



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF APRIL 2021

1. Parents Teachers Meeting was held on 3rd April 2021 through online. Over 178 parents joined the meeting. Dr P Sadhasivam, Director addressed the session following with a discussion forum.
2. Dr S Allimuthu, Associate Professor, participated in an AICTE sponsored Online Short Term Training Program (STTP) of 6 days on 'Financial Analytics' organised by the Institute of Business Management and Research (IBMR), IPS Academy, Indore from 5 -10 April 2021.
3. Business Review sessions were held for II MBA Section-II students on 8th, 16th, 17th, 20th, 23rd, 24th, 26th, 27th and 29th April 2021. During the session the discussion were held on the topics (i) Top 10 Tech Jobs skills predicted to grow the fastest in 2021 (ii) PhonePe, Google Pay continue to be top UPI choices (iii) Top 10 global sectors revenue in 2021 (iv) Top 8 useful unique apps in Android (v) Best PEOs of 2021 (vi) Best Small Business Loans of 2021 (vii) India to emerge as World's third largest economy in 2031 (viii) 10 Great Small Business Ideas to Start in 2021 (ix) Neo Bank - The New Disruptor on the Block (x) 5 Tech trends driving Banking and Financial services in 2021 (xi) Flipkart to acquire online travel and tech company Cleartrip (xii) A strategy model for Export Marketing (xiii) Six Indian Entrepreneurs success stories (xiv) Investment strategy during pandemic (xv) Impact of new E-commerce policy on E-tailers (xvi) IMF's India growth for 2022.
4. Business Review sessions were held for II MBA Section -I students on 8th, 16th, 17th, 20th, 24th and 27th April 2021. During the sessions, discussions were held on the topics: (i) Neo Bank - The New Disruptor in Banking (ii) Big upset for RBI! Second Covid - 19 wave to disrupt GDP, inflation projection; (iii) Mobile Wallet Payment Solution (iv) Pre-packaged Resolution for MSMEs By the Government (v) A Corporate Governance Checklist (vi) E Commerce to accelerate Auto Sector Growth (vii) Bharati Airtel Corp rejig has digital

focus (viii) RBI announces liquidity support to NABARD (ix) Flipkart to acquire online travel firm Cleartrip (x) E-commerce players facing tough tasks of keeping the workforce safe as well as timely delivery (xi) Hybrid working to become the norm for FTSE 250 companies (xii) Investing ESG mutual funds is the future of investing (xiii) COVID 19 Wave may Delay Privatisation and Disinvestment- LIC IPO (xiv) Neo Bank - The New Disruptor in Banking (xv) Big upset for RBI! Second Covid - 19 wave to disrupt GDP, inflation projection.

5. Business Review sessions were held for I MBA Section-II students on 9th, 16th, 23rd, and 28th April 2021. During the session the discussion were held on the topics (i) Emotional Branding - To create brand Loyalty in FMCG companies (ii) ESG Mutual Funds Is The Future of Investing (iii) India's Economy on path of gradual recovery (iv) How an intelligent CRM system can help Business to be successful (v) Rubber- The Endangering Business Essential (vi) Digital Trust Varies Around The World (vii) Digitalising India with automation (viii) The bit by bit rise of Crypto currency.
6. Business Review sessions were held for I MBA Section-I students on 9th, 16th, 23rd and 29th April 2021. During the session the discussion were held on the topics : (i) The Change Expected in the Employee's Salary Structure in 2021 (ii) Sustainability and Infrastructure Resource Allocation (iii) Managing Remote Working Environment (iv) Macroeconomic Review 2020-21 (V) Auto Sales see Upswing due to Low-Interest Rates and Preference for Personal Mobility (vi) Banking Digital Business Model for the Future (vii) Manipulation Tactics used by Brands to Attract Consumers and (viii) India's Fuel Consumption Contracts 9.1 Percent in FY21.
7. Ms M Deepthi (Class of 2005), Supply Chain Analyst, Dixon Retail, Dublin delivered an alumna talk on the topic 'My lessons from GRG' for the students of I MBA on 10th April 2021.
8. As a part of the forum activity, the Peer-Tutor Interest Group organised a session on 'Video Editing using Kinemaster and Filmorago' on 10th April 2021.
9. Dr Vandana Madhavkumar, Associate Professor, handled sessions for the executives of KOB Medical Textiles as part of the GRG Centre for Advanced Studies (GRGCAS) programme 'Management Development Programme for

Executives' (MDPX) on 10th and 24th April 2021 on the topics 'Performance Management' and 'Training and Development' respectively.

10. Dr P Sadhasivam, Director, attended the Managing Committee meeting of CMA on 9th April 2021.
11. Dr S Kavitha, Associate Professor, handled sessions as a part of the Online International Seminar on "Social Media Marketing" organized by CETYS University on 10th, 17th and 24th April 2021. About 23 students from CETYS University and their partner institutions in 5 countries attended the programme.
12. Dr S Kavitha, Associate Professor, delivered an internal seminar on the topic 'Cyber Security Awareness among Women Users - An Empirical Study' on 12th April, 2021.
13. Dr P Paramanandam, Professor, attended the Board of Studies meeting of the Department of Business Administration at Vellalar College for Women, Erode on 16th April 2021.
14. Dr Vandana Madhavkumar, Associate Professor, handled the topic 'Environmental problems and climate change' on 17th April 2021; Prof S Balasubramian, Chief Mentor, handled the topic 'International relations for addressing social problems' and Dr B Sripirabaa, Associate Professor, evaluated the presentations made by students on 24th April 2021, during the 16 hour online programme on International Cooperation to Solve Social Problems organized by CETYS University Mexico. 25 students participated in the programme and Ms R Sowmiya of PGDMFS attended the programme.
15. Mr Kumar Duraisamy, CEO, Eastern Global Clothing, Tiruppur delivered a CXO talk on the topic 'Impact of changing business environment on MSMEs' on 17th April 2021.
16. As a part of the forum activity, the Right Brainers Club organised "BRAIN TEASER", a creative activity on 17th April 2021.
17. Ms Priyanka A Pareek of II MBA has participated in the Student Panel of SUNY COIL Programme on 21th April 2021, and shared her experience regarding the COIL (Collaborative Online International Learning) programme on Social Media Marketing hosted by SDSU Global Campus in which Dr S

Kavitha from GRGSMS and Ms Alexa Mokalis from SDSU involved in Co-teaching few topics of the course. The student panel comprised 24 students from 10 institutions in 6 countries and it is hosted by State University of New York, USA.

18. I MBA and PGDMFS students attended an online EBSCO training session on 21th April 2021.
19. Dr R Initha Rina, Assistant professor, attended a talk on 'From your Ph.D. / Master's Thesis to a start-up' for HEIs organized by MoEs' Innovation Cell on 23rd April, 2021.
20. Dr P Paramanandam, Professor, attended a National Webinar on 'National Education Policy 2020' organised by MQI College of Management, Bengaluru on 24th April 2021.
21. Ms Mayuri Manikandan (Class of 2009), Founder, Ritzy Organic, delivered an alumna talk on the topic 'My Journey as an Entrepreneur' for our students of I & II MBA on 24th April 2021.
22. Mrs S R Deepika, Research Scholar under the supervision of Dr R K Sudhamathi, Associate Professor, has successfully submitted her Ph.D. thesis entitled 'A Study on The Factors That Influence Trading Success among the Individual Equity Derivative Traders in Bengaluru City' to Bharathiar University on 27th April 2021.
23. 9 students got placed in Careernet, Bangalore as Management Trainee at a CTC of Rs.3.00 Lakhs per annum.
24. Dr G B Sabari Rajan, Associate Professor, completed 6 weeks online MOOC course on 'Finance for Startups' offered by Coursera.
25. Dr R K Sudhamathi, Associate Professor, along with research scholar Mrs S R Deepika, published research article titled 'A Study on the Influence of Trading Behaviour on Trading Success in Equity F&O Market with Special Reference to Individual Traders in Bengaluru City', in Asian Journal of Research in Banking and Finance, Vol. 11 Issue No. 4, pp 1-8, during April 2021.
26. Dr S Allimuthu, Associate Professor, published a research paper on the topic 'A Comparative study on the profitability and efficiency of HDFC and

ICICI Bank' in the Journal of Emerging Technologies and Innovative Research (Volume 8 Issue 4) April - 2021.

27. Students of I and II MBA attended all the Monday Musings organised by CMA during the month of April 2021.

Inclusions for the month of March 2021:

1. An online programme on 'Social Entrepreneurship' has been organized for the students of CETYS University during February and March 2021. As a part of the programme, sessions were held during 6th, 13th, 20th and 27th March 2021. Dr P Sadhasivam, Director; Dr B Sripirabaa, Associate Professor; and Dr Savitha Nair, Associate Professor, handled sessions during the mentioned dates. About 20 students from CETYS University and their partner institutions attended the programme.