



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

1. Dr S Kavitha, Associate Professor, attended a panel discussion on 'Era of Online Education: Management & Skill Development' hosted by AIMA on 1<sup>st</sup> October 2021.
2. Dr Savitha Nair, Associate Professor, attended the 'Fireside Chat with Mentor and his Mentees', a Networking Activity for Global Jury members of Wadhvani Foundation on 1<sup>st</sup> October 2021.
3. The online International Seminar on Social Media Marketing is being offered for the second time to the students of CETYS University, Mexico, and their Partner Institutions during October and November 2021. Dr S Kavitha, Associate Professor delivered the sessions on October 2, 16, 23 and 30. Dr P Sadhasivam, Director and Dr Savitha Nair, Associate Professor handled each one session on 9<sup>th</sup> October 2021. About 23 Students from the educational institutions located in Mexico, UK, Peru, Argentina, Armenia, Georgia and India are attending the seminar.
4. The online programme on 'Social Entrepreneurship' was conducted for the students of CETYS University, Mexico, and their partner institutions. Dr Savitha Nair, Associate Professor, handled sessions on 'Social Intrapreneurship' on 2<sup>nd</sup> October 2021; Dr B Sripirabaa, Associate Professor, handled sessions on 'Scaling the Social Venture' and 'Social Impact and its Measurement' on 9<sup>th</sup> October 2021; Dr P Sadhasivam, Director, handled the 'Aravind Eye Hospital Case Study' and Mr Dinesh Manickam, Co-Founder & Executive Director, No Food Waste, shared his experience as a Social Entrepreneur on 16<sup>th</sup> October 2021. The student teams presented their Social Venture Plans on 23<sup>rd</sup> October 2021; and Dr Sripirabaa and Dr Savitha Nair concluded the programme on the day.
5. Prof S Balasubramanian, Chief Mentor, Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, and Dr Savitha Nair, Associate Professor, participated in the Brainstorming Programme organized by PSGRKCW at NBNP, Anaikatti, on 4<sup>th</sup> October 2021.

6. The orientation programme for the PGDMFS (Batch 2021 - 22) was held on 4<sup>th</sup> October 2021. Dr G B SabariRajan, Associate Professor, welcomed the gathering and delivered a session on Overview of Curriculum & Syllabus, Ms R Sona, Assistant Professor, delivered a session on 'SHREYAS'-The Student Forum and student life at GRGSMS. Dr Initha Rina, Assistant Professor, delivered a session on Student's Code of Conduct. An alumna interaction with Ms R Kiruthika (PGDMFS Class of 2019) was held during the orientation.
7. Dr B Sripirabaa, Associate Professor attended the online programme organized by Bharathiar University 'Stay Relevant through HBS Online Programm' the online programmes of Harvard Business School offered by Bharathiar University on 5<sup>th</sup> October 2021.
8. Dr S Kavitha, Associate Professor, attended webinar organized by ASSOCHAM on 'Blended Learning:Right Solution for Futuristic Education' on 6<sup>th</sup> October 2021.
9. Dr Savitha Nair, Associate Professor, handled a session on 'CIIED- Entrepreneurship Initiatives' to the newly joined faculty of PSGRKCW, as a part of the Faculty Induction Programme organized by IQAC on 6<sup>th</sup> October 2021.
10. Ms R Sona, Assistant Professor, presented a paper titled 'Artificial intelligence strategy and innovative work behavior moderated by knowledge-sharing: Empirical analysis at the individual level from the perspective of employees' at the International Virtual Conference organized by Dr. NGP Institute of Technology on 8-9 October 2021 and awarded as Best Paper.
11. The Executive Committee meeting of the Management Alumni Association of GRG Institutions was held on 8<sup>th</sup> October 2021.
12. The environment interest group organized an awareness session on 'Being Voice to Voiceless' on 9<sup>th</sup> October 2021 as a mark of celebrating 'World Animal Day - 4 October'.
13. GRGSMS hosted 'Business Partnerships Beyond Families'- Series II', an interactive session with Mr S Prashanth and Mr P Nagaraj, Co-Founders and Directors, Quadrasystems.net (India) Private Limited, organised by Coimbatore Management Association (CMA) on 9<sup>th</sup> October 2021.
14. Dr P Sadhasivam, Director attended the Education Panel meeting of CII Coimbatore on 19<sup>th</sup> October 2021.

15. Business Review sessions were held for II MBA Section I students on 9<sup>th</sup>, 13<sup>th</sup> and 29<sup>th</sup> October 2021. During the sessions, discussions were held on the topics: (i) Indian Economy and the State of Change FY 2021 (ii) Trade deficit to be widened in the next financial year 2022 (iii) Importance of financial literacy during and after Covid-19 pandemic.
16. Business Review sessions were held for II MBA Section II students on 9<sup>th</sup>, 13<sup>th</sup> and 28<sup>th</sup> October 2021. During the sessions, discussions were held on the topics: (i) Robotics and automation in food industry (ii) Strategies to monetize blogging (iii) Impact of VPN ban on business.
17. Dr B Sripirabaa, Associate Professor, addressed the faculty of Sri Ramakrishna College of Arts and Science for Women on 'Outcome Based Education - Implementation and Assessment' in the Faculty Development Programme held on 11<sup>th</sup> October 2021.
18. 'Magical Shades'-The campus company students' organised sale on 11<sup>th</sup>, 12<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> October 2021.
19. Ms N Vallishri, Alumna(Class of 2016), Freelance Writer for Celebrities and Corporates, Quill Pal, Chennai, delivered an 'Alumna Talk' on the topic 'Aligning and Strategizing your Talents' on 11<sup>th</sup> October 2021.
20. Dr Savitha Nair, Associate Professor, handled sessions on 'Essentials of Intrapreneurship' for the executives of KOB Medical Textiles, Coimbatore, as a part of 'Management Development Programme for Executives' (MDPEX), organized by GRG Centre for Advanced Studies (GRGCAS), on 9<sup>th</sup>, 23<sup>rd</sup> and 30<sup>th</sup> October 2021.
21. Dr Vandana Madhavkumar, Associate Professor, handled sessions on 'Business Communication' for the Executives of KOB Medical Textiles on 9<sup>th</sup> and 23<sup>rd</sup> October 2021 as part of the Management Development Programme for Executives (MDPX) organised by GRG Centre for Advanced Studies.
22. Dr R K Sudhamathi, Associate Professor and Dr G Brindha, Assistant Professor, attended online webinar on 12 & 19 October 2021, on the topics 'AOL for international accreditation: Business Education Assessment Exam solution (Programmatic)' and 'AOL for international accreditation: Business Education Assessment Exam solution (Course-level)' organized by SEAA Trust in association with Peregrine Global Services.

23. Dr G Brindha, Assistant Professor, acted as a resource person and demonstrated a practical session on 'Yoga and Meditation for Healthy Life' on 18<sup>th</sup> October 2021 at Sri G.V.G Visalakshi College for Women, Udumalpet.
24. Dr Vandana Madhavkumar, Associate Professor and Ms R Sreeprabha, Assistant Professor attended a web-based panel discussion on 'Payment of Bonus' organised by NIPM Coimbatore Chapter on 20<sup>th</sup> October 2021. The panellists were Dr R Nagarajan, Head-Corporate HR, Lucas TVS and Mr P Gandhimathinathan, Director, Revathi Equipments Ltd.
25. The students of II MBA (2020-22 Batch) participated in a one day Outbound Programme organised by Sky High Academy at The Nilgiri Biosphere Nature Park (NBNP), Anaikkatti on 20 - 22 October 2021.
26. Dr Savitha Nair, Associate Professor, along with 6 students attended the 'Mentor Mentee' Session by Mr Hemant Shah, Managing Director at CITYVIVA Beverages Pvt Ltd, & Director, Girnar Food & Beverages Pvt organized by TiE Coimbatore on 22<sup>nd</sup> October 2021.
27. Dr G Brindha, Assistant Professor, has acted as a resource person and delivered a session on 'Business Analytics for Management' at Sri G.V.G Visalakshi College for Women, Udumalpet, on 22<sup>nd</sup> October 2021.
28. The Right Brainer's interest group organised events on 'Resource hunt and Thinking hats' on 23<sup>rd</sup> October 2021.
29. As a part of the ED Cell activities, an ED Cell meeting was held with the II MBA ED Cell students on 23<sup>rd</sup> October 2021.
30. PSGRKCW has taken the Annual Institutional Membership of TiE, Coimbatore Chapter, on 25<sup>th</sup> October 2021.
31. Dr Savitha Nair, Associate Professor, and Ms R Sreeprabha, Assistant Professor, attended five-day AICTE Faculty Development Programme - SI UHV Online - "AICTE Incorporating Universal Human Values in Education (An AICTE Initiative)" held during 25 - 29 October 2021.
32. The inauguration of the MBA 2021 - 23 batch was held on 25<sup>th</sup> October 2021. Dr P Sadhasivam, Director, welcomed the gathering, Dr N Yesodha Devi, Secretary, PSGRKCW, delivered the inaugural address and Dr S Nirmala Principal, PSGRKCW delivered the special address. The Induction programme was organized during 25 - 27 October 2021. Sessions were organized to provide insights on various

aspects of GRGSMS - The Journey, Culture & Values of GRGSMS, Activity Based Learning, Curriculum & Syllabus, Industry Expectations, Student's Code of Conduct, SHREYAS, Placement, Entrepreneurial Thinking, Learning Resources, Alumnae Relations, Internationalization, Business Review and different Pedagogies adopted for Teaching.

33. Dr B Sripirabaa, Associate Professor, attended the Webinar on 'API: ACADEMIC LEVELING: Leadership and Workplace Readiness Skill Development' organized by Peregrine Global Services on 26<sup>th</sup> October 2021.
34. Dr Savitha Nair, Associate Professor, handled an online 'Mentoring Session' for the students of MLR Institute of Technology, Hyderabad, on 27<sup>th</sup> October 2021.
35. Dr B Sripirabaa, Associate Professor, Dr S Kavitha, Associate Professor and Dr R K Sudhamathi, Associate Professor, attended a three days Online National Faculty Development Programme on "Relevance of Outcome Based Education in Teaching, Learning and evaluation for social sciences" organized by Indian Institute of Management and Commerce, Hyderabad from 27 -29 October 2021.
36. Dr P Paramanandam, Professor, and Dr Savitha Nair, Associate Professor, attended a webinar on 'Normal Isn't Coming Back. What Can Educators and Students Do to Adapt in Our Ever-Changing Learning Environment?' organized by Harvard Business Publishing Education on 28<sup>th</sup> October 2021.
37. Dr G B Sabari Rajan, Associate Professor, attended interactive webinar on 'Derivatives and Risk Management' organized by McGraw Hill Education on 28<sup>th</sup> October 2021.
38. Ms P B Saranya, Assistant Professor, presented a paper entitled 'Spillover of Returns and asymmetric spillover of volatility between the volatility index and stock market returns' at the International Finance Conference organised by SDMIMD on 28 - 29 October 2021.
39. Dr P Sadhasivam, Director anchored a 'Coffee Table Chat' organised by CII Education Panel, Coimbatore, with Prof Ramasamy Subramanian, Director, Bindley Bioscience Centre, Purdue University, USA, on 29<sup>th</sup> October 2021.
40. Dr Savitha Nair, Associate Professor, along with 10 students attended the Impact Speaker Series Session on 'New Age Marketing' jointly organized by TiE Nagpur, Ahmedabad & Coimbatore on 29<sup>th</sup> October 2021.

41. Dr S Allimuthu, Associate Professor, attended a Faculty Development Programme on the topic 'How to Buy and Sell shares in Stock Exchange' organised by Hindustan college of arts and science in association with SEBI on 29<sup>th</sup> October 2021.
42. Dr R K Sudhamathi, Associate Professor, presented a paper titled 'Artificial Intelligence in Accounting Profession: A Way Forward' in the National e-Conference on 'Emerging Trends in Accounting' organised by GITAM - Hyderabad Business School on 29<sup>th</sup> October 2021.
43. Ms A S Lakshmi, Research scholar and Dr S Kavitha, Associate Professor, presented a paper titled 'The impact of cloud ERP on the perceived performance of SMEs in Coimbatore' in the one day National e-Conference organized by Hyderabad Business School, GITAM University, Telangana on 29<sup>th</sup> October 2021.
44. Dr P Paramanandam, Professor, attended a Doctoral Committee Meeting at Sri Ramakrishna College of Arts and Science, Coimbatore on the 29<sup>th</sup> October 2021.
45. Ms AnuSriram, Co-Founder and Joint Managing Director, Integra Software Services, Chennai, delivered a CXO talk on the topic 'Women in Entrepreneurship and Leadership - Challenges and Successes' on 29<sup>th</sup> October 2021.
46. Dr P Paramanandam, Professor, Dr B Sripirabaa, Associate Professor, Dr R InithaRina, Assistant Professor, and Dr G B SabariRajan, Associate Professor, attended the CII Education Panel 'Coffee Table Chat Series' on the topic 'Inculcating a Research Culture in a Higher Education Institution' with Dr Ramaswamy Subramanian, Director, Bindley Bioscience Center, Purdue University on 29<sup>th</sup> October 2021.
47. The Peer-Tutor interest group organised a session on Photography by Sneha RK, II MBA, on 30<sup>th</sup> October 2021.
48. Dr R Initha Rina, Assistant Professor, presented a 'Case Study on Young Digital Entrepreneurs' in the Management Case Conference 2021 held online by PSG Institute of Management, Coimbatore, on 30<sup>th</sup> October 2021.
49. As a part of the ED Cell activities, a programme titled 'In Conversation with the Budding Entrepreneurs of GRGSMS: An Experience Sharing Session' was held on 30<sup>th</sup> October 2021. Five student entrepreneurs of II MBA and their businesses were featured during the programme.

50. Dr S Kavitha, Associate Professor, published a research article titled 'Cyber Security Awareness among women users - An empirical study' in the ICI Indexed Journal Prerana, Vol 13, Issue 2, September 2021.
51. Dr P Sadhasivam, Director and Dr S Kavitha, Associate Professor, have taken up a market research consultancy on the readiness of consumers to accept VTFPL's business concept for Vridhi Techno Forms Private Limited, Coimbatore.
52. A Doctoral Committee (DC) Meeting was organised for the research scholar Ms M Uma Maheshwari doing her PhD under the guidance of Dr Vandana Madhavkumar, Associate Professor on 30<sup>th</sup> October 2021. The subject expert was Dr R Deepa, Associate Professor, Dept. of Management, PSGIM.
53. Dr Savitha Nair, Associate Professor, acted as the External Examiner for the adjudication of the PhD Thesis titled 'Purchase Intention of Deconstructed End-of-Lifecycle Fashion Products in an Online and Offline Retail Environment' of Ms V Nithya, Department of Management, Christ University.