



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF MARCH 2021

1. Mr R Natarajan, Consultant and Advisor for Triparty Repo, Corporate debt instruments, NSE Clearing Limited, Mumbai, handled a guest lecture on the topic 'Bank Risk Management' for the II MBA students, as a part of the course 'Management of Banking', on 3rd March 2021.
2. Dr Senthil Kumar, Professor, Universiti Malaysia Pahang handled a guest lecture session on the topic "Underwriting, Rating and Rate Making" for the II MBA students, as a part of the course "Risk Management and Insurance", on 4th March 2021
3. A guest lecture session was conducted for the course 'Strategic Management' on the topic "Risks in an International Environment" by Prof. Dato' Sri Dr Daing Nasir Ibrahim, Professor, Universiti Malaysia Pahang on March 5, 2021
4. As a part of the forum activity, the Technology Interest group organized an online talk on 'Cyber Security Awareness'. Ms TK Anjana, Assistant professor, VVIT, Calicut had delivered the session on 5th March 2021
5. Business Review sessions were held for II MBA Section - I students on 5th, 27th and 30th March 2021. During the sessions, discussions were held on the topics: (i) Airlines try Ultra- cheap fares to get world flying again; (ii) Companies see corporate governance, frauds as major issues in post-Covid world; (iii) Cognizant announces acquisition of ESG Mobility to expand automotive engineering expertise; (iv) FMCG growth to reignite this year; (v) New Bank Rules Impacting Everyday Life - January 2021; (vi) Biocon Ranked Among Top Five Biotech Employers Globally.
6. Business Review sessions were held for II MBA Section - 2 students on 5th, 27th and 30th March 2021. During the sessions, discussions were held on the topics: (i) Skills Indians are learning for 2021; (ii) Marketing strategies that took advertisement to a different level; (iii) Augmented Reality Trends in 2021; (iv) Unknown Google Apps for Business; (v) Reasons to make

investments in Crypto currency"; (vi) Five major Mergers and Acquisitions in India.

7. Business Review sessions were held for I MBA Section - 2 students on 6th, 9th, 10th and 12th March 2021. During the sessions, discussions were held on the topics: (i) CSR activities of 3 major companies in India ; (ii) The evolution and expansion of food delivery apps in India; (iii) Environmental issues and their effects on business management today" ; (iv) Impact of mobile retailers due to Amazon in India; (v) Nestle India rolls out Nesternship 2.0 program to upskill young professionals; (vi) Emerging trends in Affiliate Marketing ; (vii) Does Bitcoin have a future in India?; (viii) How Indian banking system is moving towards digitalization.
8. The Prestigious Annual GRGSMS Industry Day 2021 was organised virtually on 6th March 2021. The theme this year was, 'The Impact of Digital Transformation on Industry: Challenges for Management Education'. The inaugural session was held from 9.45 am to 10.20 am and Panel discussion from 10.30 am - 12.20 pm. Dr Nandini Rangaswamy, Chairperson, GRG Institutions welcomed the gathering. Mr Vijay Thadhani was the Chief Guest at the inauguration and delivered the inaugural address. The speakers on the panel were drawn from among eminent academics and industry professionals including from international partner institutions. The panel speakers were -Dr Ida Badiozaman, Head of School (Design & Arts) and Director of the Center for Education Research, Swinburne Sarawak, Malaysia, Ms Maya Sreekumar, Vice President, Cognizant, Coimbatore, Mr Prashanth Subramanian, Executive Director, Quadra systems Net (India), Coimbatore, Mr Thomas Spencer, Head of Undergraduate Programmes, Nottingham Business School, UK, Dr Madhu Veeraraghavan, Director, TAPMI, Manipal and Dr Bhimaraya Metri, Director, IIM, Nagpur. Prof. S Balasubramanian, Director, GRGCAS moderated the session. Dr P Sadhasivam, Director, GRG School of Management Studies proposed the vote of thanks.
9. Dr P Sadasivam, Director, Dr B Sripirabaa, Associate Professor and Ms R Sona, Assistant Professor, visited GRG Memorial Higher Secondary School

Vazhaithottam, Masinagudi, to survey the traditional skills of tribal students and residents of Vazhaithottam on 8 - 9 March 2021.

10. Dr Scott Venezia, Dean for International Affairs for CETYS University System (Mexico) delivered a guest lecture on the topic 'International Negotiations, strategies and tactics' for the course on 'Communication Skills' for I MBA students on 9th March 2021.
11. Ms R Sreeprabha, Assistant Professor, handled a session on "Problem solving and decision making tools in Entrepreneurship" on 11th March in the DST-sponsored two-week FDP on 'Entrepreneurship Development' held on 1 -13 March 2021 organized by the Department of Technology Management, School of Mechanical Engineering, VIT- Vellore, Tamil Nadu, India.
12. Ms. Meera Krishnan, Founder, Zhista Inc handled a guest lecture session on the topic 'Leadership Skills for Today's Business Management' for I MBA students as a part of the course 'Evolution and Principles of Management', on 11th March 2021.
13. Dr G B Sabari Rajan, Associate Professor presented a paper titled 'Stock Prices of Pharmaceutical Companies: A Study on Dividend Decision' at the Virtual National Conference on Metamorphosis of Modern Management and Research organized by the School of Management, Bannari Amman Institute of Technology, Sathy on 12th March 2021.
14. Ms R Sreeprabha, Assistant Professor, presented a paper titled " Behavioural Intention of Employees towards e-learning: Using Technology Acceptance Model" at the National Conference on 'Metamorphosis of Modern Management and Research (3MR)' organized by Bannari Amman Institute of Technology on 12th March 2021.
15. Dr P Sadhasivam, Director, attended the Managing Committee Meeting on 12th March 2021.
16. Ms V Sowmiya, PhD Research Scholar, along with Dr Savitha Nair, Associate Professor, presented a paper titled 'Factors influencing the Adoption of Digital Marketing Strategies by MSMEs: A Literature Review', at the National Conference on 'Metamorphosis of Modern Management and Research (3MR)' organized by Bannari Amman Institute of Technology on 12th March 2021.

17. Ms NA Ponnala Harshavardhini, PhD Research Scholar, along with Dr Savitha Nair, Associate Professor, presented a paper titled 'Drivers of eWOM in Tourism: A Literature Review', at the National Conference on 'Metamorphosis of Modern Management and Research (3MR)' organized by Bannari Amman Institute of Technology on 12th March 2021.
18. Dr G B Sabari Rajan, Associate Professor, participated in the AICTE sponsored online Short Term Training Program (STTP) of 6 days on 'Financial Analytics' organized by the Institute of Business Management & Research (IBMR), Indore from 15- 20 March 2021.
19. Dr Suhaidah Binti Hussain, Professor, Universiti Malaysia Pahang handled a guest lecture session on the topic 'Managing HR challenges in Mergers and Acquisitions' for the II MBA students as a part of the course 'International Human Resource Management', on 15th March 2021.
20. Dr Noraina Mazuin Sapuan, Professor, Universiti Malaysia Pahang, handled a guest lecture session on the topic 'Impact of Social Entrepreneurship on Societies' for the II MBA students as a part of the course 'Social Entrepreneurship', on 16th March 2021.
21. As a part of Internal Faculty Seminar, Dr Savitha Nair, Associate Professor, presented a paper on the topic 'Drivers and Challenges of Social Entrepreneurship: A Study with reference to Coimbatore District' on 16th March, 2021.
22. Ms K Sangeetha, a full-time PhD Scholar, under the supervision of Dr P Paramanandam, Professor, successfully defended her thesis at the Online public Viva Voce examination held on 18th March 2021.
23. As a part of the forum activity, the Community Interest group organised an online session on "Gender equality". Ms Kalki Subramanian, an Indian transgender activist, artist, poet, actor, inspirational speaker and the founder of Sahodari Foundation, an organization which works for the social, political and economic empowerment of Transgender people in India on 20th March 2021.
24. An online international seminar on 'Social Media Marketing is being organized by CETYS University from March-May 2021. As a part of the program, sessions were handled by Dr S Kavitha, Associate Professor on 20th

March 2021, and by Dr S Kavitha and Dr P Sadhasivam, Director on 27th March 2021. About 23 students from CETYS University and their partner institutions in different parts of the world attended the program.

25. Dr P Sadhasivam, Director, handled two sessions for the students of Nottingham Business School during their annual event, 'Global Responsibility Week' from 23rd to 25th March 2021, on the topic, "Global Trends in Ethical Marketing and Consumption".
26. Dr R K Sudhamathi, Associate Professor, GRGSMS, attended 5 days online FDP on "Incorporating Universal Human Values in Education" organized by AICTE from 22 - 26 March 2021.
27. The Social Service Programme (SSP) final presentation for the IV Semester MBA Students was conducted online on Tuesday, 23th March 2021.
28. Dr Scott Venezia, CETYS, handled a guest lecture session on the topic 'Choosing appropriate strategies for international markets' for II MBA students as a part of the course 'Strategic Management' by on 24th March 2021.
29. Dr S Kavitha, Associate Professor has attended a webinar on "Faculty Focus: ACBSP Qualifications for Teaching Excellence" organized by ACBSP on 24th March 2021.
30. Dr G B Sabari Rajan, Associate Professor presented a paper titled 'An Analysis of Selected IT Stocks Return With BSE SENSEX' at the Virtual International Conference on Contemporary Trends and Challenges organized by the School of Management, Calicut University, Malapuram on 24th March 2021.
31. 12 students of I MBA participated in the event 'Repowis 2021', organized by Kongu Business School on 25 - 26 March 2021.
32. Dr S Kavitha, Associate Professor has successfully completed 4 weeks of online training on "Advanced Excel" under 'Internshala' Trainings Faculty Development Program on 25th March 2021.
33. 30 students of MBA and PGDMFS participated in a Women only session on the topic 'Overcoming Barriers for Professional and Personal Success' by Ms. P W Reni Auxiliya, Co-Founder, Momade Cuisines and Play-works Co-working Space, organised by CMA on 26th March 2021.

34. As a part of the forum activity, the Environment Interest organised an online session on 'Waste Management'. Ms Pavithra Hariharan, Coordinator of Waste Management Program, Nothing is Waste, Coimbatore on 27th March 2021.
35. Students of I and II MBA attended all the Monday Musings organised by CMA during the month of March 2021.