



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF AUGUST 2021

1. Dr Savitha Nair, Associate Professor, attended an online session on 'Start Me Up! Mentor Days' by Wadhvani Foundation - National Entrepreneurship Network on 4th August 2021.
2. Dr P Paramanandam, Professor, attended a session on 'Masterclass on Ethics in AI and Big Data: Defining the Issue, Resolving the Problem' organised by the Jio Institute on 5th August 2021.
3. Ms NA Ponnala Harshavardhini, Research Scholar, and Dr Savitha Nair, Associate Professor, presented a paper titled 'Impact of eWOM Adoption on Intention to Travel: A Review of Literature in the Context of International Tourism' at the AICTE sponsored International Conference on 'Global Perspectives on Business, Economy and Society - for Sustainability in the New Normal' conducted by ISBR Business School, Bengaluru, on 5th and 6th August, 2021.
4. Ms J Shanthini, Research Scholar, and Dr Savitha Nair, Associate Professor, presented a paper titled 'Importance of Talent Management Strategies towards Organizational Effectiveness: A Literature Review' at the AICTE sponsored International Conference on 'Global Perspectives on Business, Economy and Society - for Sustainability in the New Normal' conducted by ISBR Business School, Bengaluru, on 5th and 6th August, 2021.
5. Dr S Kavitha, Associate Professor, attended a virtual session on 'Future of Women Leadership - Challenges & Navigation' organized by AIMA-YLC on 13th August 2021.
6. Dr Savitha Nair, Associate Professor, attended an online session on 'How Mentoring helps make Startups fundable?' by Ajeeth Khurana, Startup Advisor, organized by Wadhvani Foundation - National Entrepreneurship Network on 18th August 2021.
7. Students of II MBA - III Semester (2020-22 Batch) attended CMIE-Prowess training conducted online on 17th August 2021.
8. Dr P Sadhasivam, Director, anchored the 'Coffee Table Chat' organised by CII Coimbatore zone on the topic, 'Connecting Education to Industry' on 20th August 2021.

9. Dr S Kavitha, Associate Professor and Dr Vandana Madhavkumar attended Monthly talk series 'Coffee table Chat' on the topic 'Connecting Education to Industry' organized by CII Coimbatore Zone on 20th August 2021
10. The meeting of the Academic Advisory Body was held on 20th August 2021.
11. Ms M Reshma, Full time PhD scholar of Dr B Sripirabaa, Associate Professor, submitted her synopsis on 23th August 2021.
12. The 24th meeting of the Governing Council was held on 26th August 2021.
13. 16 students of II MBA attended the Shaping Young Minds Programme organised by AIMA on 25th August 2021.
14. Dr Vandana Madhavkumar attended a People Matters & Indeed Open Program on the topic 'Future of talent attraction & management' on 25-26 August 2021.
15. Dr S Kavitha, Associate Professor, attended a Web Seminar on the topic 'Reimagining Education Post Covid19: Need to Democratize Education' organized by ASSOCHAM INDIA on 26th August 2021.
16. Five ED Cell students attended the TiE Women Coimbatore Pitch Competition Finale on 26th August 2021.
17. Business Review sessions were held for II MBA Section-II students on 27th and 28th August 2021. During the session the discussion were held on the topics (i) Byju's Acquisition Spree in 2021 (ii) How AI can pave the way for next-gen Banking and Finance.
18. Business Review sessions were held for II MBA Section-I students on 26th and 28th August, 2021. During the session the discussion were held on the topics: (i) Fintech - The driving force of future business (ii) India- The influencer of global market-Future group case.
19. The Community Interest Group organised an online session on the topic 'Personal Empowerment in Emergency Response' by Mr C Surendar, The Executive Trainer from ALERT on 28th August 2021. The session created awareness to deal with situations that demands self-efficiency in giving first aids. It was a self-learning initiative to save lives. It focused on chain of activities that must be performed to the victim for his/her survival. It also provided insights to manage common medical emergencies.
20. Ms G Vanisree, HR Consultant, Founder and Director, SreeG Academy, Coimbatore, delivered a CXO talk on the topic 'Discover your Strength and Unleash the Power Within' on 28th August, 2021.
21. As a part of E - Talk series, Mr Pradeep Yuvaraj, Managing Director and Chief Storyteller, Prezantim Creative Services India Pvt Ltd., addressed the students on

the topic "Entrepreneurship 101 - 100 reasons why you should not be an entrepreneur and the only 1 reason you should be!" on 28th August 2021. The session was attended by 169 students and 4 faculty members.

22. Dr Savitha Nair, Associate Professor, attended the 'MSME Expert Committee Meeting focused on Women Entrepreneurs' conducted online on 28th August 2021.
23. Dr B Sripirabaa, Associate Professor, along with her scholar M Reshma published an article titled Examining the Effect of Entrepreneurial Competencies and Emotional Intelligence on the Firm Performance of Women Entrepreneurs in ANVESAK, Vol. 51, Issue 1, pp. 195 - 201.
24. Ms R Sona, Assistant Professor, completed a MOOC course 'Human Resource Analytics' offered by University of California, Irvine through Coursera.
25. Dr S Allimuthu, Associate Professor, completed a MOOC course on 'Financial Markets and Investments' offered by Globsyn Business School.
26. II MBA students attended all the Monday Musings organised by CMA for the month of August 2021.