



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JULY 2021

1. Dr P Paramanandam, Professor attended a webinar on 'Re-Imagining Higher Education in a Post-Pandemic World' organised by the Jio Institute on 1st July 2021.
2. Dr P Paramanandam, Professor attended a webinar on 'Staying healthy through future Covid waves: Essential Do's and Don'ts' organised by New Delhi Institute of Management (NDIM) on 3rd July 2021.
3. Dr P Sadhasivam, Director attended the CII Education Panel meeting on 5th July 2021.
4. Dr S Kavitha, Associate Professor attended the online workshop on Tableau Software organized by AICTE from 5-6 July 2021.
5. Ms R Sona, Assistant Professor participated in five days International FDP organised by SRM Institute of Science and Technology on Research and Innovations from 5-9 July 2021.
6. Dr Savitha Nair, Associate Professor attended 'SDG Learning, Training and Practice: Special Event' organized by the Division for Sustainable Development Goals (DSDG) at the United Nations, Department of Economic and Social Affairs (UN DESA) and the United Nations Institute for Training and Research (UNITAR), New York, during 6-12 July 2021.
7. Dr S Kavitha, Associate Professor attended a Webinar on 'Foundations of assurance of learning: Quality assurance through learning outcomes' organized by Peregrine Global Services on 7th July 2021.
8. Dr Savitha Nair, Associate Professor attended a Webinar on 'Envisioning the reforms in Higher Education in the context of National Education Policy 2020' organized by AICTE on 8th July 2021.
9. The first Doctoral Committee meeting of the PhD Research Scholar Ms AS Lakshmi, under the guidance of Dr S Kavitha, Associate Professor was conducted on 8th July 2021. Dr B Umamaheswari, Associate Professor, PSG

Institute of Management, Coimbatore is the external DC Member for the same.

10. Dr P Sadhasivam, Director attended the CII Coimbatore zone Council Meeting on 9th July 2021.
11. Dr Vandana Madhavkumar, Associate Professor attended a programme organised by CMA on the topic 'Maximize Efficiency and Data Security Leveraging IT' by Dr Nitin Paranjape on 8th July 2021.
12. Dr G B Sabari Rajan, Associate Professor attended National Level Virtual conference on Digitalization in Banking and Financial Institutions - Opportunities and Challenges organized by Saint Pauls College, Bengaluru on 8th July 2021.
13. The End Semester Examination for the I MBA - II Semester (2020-22 Batch) students was conducted online from 12-19 July 2021.
14. Dr P Paramanandam, Professor and Dr Savitha Nair, Associate Professor attended a webinar on 'Talk on National Education Policy 2020' organised by AICTE on 13th July 2021.
15. Dr G B Sabari Rajan, Associate Professor attended Webinar organized by Business Standard on the topic 'Adding Extra to Ordinary' on 14th July 2021.
16. Dr P Paramanandam, Professor attended the Board of Studies Meeting of the MBA Department at Panimalar Engineering College, Chennai on the 15th July 2021.
17. Dr P Sadhasivam, Director, Dr Vandana Madhavkumar, Associate Professor and Ms R Sona, Assistant Professor, visited GRG Memorial Higher Secondary School Vazhaithottam, Masinagudi, to debrief the survey findings on the traditional skills of tribal students and residents of Vazhaithottam during 16-17 July 2021.
18. Dr P Paramanandam, Professor, Dr Savitha Nair, Associate Professor and Ms R Sona, Assistant Professor attended a webinar on 'Designing Better Courses: Blending the Best of Pre- and Post-Pandemic Pedagogy' organised by Harvard Business Publishing on 21st July 2021.
19. Meeting of Board of Studies was held on 23rd July 2021.

20. Dr G B Sabari Rajan, Associate Professor attended webinar organized by Business Standard on the topic 'NEP 2020 - Implementation of ABC Scheme' on 24th July 2021.
21. Dr Vandana Madhavkumar, Associate Professor acted as a guest speaker at Monday Musings of CMA on the topic 'The Power of Assertiveness' held on 26th July 2021. Faculty members and students of GRGSMS attended the session.
22. The Career Counselling Programme (CCP) for the II MBA - III Semester (2020-22 Batch) students was conducted online by Mr. Sivakumar Palaniappan, Thinkfluence Global Academy, Coimbatore from 26-29 July 2021.
23. The second Doctoral Committee Meeting of Ms M Reshma, Full time Scholar of Dr B Sripirabaa was held on 27th July 2021.
24. Dr Savitha Nair, Associate Professor attended a Webinar on 'NEP 2020: Industrial Connect' organized by AICTE on 27th July 2021.
25. Dr Savitha Nair, Associate Professor attended an Orientation Session for Startup Advisors organized by the Wadhvani Foundation for National Entrepreneurship Network (NEN) Programmes on 28th July 2021.
26. Dr S Allimuthu, Associate Professor attended a Virtual Industrial Motivation Campaign on 'Prospects and Opportunities for Young Entrepreneurs' Organised by Ministry of Micro, Small & Medium Enterprises, Government of India and The Coimbatore District Small Industries Association (CODISSIA) on 28-29 July 2021.
27. Dr S Kavitha, Associate Professor attended a webinar on 'Tableau for Teaching Lunch and Learn (Data Visualizations, Business & Marketing)' organized by Tableau for teaching on 30th July 2021.
28. Dr R Initha Rina, Assistant Professor completed the Innovation Ambassador training (Foundation Level) conducted by MoE's Innovation Cell & AICTE through online mode from 30th June - 30th July 2021.
29. Dr S Kavitha, Associate Professor attended a webinar on the topic 'Towards the skill embedded education system' organized by ASSOCHAM India on 31st July 2021.

30. Dr S Kavitha, Associate Professor attended a webinar on 'Let's Turn Setbacks into Comebacks with world renowned Mr Shiv Khera' organized by New Delhi Institute of Management, on 31st July 2021.
31. Dr P Paramanandam, Professor attended a webinar on 'Let's Turn Setbacks into Comebacks' by Shiv Khera organised by New Delhi Institute of Management (NDIM) on the 31st July 2021.
32. Ms R Sreeprabha, Assistant Professor published a paper titled 'Behavioural Intention of Employees towards E-Learning: Using Technology Acceptance Model' in Shodhsamhita - Journal of Fundamental & Comparative Research, Vol. VII, No. 6:2021 (ISSN: 2277-7067) UGC Care approved journal.
33. Dr B Sripirabaa, Associate Professor attended the AAPBS Webinar on AoL Measuring Learning Outcomes organized by Peregrine Global Services during July 2021.
34. Dr S Kavitha, Associate Professor has successfully completed an online course on Digital Literacy Lab for Educators in Global Perspective offered jointly by Commonwealth of Learning (COL) and Commonwealth Centre for Connected Learning (3CL) from April - July 2021.
35. Dr Vandana Madhavkumar, Associate Professor published an article in CMA Newsletter in the June 2021 issue released in July 2021.
36. Dr Savitha Nair, Associate Professor along with Ms NA Ponnala Harshavardhini, Research Scholar, published a paper titled 'Drivers of eWOM in Tourism: A Literature Review' in 'Anvesak', Vol. 51, No.1(XXIII) January - June 2021, pp. 74-80 (ISSN: 0378 - 4568) (UGC Care Group 1 Journal).
37. Dr Savitha Nair, Associate Professor along with Ms V Sowmiya, Research Scholar, published a paper titled 'Factors influencing the Adoption of Digital Marketing Strategies by MSMEs: A Literature Review' in 'Anvesak', Vol. 51, No.1(XXIII) January - June 2021, pp. 81-87 (ISSN: 0378 - 4568) (UGC Care Group 1 Journal).
38. Dr R K Sudhamathi, Associate Professor, GRGSMS published research article titled 'Forecasting BSE Sensex movement using ARIMA Modelling', Asian journal of Research in Business Economics and Management Vol. 11 Issue No. 7, pp. 1-8 (ISSN: 2249-7307) , during July 2021.

39. Ms P B Saranya, Assistant Professor published a paper titled 'Modelling and Forecasting gold prices using ARIMA' in the Asian journal of Research in Business Economics and Management, Vol.11, Issue 7, (ISSN: 2249-7307), July 2021.
40. Ms R Sona, Assistant Professor along with I MBA students attended all the Monday Musings organised by CMA during the month of July 2021.
41. Dr P Sadhasivam, Director, attended the 'XIX IAUP Triennial Conference' (online) held from July 29-31, 2021, at CETYS, Mexico

Inclusion for June 2021:

1. Dr Savitha Nair, Associate Professor presented the proposal for the establishment of 'Atal Community Innovation Centre' at PSGR Krishnammal College for Women, during the Virtual Assessment Pitch organized by Atal Innovation Mission on 10th June 2021.