



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

1. Dr S Kavitha, Associate Professor, handled sessions in the online International Seminar on 'Social Media Marketing' organized by CETYS University on 6<sup>th</sup>, 13<sup>th</sup>, and 20<sup>th</sup> November 2021. About 23 Students from the educational institutions located in Mexico, the UK, Peru, Argentina, Armenia, Georgia, and India have participated in the seminar. The 16 hours program was successfully completed on 20<sup>th</sup> November 2021.
2. Dr Vandana Madhavkumar handled a session 'Personality Development' on 10<sup>th</sup> November 2021 in the online Faculty Development Programme titled, 'Towards Professional Excellence' organised by PSG College of Arts and Science from 8 - 13 November 2021.
3. Dr S Allimuthu, Associate Professor, attended the Monday Musings organised by Coimbatore Management Association on 8<sup>th</sup> and 29<sup>th</sup> November 2021 on the topic 'The Art of Appreciation' and 'Business Ethics and Corporate Social Responsibility'.
4. Dr B Sripirabaa, Associate Professor, addressed the first year undergraduate students of Civil Engineering, Coimbatore Institute of Technology on the topic Mindfulness for Wellbeing on 10<sup>th</sup> November 2021.
5. A panel discussion on the topic: "Getting Ready for Future Hybrid Workplace", by Ms. R K Sonika (Class of 2016), Ms Sowmithya (Class of 2016), Ms M Vinutha-II MBA, and Ms S Janusruthee-I MBA was organised to celebrate National Education Day on 11<sup>th</sup> November 2021.

6. Business Review sessions were held for II MBA Section I students on 11<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> and 29<sup>th</sup> November 2021. During the sessions, discussions were held on the topics: (i) The impact of consumer behaviour in E-Commerce (ii) Data Analytics- The Secret behind a Growing E-Commerce Business (iii) Exit of Ford Motor Company in India (iv) The Phygital World- are we ready.
7. Business Review sessions were held for II MBA Section I students on 12<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> and 29<sup>th</sup> November 2021. During the sessions, discussions were held on the topics: (i) Workforce of the future (ii) AI emerges as new-age sporting tools (iii) How will Metaverse change the future of our world? (iv)Exit of top 5 auto companies from India.
8. The first Doctoral Committee meeting of Ms D Shanthini, PhD scholar, under the guidance of Dr Savitha Nair, Associate Professor, was conducted on 12<sup>th</sup>November 2021. The subject expert was Dr S Kavitha, Associate Professor, Department of Management, GRD Institute of Management, Coimbatore.
9. Dr P Sadhasivam, Director and Dr Savitha Nair, Associate Professor, attended the 'Leaders' Forum on Green Internationalization' organized by Nottingham Trent University online on 12<sup>th</sup>November 2021.
10. A Business Review session was held for I MBA Section I students on 12<sup>th</sup> November 2021 on the topic titled 'Facebook Transition to Meta'.
11. Dr P Sadhasivam, Director, Dr B Sripirabha, Associate Professor, Dr S Kavitha, Associate Professor, and Dr G B SabariRajan, Associate Professor, participated in the 5th edition of National Higher Education Conclave 2021 organized by CII on 12<sup>th</sup>November 2021 at Hotel Radisson Blu, Coimbatore, and 2<sup>nd</sup>day proceedings through virtual mode on 13<sup>th</sup>November 2021.

12. As a part of E Talk series, Ms Aysha Sanober, Managing Director, Ammara Exports, addressed the students virtually on the topic 'Being a Woman Entrepreneur: Overcoming the Challenges' on 13<sup>th</sup> November 2021.
13. Dr Vandana Madhavkumar handled sessions on 'Team Working' as part of the Management Development Programme for Executives (MDPX) for the executives of KOB Medical Textiles on 13<sup>th</sup> and 19<sup>th</sup> November 2021.
14. Health and Fitness Interest Group organised a session on 'ZUMBA DANCE' by MsKeerthana and Ms Karthika of PGDMFS on 13<sup>th</sup> November 2021.
15. Prof S Balasubramanian, Chief Mentor, Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, Dr S Kavitha, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, and Dr Savitha Nair, Associate Professor, participated in PSGRKCW meeting with the delegation of industry team led by Mr J A Chowdary on 15<sup>th</sup> November 2021.
16. The Personality Development Programme for I MBA students was conducted by Mr K KrishnaKumar and Ms M Mridula, Vertical Eye. The session was conducted in two batches, I MBA Section 1 on 15-19 November 2021 and I MBA Section 2 on 22-26 November 2021.
17. Dr Puteri FadzlineMuhamadTamyez, Associate Professor and Deputy Dean (Research and Postgraduate Studies), Faculty of Industrial Management, Universiti Malaysia Pahang handled an international guest lecture session on the topic 'Impact of Cross-Cultural Consumer Behaviour on Global Brands' as a part of the course 'Consumer Behaviour' on 16<sup>th</sup> November 2021.
18. Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, Dr S Kavitha, Associate Professor, Dr Vandana Madhavkumar, Associate Professor, and Dr Savitha Nair, Associate Professor, attended the Curriculum Design Hexathon conducted by Ms Usha Sripathineni, Co-founder, SOIL, Hyderabad, on 17<sup>th</sup> November 2021.

19. Nineteen students of II MBA joined the TiE University Internship Programme and attended the on-boarding meeting online with Mr Pradeep Yuvaraj, Global Lead-PR, TiE University Chair & TiE Women, Coimbatore, on 17<sup>th</sup> November 2021.
20. As a part of GRGSMS-UMP Global Classroom, Dr Savitha Nair, Associate Professor, handled a session on 'Designing and Implementing Innovation Strategies' to the second-year undergraduate students of Industrial Technology Management of Universiti Malaysia Pahang on 18<sup>th</sup> November 2021.
21. Dr B Sripirabaa, Associate Professor, handled sessions during the Refresher Course in Commerce & Management organized by the Human Resource Development Centre of Bharathiar University on Interpreting Results and Writing Inferences for Univariate analysis and Interpreting Results and Writing Inferences for Bivariate analysis on 19-20 November 2021.
22. Dr G B SabariRajan, Associate Professor, attended a webinar on the topic 'Crisis in World Financial Management: Implications for Growth for Indian Business' organized by ICFAI University, Hyderabad, on 19<sup>th</sup> November 2021.
23. A Business Review session was held for I MBA Section II students on 19<sup>th</sup> November 2021 on the topic 'The successful story of growth of Reliance Industries'.
24. Dr Savitha Nair, Associate Professor, was the resource person for the IIC (Institution's Innovation Council) programme at Sri Ramakrishna College of Arts and Science, and she addressed the MBA students on the topic 'How to Develop an Innovation Mindset' on 19<sup>th</sup> November 2021.
25. Dr R K Sudhamathi, Associate Professor, attended an online international Conference on 'Economics and Finance' organised by Rajagiri Business School, Kochi on 19 -20 November 2021 and presented paper on

‘Fintech as a Roadmap to Enhance Business Operations and Delivery of Financial Services’

26. Dr S Allimuthu, Associate Professor, attended 3 Day Hands-on Workshop on Applied Econometrics organised by the Department of Commerce and Management, Amrita School of Arts & Science, Kochi Campus on 22-24 November 2021.
27. The MIP Presentation for the III semester - II MBA (2020-22 batch) students was held on 22<sup>nd</sup> November 2021.
28. The first Doctoral Committee meeting of Ms V Sowmiya, PHD scholar under the guidance of Dr Savitha Nair, Associate Professor, was conducted on 23<sup>rd</sup> November 2021. The subject expert was Dr G Barani, Associate Professor, BSMED, Bharathiar University.
29. Dr P Sadhsivam, Director and Dr B Sripirabaa, Associate Professor, along with 29 students attended the Panel Discussion Role of Coimbatore and Surrounding Districts in Augmenting State’s Innovation Landscape at CODISSIA, on 23<sup>rd</sup> November 2021.
30. Dr B Sripirabaa, Associate Professor and 16 students of II MBA specializing in the elective Supply Chain Management attended the online guest lecture on Impact of Covid and Brexit on Global Supply Chains organized by Nottingham Business School, UK on 24<sup>th</sup> November 2021. Mr Rob Swann, Managing Director, Encompass- Group, addressed the students.
31. Dr P Paramanandam, Professor, attended the Board of Studies meeting of the Department of Psychology, PSGR Krishnammal College for Women on the 25<sup>th</sup> November 2021.
32. An International Guest Lecture was organized for the course, Business Plan Development, by Professor Ahmad Zakie Ahmad Shariff, Adjunct Professor,

Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, on the topic 'Preparing Effective Business Plans', on 25<sup>th</sup> November 2021.

33. The MIP Viva-Voce for the II MBA students was held on 25<sup>th</sup> November 2021. The panel of examiners comprised industry experts: Mr T S Thilak, DGM-HR, Larsen & Toubro Ltd, Coimbatore; Dr R Jayanthi, Assistant Manager-HR, Titan Paints & Chemicals Pvt Ltd. <s L Sheba, Manager - HR, Chandra Automobiles Pvt Ltd; Ms Bharathi, Zonal Training Manager, Tata AIG; Mr PrajoshBalakrishnan, VP ( Services), Covai Property Centre (India) Pvt Ltd; Mr B Karthikeyan, CFO, CSR, Ford Credit Global Business Centre, Coimbatore.
34. Dr Vandana Madhavkumar, Associate Professor and Ms R Sreeprabha R, Assistant Professor, presented a paper titled 'Impact of HR Values and Training and Development Practices on Organizational Performance of SMEs' in the International Conference on 'Emerging Approaches in Business Management Agile Interdisciplinary Practices' organised by SRM Institute of Science and Technology, Vadapalani , Chennai on 26<sup>th</sup> November 2021.
35. II MBA Students, Faculty members and the Director attended the TEDxPSGRKCW event organised and conducted on Saturday, 27<sup>th</sup> November 2021 from 3.00pm to 6.00pm and the venue was the 'Chandra Seminar Hall' on campus.
36. Dr G B SabariRajan, Associate Professor, attended an interactive webinar session on the topic 'Investing In India: New Investment Opportunities and Game Changers' organized by ICFAI Foundation for Higher Education on 26<sup>th</sup> November 2021.
37. Dr T Senthil Kumar, Universiti Malaysia Pahang handled sessions for MBA Plus Students on Analysis of Financial Statements and Cost Structure on 16<sup>th</sup> and 26<sup>th</sup> November 2021.

38. Ms M Reshma, full time Research Scholar submitted her thesis on 29<sup>th</sup> November 2021.
39. Ms S Tarunya Rajam, II MBA student got placed in Barclays India after the selection process and the final interview on 30<sup>th</sup> November 2021. Her role title is Graduate Analyst and the annual fixed compensation is INR 6,40,000 and the joining location will be Chennai.
40. Ms R Sreeprabha, Assistant Professor, completed the MOOC Course on the 'Organizational Analysis' offered by Stanford University through Coursera.
41. Dr B Sripirabaa, Associate Professor, as a part of industry connect with MM Gears Pvt Ltd and Gishnu Gears Pvt Ltd, Coimbatore prepared a Handbook for Employees.
42. II MBA and I MBA students attended all the Monday Musings organised by CMA during the month of November 2021.

#### Inclusions for the month of October 2021

1. Dr S Kavitha, Associate Professor has participated in the two-day virtual international conference on 'Transforming the Indian Higher Education System - Role of National Educational Policy - Challenges and Opportunities' organized by Internal Quality Assurance Cell, Christ Academy Institute of Advanced Studies, Bengaluru on 8-9 October 2021.
2. Dr S Kavitha, Associate Professor has secured first place in the EXTEMPORE test conducted in the three-day online National faculty development program 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.

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3. The research article presented by Ms AS Lakshmi, Research scholar of Dr S Kavitha, Associate Professor titled 'The impact of cloud ERP on the perceived performance of SMEs in Coimbatore' won the second Best Paper Award in the one day National e-Conference organized by Hyderabad Business School, GITAM University, Telangana on 29th October 2021.