



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JANUARY 2021

1. The fourth semester classes for the II MBA students commenced online on 4<sup>th</sup> January 2021.
2. The Finance domain of GRGSMS organized a five-day ATAL ( AICTE Training and Learning Academy) sponsored online FDP on 'Research in Finance using EViews' during 4 - 8 January 2021. The coordinator of the programme was Dr R K Sudhamathi, Associate Professor. Out of the 200 registrations, 138 participants successfully completed the programme. The resource persons for the programme were: Dr G Ramasundaram, Professor, PSG Institute of Management, Coimbatore; Dr T Mohanasundaram, Associate Professor, MS Ramaiah Institute of Technology, Bangalore; Prof M Gnanendra, Assistant Professor, Christ University, Bangalore; Dr Jereesh K Elias, HOD & Assistant Professor, Department of Psychology, PSGRKCW; Dr G B Sabari Rajan, Associate Professor; Dr S Allimuthu, Associate Professor; Dr R K Sudhamathi, Associate Professor; and Ms P B Saranya, Assistant Professor.
3. The I MBA students took up the Peregrine In-bound assessment on 6<sup>th</sup> January 2021.
4. Dr S Kavitha, Associate Professor, acted as the University Nominee for the Board of Studies meeting conducted by the Department of Business Administration, RVS College of Arts and Science, on 7<sup>th</sup> January 2021.
5. Dr P Sadhasivam, Director was in the panel of judges to select the top three performers in the Hackathon, organized by the Startup and Incubation Cell of PSGRKCW.
6. Dr Savitha Nair, Associate Professor, participated in IIK (Indians in Kuwait) Virtual Edu Expo, along with the faculty members of PSGRKCW, during 7-9 January 2021.
7. As a part of E-Talk series, Ms B Kayalvizhi, Assistant Director, MSME Development Institute, Coimbatore, addressed the students of ED Cell on the topic 'Procedures and Schemes for MSMEs' on 9<sup>th</sup> January 2021

8. Dr Vandana Madhavkumar, Associate Professor, handled sessions for the faculty of Chandra Matric Higher Secondary School on 'Assertive Communication Skills' and 'Persuasive Communication Skills' on 9<sup>th</sup> and 30<sup>th</sup> January 2021.
9. Business Review sessions were held for I MBA Section I students on 13<sup>th</sup> January 2021. During the sessions, discussions were held on the topics: (i) Google Outage - Impact & Importance; and (ii) Review on Challenges of Current Economic Scenario in India as well as Global Markets.
10. Dr S Kavitha, Associate Professor, delivered an online lecture on 'Social Media Analytics - ROI and ROE' to the students of San Diego State University, California, on 13<sup>th</sup> January 2021 as a part of the COIL Collaboration Programme. About 20 students of II MBA also participated in the session.
11. GRG School of Management Studies conducted an online programme on 'Social Entrepreneurship' for the faculty members of CETYS University, Mexico, during 19, 21-23 January 2021. The programme was of about eight hours duration, divided into four sessions of two hours each. About 26 faculty members from the Social Science, Engineering and Management Schools of CETYS University participated in the programme. The resource persons were Prof S Balasubramanian of GRGCAS; Dr Rajeev Kamineni of University of South Australia, Adelaide; Dr Navin Kartik of Columbia University, New York; Mr Ramesh Chandran, Founder, Bio Basics, Coimbatore; Dr Savitha Nair, Associate Professor, and Dr B Sripirabaa, Associate Professor.
12. As a part of CXO talk series, Mr Ajit K Nair, AVP - FreshToHome Foods Pvt Ltd, Cochin, addressed the students on the topic 'Post COVID-19 Consumer Behaviour and Marketing Challenges' on 23<sup>rd</sup> January 2021.
13. Dr P Paramanandam, Professor, attended a webinar on 'Transformational & Rejuvenation Expectations for Businesses Sustainability' organised by New Delhi Institute of Management on the 23<sup>rd</sup> January 2021.
14. Dr. S Kavitha, Associate Professor, handled a session on 'Engaging Students in the Virtual Class' to the faculty members of Chandra Matriculation Higher Secondary School on 23<sup>rd</sup> January 2021.
15. Dr P Sadhasivam, Director, attended the IIC council meeting on 23<sup>rd</sup> January 2021

16. Dr B Sripirabaa, Associate Professor, attended the Virtual TIESS - International Education and Skill Summit held during 27 - 30 January 2021.
17. Dr Savitha Nair, Associate Professor, handled a session on 'Preparation of Business Model Canvas' to the students of St Thomas College, Thrissur, as a part of the Programme on 'Innovation Development' organized by the institution on 29<sup>th</sup> January 2021.
18. Dr P Sadhasivam, Director, attended the Academic Council meeting on 29<sup>th</sup> January 2021.
19. Ms Vishali B, Student - II MBA, got selected as 'Management Trainee' at Tata Consultancy Services (TCS). Her CTC is Rs 5.79 Lakhs per annum.
20. Dr S Kavitha, Associate Professor, along with the research scholar, Ms P Haritha, published an article titled 'Impact of Customers Experience on Customers Intention to Repurchase Cellular services in Coimbatore City' in the UGC Care I Journal Shodh Sarita, Volume 7, Issue 28, October - December 2020.