



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JUNE 2020

1. Dr S Kavitha, Associate Professor, delivered a webinar at the National level workshop on 'Learning Management Systems - Google Classroom & Moodle Cloud' organized by The Department of Computer Science & Engineering, Vedavyasa Institute of Technology, Calicut, in association with CSI Chapter, on 2nd June 2020.
2. Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Dr R Initha Rina, Assistant Professor, and Ms R Sona, Assistant Professor, attended a webinar on 'Exploring the Challenges and Opportunities in Online Case Teaching: Insights from two Case Teaching Experts' organized by Harvard Business Publishing on 3rd June 2020.
3. Dr R K Sudhamathi, Associate Professor, and Ms P B Saranya, Assistant Professor, attended online workshops on 'Explore Google Forms' and 'Google Forms Add-Ons' organized by Teaching and Learning Centre of Sphoorthy Engineering College, Hyderabad from 3rd to 5th and 19th to 20th June 2020.
4. Dr S Kavitha, Associate Professor, attended a webinar on 'Impact on changes and challenges towards Global Marketing in Post Covid 19' organized by Research Centre of Commerce, Fatima College, Madurai, on 3rd June 2020.
5. Dr S Kavitha, Associate Professor, Dr R Initha Rina, Assistant Professor, and Ms R Sona, Assistant Professor, attended a webinar on 'Impact of AI during Pandemic Times' by Dr Raul V Rodriguez, Assistant Professor - AI, ML & Robotics and Dr Samala Nagaraj, Assistant Professor, Marketing, at Woxsen School of Business, organized by McGraw Hill on 4th June 2020.
6. Ms R Sona, Assistant Professor, participated in 3-Day online FDP on 'Writing High-Impact Research Papers, Effectively & Efficiently' organized by G H Raison Institute of Business Management, Jalgaon, during 4th to 6th June 2020.
7. Dr Vandana Madhavkumar, Associate Professor, attended an online discussion on 'HR Reboot - Functional, Economic and Psychological Perspectives' organized by NIPM and DJ Academy for Managerial Excellence on 5th June 2020. The speakers were Mr Gandhimathinathan, Vice President - HR Bradken India Private Ltd, Coimbatore; Ms Taruna Suhasini Lohmror, Vice President HR Xoxoday, Bengaluru and Dr Nancy Kurian, Counselling Psychologist, Good Shepherd Mind Health, Coimbatore.
8. Dr R K Sudhamathi, Associate Professor, attended 7-day FDP on 'Post COVID19 Challenges and Opportunities - A Global Perspective' organized by Sakthi Institute of Information and Management Studies, Pollachi, from 6th to 12th June 2020.

9. Ms R Sona, Assistant Professor, participated in a national level FDP on 'Plagiarism-free Research Report Writing' organised by Department of MBA, QIS College of Engineering & Technology, Andhra Pradesh, on 8th June 2020.
10. Ms R Sona, Assistant Professor, attended Monday Musings on 'Industry-Academia Collaboration - A Canadian Perspective' by Dr Karthik Sankaranarayanan, Associate Professor, Operation Management, University of Ontario, Canada, on 8th June 2020.
11. Dr B Sripirabaa, Associate Professor, and Dr S Kavitha, Associate Professor, attended the ACBSP South Asia Council - Region 10 Meeting organized by ACBSP, USA, on 9th June 2020.
12. Dr P Sadhasivam got nominated to take charge of the Digital Committee of ACBSP, representing Region 10, in the South Asia Council Business Meeting held on 9th June 2020.
13. Dr S Kavitha, Associate Professor, attended a webinar on 'Role of Marketing in times of Pandemic' by Dr Rajan Saxena, Ex-Vice Chancellor, NMIMS University, organized by McGraw Hill on 11th June 2020.
14. The Board of Studies of GRGSMS was conducted on 12th June 2020.
15. The faculty members of GRGSMS attended an online session on 'Some thoughts on doing Research' by Dr Navin Kartik, Professor of Economics, Columbia University, USA, organized by Prof S Balasubramanian, Chief Mentor, on 12th June 2020.
16. Dr R K Sudhamathi, Associate Professor, attended FDP on 'Analytics in Business & Research' using JMP Statistical Discovery organized by Aditya Institute of Management Studies & Research, Bangalore from 12th to 17th June 2020.
17. Dr P Paramanandam, Professor, and Dr B Sripirabaa, Associate Professor, attended a webinar on 'New Career Opportunities in Technology post-COVID' by Mr Mayur Ramgir, President & CEO, Zonopact, Inc., organized by Pearson India on 15th June 2020.
18. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Identifying Work from Home Champions - Are the deployment basics right?' by Mr Alok Kumar, Managing Partner - SRKay & Investor & Mentor, organized by NHRD on 15th June 2020.
19. Ms R Sona, Assistant Professor, along with two II MBA students attended Monday Musings on 'Building Rapport and Credibility - Unleashing the Secret to Business Story Telling' by Mr Sreeraman Nandhi, Assistant Professor, DJ Academy for Managerial Excellence on 15th June 2020.
20. Dr P Paramanandam, Professor, Dr Savitha Nair, Associate Professor, and Ms P B Saranya, Assistant Professor, attended a webinar on 'Brands in the Time of Corona: The New Normal' by Mr Suresh Paul Antony, Professor, IIM -Trichy organized by Pearson India on 16th June 2020.
21. Ms P B Saranya, Assistant Professor, attended a webinar on 'Antiviral Therapy' by Pearson India on 17th June 2020.

22. Dr S Kavitha, Associate Professor, attended a webinar on 'Adapting Digital Technologies in Educational Institutions' hosted by Byndr Technologies on 17th June 2020.
23. Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, attended ICT Academy Sky Campus Super Session on 'Future of Education' by UGC Chairman on 18th June 2020.
24. Dr Savitha Nair, Associate Professor, Dr S Kavitha, Associate Professor, and Dr R Initha Rina, Assistant Professor, attended a webinar on 'Future of Education post Covid' by Prof Rajendra P Gupta, Former member of the National Education Policy Committee, Govt of India, organized by McGraw Hill on 18th June 2020.
25. Dr B Sripirabaa, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, Dr S Kavitha, Associate Professor, and Ms R Sona, Assistant Professor, attended a webinar on 'Work from Home Protocol' by Mr Ajith Kumar Gopalakrishnan, Principal Designer, Altius Designs, Chennai, organized by NIPM, CMA and DJ Academy for Managerial Excellence, on 18th June 2020. Six students of II MBA also attended the session.
26. Dr B Sripirabaa, Associate Professor attended a webinar on 'Continuing business when business continuity is interrupted' organized by NIPM Pune on 20th June 2020. The speakers were Mr Raghav Datta, Principal - Chief Engagement Leader and Mr Junaid Sheikh, Senior Associate - Automotive, Manufacturing, Engineering and Design Services, Mercer Consulting.
27. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Soft Skills - Hard Impact' organized by NHRD on 21st June 2020. The speakers were Mr Shailesh Deshpande, Chief Human Resources Officer, Godrej Properties Limited, and Mr Harshad Bhagwat, Founder, WordsMaya.
28. Ms R Sona, Assistant Professor along with four students of II MBA attended Monday Musings on 'Industry Institute Innovation and Interaction: A Paradigm to Promote Entrepreneurship' by Dr Karuppasamy Ramanathan, CEO, Spectrum Skill Yard and City Academy, on 22nd June 2020.
29. Dr R K Sudhamathi, Associate Professor, and Ms P B Saranya, Assistant Professor, attended online workshop on 'Application of Econometrics in Business Research' organized by School of Business and Management, Christ University, Bangalore from 23rd to 27th June 2020.
30. Ms R Sreeprabha, Assistant Professor, attended a webinar on 'Research Methodology, Article Writing and Publishing' by Dr P Prakasam, Professor, Vellore Institute of Technology, organized by the Research and Development Cell of Idhaya Engineering College for Women during 23rd and 24th June 2020.
31. Dr B Sripirabaa, Associate Professor, and Ms S Sathyapriya, Assistant Professor, attended the Faculty Trainers Meet on 'Google Classroom' on 23rd, 29th and 30th June 2020.

32. A demo session on the features in MyLab (online support by Pearson Education) was conducted for the faculty on 24th June 2020.
33. Ms S Sathyapriya, Assistant Professor, attended a webinar on 'Surviving the Disruption and Uncertainty in Higher Education: A Conversation with Michael Horn and Dr Paul LeBlanc' organised by Harvard Business Publishing on 24th July 2020.
34. Dr P Paramanandam, Professor, attended the Board of Studies Meeting of the Department of Business Administration with CA, Vellalar College for Women, Erode as the University Nominee on 24th June 2020.
35. Dr G B Sabari Rajan, Associate Professor, attended a webinar on 'Surviving the Disruption and Uncertainty in Higher Education' organized by Harvard Business Publishing Education on 24th June 2020.
36. The faculty members of GRGSMS attended an online session on 'Entrepreneurship and Innovation' by Dr Alex DeNoble, Executive Director, Lavin Centre for Entrepreneurship and Innovation, San Diego State University, USA, organized by Prof S Balasubramanian, Chief Mentor, on 24th June 2020.
37. Dr B Sripirabaa, Associate Professor, attended a webinar on 'HR Tech to Thrive in Post Covid Era' by Mr Anand Khot, HR Leader, IBM, organized by NHRD on 26th June 2020.
38. Dr Savitha Nair, Associate Professor, attended a session on 'Building Sustainable Future' by Rinika Grover, Head - CSR & Sustainability, Apollo Tyres Ltd, and Ms Jasrita Dhir, Head- Brand, Marketing CSR, Fortis Healthcare, as a part of ICT Academy's Digital Knowledge Series on 26th June 2020.
39. The faculty members of GRGSMS attended an online session on 'Future of Business and Work: Preparing Students for the Challenges' by Mr Ajey Mehta, Country Head & Vice President - India and APAC, HMD Global, organized by Prof S Balasubramanian, Chief Mentor, on 26th June 2020.
40. Two students of II MBA attended the Monday Musings on 'Heart, Health and Happiness' by Dr B Jayaraman, Former Professor and HOD, Cardiothoracic Surgery, Coimbatore Medical College Hospital, on 29th June 2020.
41. Dr B Sripirabaa, Associate Professor, attended the webinar on 'Creativity and Innovation with a Focus on HR Policies & Practices' by Prof R J Masilamani, Birla Institute of Management Technology, organized by NHRD on 29th June 2020.
42. Dr Savitha Nair, Associate Professor, and Dr S Kavitha, Associate Professor, attended the Virtual Book Launch of the book 'Future of Education - Nine Mega Trends' presided over by Shri M Venkaiah Naidu, Honourable Vice President of India, organized by ICT academy on 30th June 2020.
43. Dr G B Sabari Rajan, Associate Professor, published a research article titled 'A Review of Non-Performing Assets in the Nationalized Banks in India' in the Test Journal of Engineering & Management, Vol 83, March - April 2020.

44. Dr Savitha Nair, Associate Professor, along with Ms NA Ponnilla Harshavardhini, Research Scholar, published a paper titled 'eWOM in International Tourism: A Literature Review' in Prerana, Vol 12, March 2020 issue.
45. Dr S Kavitha, Associate Professor, along Ms A S Lakshmi, Research Scholar, published an article titled 'Factors Determining the usage of ERP - A Literature Review' in the UGC Care Group I Journal - Dogo Rangsang Research Journal, Vol - 10 Issue - 06, No. 5, June 2020.
46. Ms R Sreeprabha, Assistant Professor, published a paper titled 'Performance Management: Motivational Framework of 360/720 Degree Feedback - A Review' in Asian Journal of Research in Business Economics and Management (ISSN:2249-7307).
47. Dr P Paramanandam, Professor, completed a course 'Organizational Behaviour: How to Manage People' offered by IESE Business School, University of Navarra, through Coursera.
48. Dr S Kavitha, Associate Professor, completed a course on 'Create Infographics using Piktochart' offered by Coursera.
49. Dr P Paramanandam, Professor, completed a course 'Conflict Resolution Skills' authorized by University of California, Irvine through Coursera.
50. Dr P Sadhasivam coordinated the 'Monday Musings' speech serial organized by Coimbatore Management Association, during all the Mondays of June 2020.