



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF SEPTEMBER 2020

1. GRGSMS conducted an Online Course on 'Social Entrepreneurship' for the students and faculty members of Universiti Malaysia Pahang, Malaysia, and the students of GRGSMS and PSGRKCW during 1st - 5th September 2020. The course sessions were handled by external and internal resource persons. The external resource persons were Ms Hemalatha Annamalai, Founder, Amphere Vehicles; Ms Rajashree Natarajan, CEO, Cognizant Foundation; Mr Padmanabhan Gopalan, Founder, No Food Waste; and Dr Madhuri Ravindra Kumar, Head - CSIM. The internal resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director; Dr Savitha Nair, Associate Professor; and Dr B Sripirabaa, Associate Professor. The course was attended by 23 participants. Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, were the course coordinators.
2. Dr Vandana Madhavkumar, Associate Professor, attended AIMA-YLC session on 'How to make a better India' with Mr Gurcharan Das, Author and Management Guru, on 4th September 2020.
3. The students of II MBA organised a virtual Teachers' Day Celebration on 5th September 2020.
4. Our alumna Ms V Anjana (Class of 2017), Associate - Grant Thornton LLP, delivered a talk on the topic 'Work culture and skills' to our II MBA students on 5th September 2020.
5. Dr S Kavitha, Associate Professor, attended a webinar on 'Role of GURU and Responsibilities of SHISHYA in the world of Virtual Learning' organized by ASSOCHAM in association with Hans Raj Mahila Maha Vidyalaya, Jalandhar, on 5th September 2020.
6. Business Review sessions were held for II MBA Section - II students on 10th, 14th & 21st of September 2020. During the sessions, discussions were held on the topics: (i) Industries expected to thrive Post Covid-19; (ii) Story behind Corporate /

Company Logos; (iii) Companies looking to shift Production from China to India; (iv) Overview of Environmental Impact Assessment; and (v) Corona Virus Impact: Sectors that took the worst hit and recovery strategies.

7. As a part of Interest Group activities, the Speakers' Forum organised 'Tell-A-Tale', a storytelling contest, on 12th September 2020. Dr Vandana Madhavkumar, Associate Professor, and Dr R Initha Rina, Assistant Professor, were the judges of the event.
8. Dr Vandana Madhavkumar, Associate Professor, gave a talk on 'The Art of Persuasion' at the Joint Speaker Meeting organized by the Rotary Clubs of Coimbatore on 12th September 2020. Dr P Sadhasivam, anchored the programme.
9. As a part of Interest Group activities, the Health and Fitness interest group organized a monthly quiz 'Nutri Quiz Bee' on 15th September 2020.
10. Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, Dr R Initha Rina, Assistant Professor, and Ms R Sreeprabha, Assistant Professor, participated in the Research Week organized by Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, from 4th - 28th September 2020.
11. Dr B Sripirabaa, Associate Professor, and Dr S Kavitha, Associate Professor, attended an international webinar on 'Excellence in Business Education - The ACBSP Accreditation' organized by ASBM University, Odisha, on 15th September 2020.
12. Ms S Sathyapriya, Assistant Professor, attended a webinar on 'Changing role of MIS in post pandemic world' by Sanjiva Shankar Dubey, Head BIMTECH, Greater Noida, organised by McGraw Hill on 18th September 2020.
13. Dr Vandana Madhavkumar, Associate Professor, attended a webinar on 'Teaching Business Communication Today!' by N Bringi Dev, former Chairperson CENcomm - The Centre for Management Communication, IIM Bangalore, organized by Oxford University Press on 18th September 2020.
14. Business Review sessions were held for II MBA Section - I students on 18th & 21st of September 2020. During the sessions, discussions were held on the topics: (i) Employee Re-skilling Strategies by Indian IT Companies for Post Pandemic

Scenarios; (ii) Communicating Brand Image through Social Media Marketing; (iii) RBI Relief Measures during Pandemic; and (iv) Road to India's Economic Recovery Post Pandemic.

15. Ms S Sathyapriya, Assistant Professor, handled a session on 'Tips to use Spreadsheet effectively' for the non-teaching staff of PSGRKCW on 19th September 2020.
16. Ms V Sumathi, Executive Secretary, and Ms C Anuradha, Executive - Admin, attended a session on 'Art of Living' organized by PSGRKCW HR department on 19th September 2020.
17. AICTE Training and Learning (ATAL) Academy sponsored Online Faculty Development Programme on 'Organizational Behaviour' was conducted during 21st - 25th September 2020. Dr P Paramanandam, Professor, Dr B Sripirabaa, Associate Professor, and Dr Vandana Madhavkumar, Associate Professor, acted as the resource persons for the programme. The programme was attended by 86 participants from various states across the country. Dr P Paramanandam, Professor, coordinated the programme.
18. The mid-semester examination was conducted in the online mode for the II MBA students from 23rd September to 3rd October 2020.
19. The end semester examination was conducted in the online mode for the 2018-20 batch students from 23rd September to 6th October 2020.
20. Dr S Kavitha, Associate Professor, completed an online non-credit course 'Getting Started in Google Analytics' authorized by Coursera Project Network, through Coursera on 24th September 2020.
21. Dr Vandana Madhavkumar, Associate Professor, attended a webinar organized by NHRD, Coimbatore Chapter on 'Agility in HR' by Mr P G Raja Mohan, Head - HR, Steer Engineering Pvt Ltd., & Mr Santhosh Mani, Director - HR, Avantor, on 25th September 2020.
22. Dr Savitha Nair, Associate Professor, attended a webinar on 'The Invincible Company: How to unleash the growth potential of established corporations and new ventures?' by Dr Alex Osterwalder, Innovation Expert and Author, organized by the Indian Software Product Industry Round Table (iSPIRT), along with CII, IIM

A, NSRCEL - IIM Bangalore, and Mahindra Leadership University, on 25th September 2020.

23. As a part of CXO talk series, Mr R Uppily, Vice President - Operations, IndusInd Bank, Chennai, delivered a talk on 'Technology Innovations and Cyber Threats in Banking Industry' on 26th September 2020.
24. Dr Savitha Nair, Associate Professor, presented a paper on 'Antecedents of Social Entrepreneurship: Evidences from India' in the International Conference on Applied Research in Business, Management and Economics held virtually on 26th September 2020.
25. Dr Savitha Nair, Associate Professor, handled a session on 'Case Methodology in Research' as a part of International Seminar on 'Research Design and Methodology - Incorporating Qualitative and Mixed Methodology Approaches' organized by Giles Brooker Research Centre on 29th September 2020.
26. Students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings series organised by CMA during September 2020.
27. Ms R Sona, Assistant Professor, completed a course 'Organizational Behaviour: How to Manage People' offered by IESE Business School, University of Navarra, through Coursera.
28. Dr S Kavitha, Associate Professor, completed the courses - 'Google Analytics for Beginners' and 'Advanced Google Analytics' offered by Google Analytics Academy.