



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MAY 2020

1. Dr R Initha Rina, Assistant Professor, completed a certificate course on 'Social Media Marketing' offered by Amity Future Academy on 3rd May 2020.
2. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Art of Teaching Excellence in Digital Era' by Dr D Visagamoorthi, Founder & CEO, Insighters India, organized by Sakthi Institute of Information and Management Studies, Pollachi, on 4th May 2020.
3. Prof S Balasubramanian, Chief Mentor, moderated a webinar on 'Management Education in the post pandemic environment' organized by AIMS on 4th May 2020. The speakers were Dr Bhumaraya Metri, Director, IIM, Thiruchirappalli, and Dr Nandagopal, AIMS RVP - South and Director, XIME, Kochi. Dr R Initha Rina, Assistant Professor, Ms P B Saranya, Assistant Professor, Ms R Sona, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, attended the session.
4. Dr P Sadhasivam, coordinated all the Monday Musings for the month of May 2020 organized by the Coimbatore Management Association.
5. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Balanced approach towards Employees' interests at difficult times' by Shri S Ravindran, Senior Advocate, Madras High Court, organized by NIPM - Coimbatore Chapter on 5th May 2020.
6. Dr Savitha Nair, Associate Professor, attended a webinar on 'Entrepreneurship, Business Idea and Business Model Canvas' organized by Institution's Innovation Council , MHRD's Innovation Cell, on 5th May 2020.
7. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Smart Technology and Innovations that will change your Future' by Mr Jerry Sanders, Founder, San Francisco Science and The Triana Group, USA, organized by TiE and BNI, South India Chapters, on 5th May 2020.
8. Dr B Sripirabaa, Associate Professor, attended a webinar on 'The Future of E-Commerce' by Mr K Vaitheeswaran, Co-founder, AGAIN Drinks, organized by TiE and BNI, South Indian Chapters, on 6th May 2020.
9. Dr G B Sabari Rajan, Associate Professor, acted as a Delegate for the online International Conference on 'Reimagining Business Resilience in Current Economy' organized by DG Vaishnav College, Chennai, on 7th May 2020.
10. Dr Savitha Nair, Associate Professor, Dr R Initha Rina, Assistant Professor, and Ms S Sathyapriya, Assistant Professor, attended a webinar on 'Leadership in times of

Crisis' by Dr Himanshu Rai, Director, IIM, Indore, organized by McGraw Hill on 7th May 2020.

11. Dr S Kavitha, Associate Professor, Ms R Sreeprabha, Assistant Professor, and Ms R Sona, Assistant Professor, attended a three-day online workshop on 'Online Course Design, Development and Delivery' organized by Human Resource Development Centre, University of Hyderabad, during 7th - 9th May 2020.
12. Dr R Initha Rina, Assistant Professor, attended webinar on 'Leadership talk - Examination and Academics in current Covid 19 crisis' organized by Institution's Innovation Council , MHRD's Innovation Cell, on 9th May 2020.
13. Prof S Balasubramanian, Chief Mentor, moderated a webinar on 'Industry 4.0 to X.0: Challenges and opportunities' organized by AIMS on 11th May 2020. The speakers were Mr R Varadarajan, Executive Director, Rajshree Sugars & Chemicals Ltd and Mr K Ilango, Director, RSM Autokast Ltd. Dr Vandana Madhavkumar, Associate Professor, Dr R K Sudhamathi, Associate Professor, Ms P B Saranya, Assistant Professor, Ms R Sona, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, attended the session.
14. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Where are the women? Visibility of women in teaching cases' organized by Emerald Publishing on 12th May 2020.
15. Dr S Kavitha, Associate Professor, completed a six-week online training on 'Digital Marketing' offered by Internshala on 13th May 2020.
16. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Personal Effectiveness - Need of the Hour' by Ms S Mahalakshmi, CEO, Quantum Leap Solutions, organized by Sakthi Institute of Information and Management Studies, Pollachi on 14th May 2020.
17. Dr Vandana Madhavkumar, Associate Professor, Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, attended a webinar on 'Impact of Pandemic on Entrepreneurship in India' organized by McGraw Hill on 14th May 2020.
18. Dr Vandana Madhavkumar, Associate Professor, attended a webinar on 'Immersive Learning and its way ahead in the digital era' organized by Pearson on 15th May 2020.
19. Ms R Sona, Assistant Professor, attended a digi talk on 'Challenges in HR during and after COVID19' by Mr Pon Annadurai, Head - Corporate HR, Precot Meridian Limited, organised by Nehru Institute of Management Studies, Coimbatore, on 15th May 2020.
20. Dr B Sripirabaa, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, attended a webinar on '2020 Global Talent Trends' by Mr Raghav Datta, Principal-Client Engagement Leader and Ms Varsha Gandhe, Sr. Associate -

Consulting, Mercer Consulting, organized by NIPM - Coimbatore Chapter on 15th May 2020.

21. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Women in the changing world of work' hosted by UN Women and UN GCNI on 15th May 2020.
22. Dr B Sripirabaa, Associate Professor, Dr S Kavitha, Associate Professor, and Ms S Sathyapriya, Assistant Professor, attended three-day online workshop on 'Outcome Based Education & Online Course Design, Development and Delivery' organized by Department of Education and Education Technology, School of Social Sciences & School of Management Studies, University of Hyderabad, during 16th - 18th May 2020.
23. Dr Vandana Madhavkumar, Associate Professor, attended CMA Monday Musings on 'HR Challenges and New Normal Practices Today' on 18th May 2020.
24. Dr P Paramanandam, Professor, attended a webinar on 'Big Data Analytics' organised by Star Certification on 18th May 2020.
25. Dr Savitha Nair, Associate Professor, and Ms R Sreeprabha, Assistant Professor, attended a webinar on 'Managing Socially Distant Classes' conducted by Pearson Education on 19th May 2020.
26. Dr G B Sabari Rajan, Associate Professor, and Ms P B Saranya, Assistant Professor, attended a webinar on 'Personal Financial Management' organized by ICT Academy on 20th May 2020.
27. Dr Vandana Madhavkumar, Associate Professor, along with Prof S Balasubramanian, Director, GRGCAS, conducted a Webinar Dialogue on 'Effective Online Teaching' on 20th May 2020. 180 faculty registered for the programme including the faculty members of GRGSMS.
28. Dr Savitha Nair, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, Dr R Initha Rina, Assistant Professor, and Ms R Sona, Assistant Professor, attended a webinar on 'Getting job ready for post Covid era' by Mr Sandeep Kochhar, Founder and Storyteller -Blew Minds Consulting, organized by McGraw Hill on 21st May 2020.
29. Dr S Kavitha, Associate Professor, delivered a live webinar on 'Email Marketing' organized by The Department of Computer Science & Engineering, Vedavyasa Institute of Technology, Calicut, in association with CSI Chapter on 21st May 2020.
30. Dr B Sripirabaa, Associate Professor, and Dr S Kavitha, Associate Professor, attended a webinar on 'Assuring quality in higher education in a time of crisis using ACBSP Accreditation Process' organized by ACBSP on 21st May 2020. The speakers were Dr Denise Smith, Professor and Accounting Program Director, School of Business and Communications, Brenau University, USA; Dr Gary Mrozinski, Department Chair for Business and Professor of Business and Economics, Luzerne County Community College, USA and Dr Marie Harper, Dean, School of Business, American Public University System, USA.

31. Dr Savitha Nair, Associate Professor, attended a webinar on 'Frugal Innovations and Social Entrepreneurship' organized by Institution's Innovation Council , MHRD's Innovation Cell, on 21st May 2020.
32. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Talent, Leadership & Organization - What Next: Insights & Opportunities' by Mr Dave Ulrich, Co-Founder & Principal - The RBL Group, organized by NHRD on 22nd May 2020.
33. Dr S Kavitha, Associate Professor, attended a webinar on 'Digital Marketing Trends' by Prof Seema Gupta of IIM, Bangalore on 22nd May 2020.
34. Dr P Sadhasivam, Director, delivered CMA Monday Musings on 'Bridging the India of the Numbers with the India of the Senses' on 25th May 2020. The session was attended by several participants including the faculty members of GRGSMS.
35. Dr R K Sudhamathi, Associate Professor, and Ms P B Saranya, Assistant Professor, attended a webinar on 'Automation to take over Financial Services' organised by Pearson Education on 26th May 2020.
36. Ms P B Saranya, Assistant Professor, attended a webinar on 'Concept development and model building for social science research' organized by Kongu Arts and Science College on 27th May 2020.
37. Ms R Sona, Assistant Professor, attended a webinar on 'Fine tuning your research papers: Publications in SCOPUS, Web of Science Indexed and ABDC rated journals' by Dr Sreejesh S, Assistant Professor, IIM, Kozhikode, on 27th May 2020.
38. Dr P Paramanandam, Professor, attended a webinar on 'Outcome-based Education Software' organised by Vmedulife Software Services on 28th May 2020.
39. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, attended a webinar on 'The Economics of the Pandemic' organized by McGraw Hill on 28th May 2020.
40. Dr B Sripirabaa, Associate Professor, attended a webinar on 'Future Ready University in 90 Days' organized by ASMA in collaboration with Lithan Academy, Singapore, on 28th May 2020.
41. Dr R K Sudhamathi, Associate Professor, and Ms P B Saranya, Assistant Professor, attended two-day online training on 'Technology-assisted Teaching Tools' organized by Coimbatore Institute of Technology on 29th and 30th May 2020.
42. Ms R Sona, Assistant Professor, attended an online FDP on 'Reference Manager for Scholarly Writing' by Mr Mathivanan Periasamy, Senior Research Fellow, Department of Management Studies, Pondicherry University, organised by Nehru Institute of Management Studies on 30th May 2020.
43. Ms R Sona, Assistant Professor, attended an online workshop on 'Role of Mediator in Theory Development: Testing Mediational Models' organised by Institute of Management and Technology, Hyderabad, on 31st May 2020.
44. Dr P Paramanandam, Professor, completed an online course on 'Influencing People' offered by University of Michigan through Coursera.

45. Ms R Sreeprabha, Assistant Professor, completed an online course on 'Performance Management and Competency Mapping' by Globsyn Business School offered by AICTE.
46. Ms P B Saranya, Assistant Professor, published an article titled 'A Comparative Study on the Association between FDI Inflows, Trade Openness and GDP of India and China' in the Asian Journal of Research in Business, Economics & Management (ISSN 2249-7307) during May 2020.
47. Ms P B Saranya, Assistant Professor, published an article titled 'Coronavirus Outbreak and Stock Market Volatility and Returns: Evidence from Global Stock Markets' in the Asian Journal of Research in Banking & Finance (ISSN 2249-7323) during May 2020.