



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF NOVEMBER 2020

1. Business Review sessions were held for II MBA Section - I students on 2nd, 9th and 30th of November 2020. During the sessions, discussions were held on the topics: (i) Synergy Deal between Aditya Birla Fashion & Retail Ltd and Flipkart; (ii) Impact of Pandemic on Automobile Industry; (iii) RBI and New QR Code Rules to alter Payments; (iv) Opportunities for Startups Post Covid; (V) Amazon, Flipkart, and other E-Commerce during Online Festive Sales; and (Vi) Hero MotoCorp and Harley-Davidson Tie-up in India.
2. Business Review sessions were held for II MBA Section - II students on 4th and 20th of November 2020. During the sessions, discussions were held on the topics: (i) Brands that are banned in Other Countries not in India; (ii) Real Life Examples of Change Management in Business; (iii) Growth and Threats of Digital Payment Platform in India; (iv) Ethical Practices prevailing in Hindustan Unilever; and (v) Technology Trends for 2020 that will affect Business.
3. Dr Savitha Nair, Associate Professor, and Dr R Initha Rina, Assistant Professor, acted as resource persons during the two-day Entrepreneurial Awareness Programme on 'Building Business Model' organized by Kongu Arts and Science College, Erode, during 4 - 5 November 2020. Dr Savitha Nair, Associate Professor, handled sessions on 'Entrepreneurship Orientation' and 'Business Model' on 4th and 5th November 2020 respectively; and Dr R Initha Rina, Assistant Professor, handled a session on 'Business Plan' on 5th November 2020.
4. Dr S Kavitha, Associate Professor, delivered a session on 'Funding Opportunities for Research Career' on 4th November 2020, as a part of the three-day International Seminar on 'Career Planning and Development for Researchers' organized by Giles Brooker Academy during 4 - 6 November 2020.

5. Dr B Sripirabaa, Associate Professor, attended a webinar on 'National Education Policy: Creating a Robust Research Ecosystem' organized by Indian School of Business on 5th November 2020.
6. Dr B Sripirabaa, Associate Professor, attended the 13th International Accreditation Conference organized by SEAA Trust, New Delhi, during 5-7 November 2020.
7. Ms Bharathi Thangaraj, Zonal Training Manager, Tata AIA Life Insurance Company Limited, Coimbatore, delivered a guest lecture on 'Managing Service Promises in Insurance Industry' as a part of 'Services Marketing' course on 6th November 2020.
8. As a part of the E Talk series, Mr Karthikeyan Jawahar, Director, Karma Innovations & Solutions Pvt Ltd, delivered a talk on 'The Value of Innovation in Entrepreneurship' on 7th November 2020. The session was attended by 179 ED Cell students of GRGSMS and PSGRKCW and 6 faculty members.
9. Mr Ruchit Jain and Mr Sameet Chavan, Fundamental and Technical Analysts, Angel Broking, Mumbai, handled a guest lecture for the course 'Security Analysis and Portfolio Management' on 9th November 2020.
10. Dr P Ravindranath, Principal Consultant & Head, R K Swamy BBDO, Kochi, delivered a guest lecture on the topic 'The Role of Marketing Communications in Building Brand Equity' as a part of 'Brand Management' course on 9th November 2020.
11. Capt. Pranav Prason, Head of HR, Renault - India, delivered a guest lecture on the topic 'People Management in Crisis times' as a part of the course 'Performance Management' on 9th November 2020.
12. Dr S Kavitha, Associate Professor, attended a webinar on 'AI Transformation in Higher Education: Significance of Personalized Learning in Higher Education' organized by ASSOCHAM, India, on 10th November 2020.
13. Students of II MBA celebrated the National Education Day, to commemorate the Birth Anniversary of Maulana Abul Kalam Azad, and organized a 'Panel Discussion' on the topic 'Digital Transformation in Education' on 11th November 2020. The speakers in the panel were - Dr R Umarani (Alumna of GRGSMS - Batch of 1994), Professor, Department of Management Studies, Kumaraguru College of Liberal Arts

and Science; Ms Uma Balaji (Alumna of GRGSMS - Batch of 1998), Senior Faculty of Commerce, CS Academy; Ms Priyanka A Pareek; and Ms M Vikasini of II MBA.

14. Dr Savitha Nair, Associate Professor, delivered a session on 'Orientation on National Innovation Startup Policy' to the students of PSGRKCW on 11th November 2020.

15. Dr R K Sudhamathi, Associate Professor, attended AICTE sponsored two-week online Faculty Development Programme on 'Outcome Based Education' organized by Saintgits Institute of Management, Kottayam, Kerala, during 16 - 28 November 2020.

16. 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 an AICTE Sponsored two-week Online Faculty Development Programme (FDP) on 'Deflate Financial Derivatives' Batch I during 16 - 28 November 2020. Fifty-seven participants successfully completed the programme from among the 138 registrations 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, NSE IFSC Clearing, 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, 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 M Manoharan, Professor, 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.

17. 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 16-21 November 2020. Dr S Kavitha, Associate Professor, handled sessions on 'Academic Research and Publishing' and 'Funding Opportunities for Young teachers' on 16th and 19th November 2020 respectively; and Dr Savitha Nair, Associate Professor, handled a session on 'Moulding Engineers to Entrepreneurs' on 17th November 2020.
18. Mr Devangshu Dutta, Chief Executive, Third Eyesight, and Managing Partner, PVC Partners, New Delhi, handled a guest lecture on 'Changing Behavior of Consumers in India: Implication on Retailers' as a part of 'Consumer Behaviour' course on 18th November 2020.
19. Ms V Sumathi, Executive Secretary, attended a Breast Cancer Awareness Programme organised by HR Department, PSGRKCW on 18th November 2020.
20. Dr Irene Wie Kiong Ting, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Financial Service Industry: A Global Perspective' as a part of 'Financial Services' course on 18th November 2020.
21. The MIP Presentation for the II MBA students was held online on 21st November 2020.

22. The mid performance review of GRGSMS faculty was held on 21st November 2020.
23. Dr S Kavitha, Associate Professor, along with Dr Savitha Nair, Associate Professor, organized an AICTE sponsored Online Short-Term Training Programme (STTP) on 'Application of R in Management Research' - Batch I during 23 - 28 November 2020. Forty-five participants successfully completed the programme from among the 106 registrations received. 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.
24. An online programme on 'Social Entrepreneurship' was offered to the students of Swinburne University of Technology, Australia, on 25th November 2020. Twenty eight students participated in the programme. The resource people were Prof S Balasubramanian, Director, GRG Centre for Advanced Studies, Dr Savitha Nair, Associate Professor; and Mr Padmanabhan Gopalan, Founder - No Food Waste.
25. The MIP Viva Voce for the II MBA students was held online on 25th November 2020. The Viva panel comprised industry experts - Mr V Jaya Prakash, Senior Sales Manager, E H Tural & Company, Coimbatore; Mr R Sundaresan, AGM - Finance (Chartered Accountant), ATS ELGI, Coimbatore; Mr K Kanakaraju, Head - P, V & MP Engineering, PRICOL, Coimbatore; Mr Raman Devaprasad, Director and CEO, Cucent Consultants Pvt Ltd, Coimbatore; and Mr ManojVarghese, Consultant, Milliard Reves Consulting Private Limited, Bangalore.
26. The inauguration of the MBA 2020 - 22 batch and PGDMFS 2020 -21 batch was held on 26th November 2020. Our Chairperson, Dr R Nandini, delivered the inaugural

address. The Induction programme was organized during 26 - 28 November 2020. Sessions were organized to provide insights on various aspects of GRGSMS - The Journey, Culture & Values of GRGSMS, Activity Based Learning, Curriculum & Syllabus, Industry Expectations, Student's Code of Conduct, SHREYAS, Research Culture, Placement, Entrepreneurial Thinking, Learning Resources, Alumnae Relations, Internationalization, Business Review and different Pedagogies adopted for Teaching. An alumna interaction was also organised with Dr Anu George (Class of 1996) and she delivered a motivational talk to our students.

27. Prof Roszaini Haniffa, Senior Lecturer, Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, delivered a lecture on the topic 'Business Ethics: Global Scenario' as a part of 'Corporate Governance and Business Ethics' course on 27th November 2020.
28. Dr P Paramanandam, Professor, and Ms R Sreeprabha, Assistant Professor, attended a webinar on 'Strategic Leadership: Integrating Mindfulness in Organizations' hosted by Indian Institute of Management, Bangalore (IIM B) on 27th November 2020. The speaker was Dr Hema Krishnan, Professor of Strategy and Global Business, Xavier University, Cincinnati.
29. Dr Vandana Madhavkumar, Associate Professor, handled a session on 'Communication Skills' for the teachers of Chandra Matriculation Higher Secondary School on 28th November 2020.
30. Dr Vangelis Tsiligkiris, Principal Lecturer, Nottingham Business School, delivered a lecture on the topic 'Financial Technology: Key Technologies, Trends and implications' on 30th November 2020. Ms S Sathyapriya, Assistant Professor, attended the session.
31. Ms M Aparna, Ms M Elakiya, Ms S Sangeetha, Ms R Priyanka, and Ms A Varshini completed a sixteen-hour online course on 'Management for Environmental Sustainability and Durable Competitive Advantage' organized by CETYS University, Mexico.
32. Ms R Sona, Assistant Professor, completed a course on 'Influencing People' offered by the University of Michigan through Coursera.

33. Students of II MBA along with Ms R Sona, Assistant Professor, attended Monday Musings series organised by CMA for the month of November 2020.

34. Ms S Nithyakalyani of II MBA got placed as HR Trainee at Haipals Messengers, Madurai, at a CTC of 4 lakhs per annum.