trinity Associates on 28 July 2020.
52. Ms R Sona, Assistant Professor, attended a Web-Talk Series on 'Cities and Climate' organised by German Centre for Research and Innovation (DWIH), New Delhi,

together with its partners DWIH Moscow, DWIH New York and Supporters, during 28 - 30 July 2020.

53. Dr S Kavitha, Associate Professor, attended a webinar on 'Unlocking Media in TN - Chapter 1' organized by Fourth Dimension on 29 July 2020.
54. Ms R Sona, Assistant Professor, attended a webinar on 'How to publish Open Access with Taylor & Francis' organised by Taylor & Francis Group on 29 July 2020.
55. Ms S Sathyapriya, Assistant Professor, attended the Peregrine's 2020 Virtual Users Group Meeting on 29 July 2020.
56. Dr S Kavitha, Associate Professor, attended a web seminar on 'What may be the Best Assessment Approach for Higher Education Institutions - Online or Offline?' organized by ASSOCHAM INDIA on 30 July 2020. Prof Dr K K Aggarwal, Chairman, National Board of Accreditation (NBA) and Mr Rajeev Kumar, Member Secretary of AICTE, were the panel members.
57. Dr S Kavitha, Associate Professor, attended a webinar on 'Measuring Critical Skills in an Ever-Changing Global Marketplace' organized by ETS Global Education Assessment Solutions, USA, on 30 July 2020.
58. Dr S Kavitha, Associate Professor, and Ms R Sreeprabha, Assistant Professor, attended a webinar on 'Open source tools for Data Analysis in Social Sciences' organized by the Department of Commerce, Manipal Academy of Higher Education, Manipal on 31 July 2020.
59. Dr Savitha Nair, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, Dr G B Sabari Rajan, Associate Professor, and Ms S Sathyapriya, Assistant Professor, attended a webinar on 'Power and Responsibility: Teaching Ethics and Adaptive Leadership in Time of Crisis' organized by Harvard Business Publishing Education on 30 July 2020.
60. Dr R K Sudhamathi, Associate Professor, attended a webinar on 'Open-Source Tools for Data Analysis in Social Sciences' organized by the Department of Commerce, Manipal Academy of Higher Education, Manipal, on 31 July 2020.
61. Ms R Sona, Assistant Professor, published a paper on 'Life Satisfaction and Organisational Commitment of Managers in the Era of Industry 4.0 and Handling

Agile Workforce' in International Journal of Research in Organizational Behavior and Human Resource Management, Vol 8, No 2, June 2020 (ISSN 2320-8724).

62. Dr R Initha Rina, Assistant Professor, published a research article titled 'An Empirical Study on Consumer Perception and their Nutritional Awareness of Fast Food among Children in Coimbatore District' in Asian Journal of Research in Business Economics and Management, Vol 10, No 7, July 2020.
63. Dr P Paramanandam, Professor, has been sanctioned with Rs 93,000 by AICTE Training and Learning (ATAL) Academy towards the conduct of five-day Faculty Development Programme on 'Organisational Behaviour'.
64. Dr P Paramanandam, Professor, completed a course on 'Performance Management and Competency Mapping' offered by GlobSyn Business School through Coursera.
65. Dr P Sadhasivam, Director, coordinated 'Monday Musings' organized by the Coimbatore Management Association during July 2020.

Inclusion for the month May & June 2020

1. Five students of II MBA; Nikila R, Monisha L S, Nethra S, Keerthana S, and Madhula Devi S, participated in the Seminar on 'Management for Environmental Sustainability and Durable Competitive Advantage' organized by CETYS University, Mexico on 23 & 30 May; and 6 & 13 June 2020.