



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

1. Dr S Kavitha, Associate Professor, along with Dr Savitha Nair, Associate Professor, organized the AICTE Sponsored Short- Term Training Programme (STTP) on ‘Application of R in Management Research’ - Batches II and III from 30<sup>th</sup> November - 5<sup>th</sup> December and 7<sup>th</sup> - 12th December 2020 respectively. The programme was attended by 102 participants from various institutions. The sessions of the programme were handled by both external and internal resource persons. The external resource persons were - Dr R Dinesh Babu, Managing Director, Brainswig Edutech Pvt Ltd; Dr B Uma Maheswari, Associate Professor, PSG Institute of Management; Dr R Sujatha, Associate Professor, PSG Institute of Management; Dr Manohar Kapse, Assistant Professor, Institute of Management, Christ University; Dr P Murugan, Assistant Professor, School of Management Studies, University of Hyderabad; Dr Sangeetha Gunasekar, Associate Professor, Amrita School of Business; and Ms Sooriya Sudhakar, Research Scholar, Amrita School of Business. The internal resource persons were - Prof S Balasubramanian, Director, GRGCAS; Dr P Sadhasivam, Director; Dr S Kavitha, Associate Professor; Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor.
2. Prof T Senthil Kumar, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic ‘Security Analysis: Indian Scenario Vs Global Scenario’ as a part of ‘Security Analysis and Portfolio Management’ course on 1<sup>st</sup> December 2020.
3. An online programme on ‘Social Entrepreneurship’ was offered to the students of CETYS University, Mexico, and San Diego State University, USA, on 1<sup>st</sup> December 2020. Twelve students participated in the programme. The resource persons were Prof S Balasubramanian, Director, GRGCAS; Dr Savitha Nair, Associate Professor; and Mr Ramesh Chandran, Founder, Bio Basics, Coimbatore.

4. Dr G B Sabari Rajan, Associate Professor, delivered an online session on the topic 'Cost of Management and Firm's Success' organized by VIT School of Advanced Studies, Vellore, on 1<sup>st</sup> December 2020.
5. Prof T Muhammad Ashraf Bin Fauri, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Managing Service Promises in the International Environment' as a part of 'Services Marketing' course on 2<sup>nd</sup> December 2020.
6. Dr Vandana Madhavkumar, Associate Professor, judged the preliminary round of XIME's Maria Philip Debate Competition on the topic 'Government's economic measures to deal with the impact of Covid-19 has so far been effective' held in Coimbatore on 4<sup>th</sup> December 2020.
7. Ms R Sona, Assistant Professor, presented a paper titled 'Artificial Intelligence in HR Management - An interdisciplinary approach' in the National Conference organised by Birla School of Management, Birla Global University, on 5<sup>th</sup> December 2020.
8. Dr Vandana Madhavkumar, Associate Professor, handled a session on 'Communication Skills' for the teachers of Chandra Matriculation Higher Secondary School on 5<sup>th</sup> December 2020.
9. Business Review sessions were held for II MBA Section - I students on 7<sup>th</sup> December 2020. During the session, discussions were held on the topics: (i) TATA Group Investment in iPhone Manufacturing, and (ii) Clash of the Titans - Amazon versus Reliance.
10. Dr S Kavitha, Associate Professor, and Dr Savitha Nair, Associate Professor, acted as resource persons for the AICTE Sponsored Short Term Training Programme on 'An Induction Programme for Young Teachers' organized by Veda Vyasa Institute of Technology, Calicut, during 07 - 12 December 2020. Dr S Kavitha, Associate Professor, handled sessions on 'Academic Research and Publishing' and 'Funding Opportunities for Young teachers' on 7<sup>th</sup> and 9<sup>th</sup> December 2020 respectively; and Dr Savitha Nair, Associate Professor, handled a session on 'Moulding Engineers to Entrepreneurs' on 8<sup>th</sup> December 2020.

11. Dr G B Sabari Rajan, Associate Professor, along with Dr S Allimuthu, Associate Professor, Dr R K Sudhamathi, Associate Professor, Ms S Sathyapriya, Assistant Professor, and Ms P B Saranya, Assistant Professor organized the AICTE Sponsored Two-week Online Faculty Development Programme (FDP) on 'Deflate Financial Derivatives' - Batch II during 07 - 19 December 2020. Sixty five participants successfully completed the programme from among the 138 registration received. The sessions of the programme were handled by both external and internal resource persons. The external resource persons were - Mr Shrikant Koundinya, Assistant Vice President, Multi Commodity Exchange of India Ltd, Mumbai; Mr Vinit Kaler, Senior Manager, Multi Commodity Exchange of India Ltd, Mumbai; Dr S Subramaniam, Consultant & Former Manager, Finance, Accounts & Administration, L&T Construction, New Delhi; Mr Nivesh, Chief Manager, Accounting and Taxation, IndusInd Bank, Chennai; Dr V Shunmugam, Consultant & Former Chief Economist, Multi Commodity Exchange of India Ltd, Mumbai; Mr K Annamalai, Managing Director, Annamalai, Capital Pvt. Ltd., Coimbatore; Dr K Prabhakaran, SEBI & NCFE (Financial Education Wing), Mumbai; Mr M Jeyaprakash, Director, MCUBE Academy of Skill Development Pvt. Ltd., NSE - NISM Trainer, Chennai; Mr Natarajan Ramasamy, Consultant-NSE Clearing, Director on the board of NSE IFSC Clearing, Member Risk Management Committee, Ahmedabad; Mr K R Amarnath, Corporate Sales & Trainer, Buillionfox Commodities Pvt. Ltd, Salem. Dr P Saravanan, Professor, Indian Institute of Management (IIM), Tiruchirappalli; Dr M P Pandikumar, Associate Professor - Finance, Loyola Institute of Business Administration (LIBA), Chennai; Dr P S Velmurugan, Associate Professor and Head School of Commerce, Central University of Tamilnadu, Tiruvarur; Dr S Visalakshmi, Assistant Professor, School of Management Studies, Central University of Tamilnadu, Tiruvarur; Prof Kesav Prasad, Faculty, VIT Business School, Vellore; Dr P Karthikeyan, Associate Professor, School of Management, Kongu Engineering College, Erode; Prof M Gnanendra, Assistant Professor, School of Management, Christ University, Bangalore and Dr P Balasubramanian, Head and Chairperson, Department of Commerce and Management, School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi". The internal resource persons

were - Dr G B Sabari Rajan, Associate Professor; Dr S Allimuthu, Associate Professor; Dr R K Sudhamathi, Associate Professor; Ms S Sathyapriya, Assistant Professor and Ms P B Saranya, Assistant Professor.

12. Dr P Paramanandam, Professor, attended a National Commission for Women sponsored webinar on 'Mental Health and Quality of Life of Married Working Women' organised by Kongu Engineering College on 11<sup>th</sup> December 2020.
13. Dr P Sadhasivam, Director, attended the AGM and Managing Committee of the Coimbatore Management Association on 11<sup>th</sup> December 2020
14. Ms R Sona, Assistant Professor, presented a paper titled 'Influence of Techno-Stress on Women Academician's Affect Commitment in India during Covid 19 - An Empirical Evaluation' in the International Virtual Conference on Applied Science, Technology, Management and Language Studies (ASTMLS-2020) organised by Sona School of Management during 11 - 12 December 2020. The paper was conferred with the 'Best Paper Award'.
15. Thirty four students of I MBA attended Peregrine Global Instant Cases - Student Workshop on 12<sup>th</sup> December 2020.
16. Dr P Sadhasivam, Director, handled sessions on 'Essentials of Marketing Management' for the executives of KOB as part of the MDPX programme, scheduled on the Sundays, 13th December - 9.30 am - 12.30 pm and 20th December - 9.30 am - 12.00 pm
17. Dr R Initha Rina, Assistant Professor, was the resource person for a webinar on 'Entrepreneurial Mindset and Business Idea Generation' organized by Sri Krishna Adithya College of Arts and Science , Coimbatore, on 17<sup>th</sup> December 2020.
18. Dr S Kavitha, Associate Professor, along with Dr J Deepa, Assistant Professor, Department of Business Administration, PSGRKCW, presented a paper titled 'A Study on Workaholics, Work-Life balance and Self-Determination Perspective of Female Constable in Coimbatore City' in the International CEO (Communication, Economics, Organization) Social Sciences Congress - Gorazde/ Bosnia Herzegovina, on 18<sup>th</sup> December 2020.
19. Dr P Sadhasivam, Director, was the panel speaker in the Session on 'Enablers and supporting systems: Theme: "Charting the Course" (Opportunity to create new

revenue streams from new-age courses / short-term certificates through ODL/Online delivery channels, by leveraging supporting ecosystem)” in the TNTDPC Summit on “The Future of Management Education: Leadership for the New Normal” organized by CII, Chennai, during 18<sup>th</sup> and 19<sup>th</sup> of December 2020

20. An Entrepreneurship Awareness Programme was conducted for the students of I MBA and PGDMFS on 19<sup>th</sup> December 2020. As a part of the programme, 2 E Talks were conducted. Mr Vasukumar Nair, Startup Coach, Founder & CEO, Vridhi Techno Farms Pvt Ltd, addressed the students on the topic 'How to spot opportunities?'; and Ms R K Sonika (Class of 2016), Partner, Aaral Exports, addressed the students on the topic 'My Entrepreneurship Journey'. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, also handled sessions during the programme.
21. As a part of CXO talk series, Ms Vijayalakshmi Subramaniam, Associate Vice President - Human Resources, Payoda Technologies, Coimbatore, addressed the students on the topic “Preparing for the New Age Work World’ on 19th December 2020.
22. Ms R Sreeprabha, Assistant Professor, attended an international webinar on ‘Impact on new normal on organizational performance’ organised by the Economics and Business Studies Department, Mazoon College, Sultanate of Oman on 20<sup>th</sup> December 2020.
23. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, presented a paper on the topic ‘Electronic Word of Mouth (eWOM) influences on Travel-related Decision Making: An Analysis with respect to International Tourism’ at the 14<sup>th</sup> NASMEI International Marketing Conference organized by Great Lakes Institute of Management, Chennai, on 21<sup>st</sup> and 22<sup>nd</sup> December 2020.
24. The Personality Development Programme ‘Mpower’ was conducted for the I MBA students by Vertical Eye, Conoor. The sessions were conducted from 21<sup>st</sup> to 26<sup>th</sup> December 2020, for Section I students and from 28<sup>th</sup> December 2020 to 2<sup>nd</sup> January 2021 for Section II students.
25. The End - Semester Examination of II MBA students (2019-21 batch) was conducted online from 21<sup>st</sup> December 2020 - 4 January 2021.

26. Dr P Paramanandam, Professor, delivered an Internal Faculty Seminar on the topic 'Perceived Stress and Life Satisfaction among Academicians during COVID-19 Pandemic' on 22<sup>nd</sup> December 2020.
27. The 2<sup>nd</sup> Doctoral Committee meeting was conducted for Ms S R Deepika, Research Scholar under the supervision of Dr R K Sudhamathi, Associate Professor, on 24<sup>th</sup> December 2020. The University VC nominee was Dr V Srividya, Professor, PSGIM.
28. The 1<sup>st</sup> Doctoral Committee meeting was conducted for Ms NA Ponnala Harshavardhini, Research Scholar, under the supervision of Dr Savitha Nair, Associate Professor, on 24<sup>th</sup> December 2020. The University VC nominee was Dr V Kaarthiekheyam, Associate Professor, KCT Business School.
29. The Annual General Body Meeting of the Management Alumni Association of GRG Institutions, Coimbatore, was held on 26<sup>th</sup> December 2020. The meeting was attended by 55 life members.
30. Dr Vandana Madhavkumar, Associate Professor, joined as a member of the Managing Committee of Coimbatore Management Association (CMA).