



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF DECEMBER 2021

1. Business Review session was held for I MBA Section II students on 3rd, 14th, 17th and 24th December 2021. During the sessions, discussions were held on the topics: (i) Why does India struggle to battle hunger? (ii) The evolution of SpaceX (iii) Flying Car from Renault: The Future (iv) Is India ready to go Cashless.
2. I MBA students have taken up Peregrine In-bound assessment on 3rd December 2021.
3. Dr B Sripirabaa, Associate Professor, addressed the employees of Sri Ramkarthic Polymers P Ltd on 'Mindfulness for Wellbeing' during the valediction of their Quality month Celebrations on 4th December 2021.
4. 'SHREYAS' - Office Bearers election for I MBA and PGDMFS was held on 04th December 2021. The students listed below were elected as Office Bearers for the AY 2021-22:
 - J Praisy of I MBA- Vice President
 - Visalakshi Venkatachalam of I MBA -Executive Member I MBA - Sec 1
 - B Priya Dharshini of I MBA - Executive Member I MBA- Sec 2
 - K Priya of PGDMFS - Executive Member PGDMFS
5. The farewell for 2019-21 batch students was held on 4th December 2021.
6. Dr A Shanmugavasan, Managing Director - KOB Medical Textiles Pvt Ltd., Coimbatore, delivered a CXO talk on the topic - 'Swayam - Your Personal Brand Strategy' on 8th December, 2021.
7. Dr S Kavitha, Associate Professor, acted as a panel speaker for the workshop on 'Best Practices in US - India Higher Education Collaboration' organized by IC3 (International Career & College Counselling Movement) along with Prof Eddie West, ASST. Dean, International Strategy and Programme, SDSU, on 8th December 2021.

8. Dr P Sadhasivam, Director, attended a virtual meeting on research collaboration, with Dr Kilian Bernadeta, Deputy VC in charge of research, and Dr Nelson Boniface, Professor, and Ms Lulu Tunu Kaya of UDSM.
9. Ms R Sona, Assistant Professor, presented a paper titled 'Knowledge Hiding Behaviour, Role Stress and moderating effect of Affective Commitment: An empirical analysis' at the International Conference MINANSA 2021, organised by Sri Balaji University, Pune, on 8-9 December 2021.
10. Dr S Allimuthu, Associate Professor, along with Ms P Nivethitha and Ms U Bhuvaneshwari of II MBA, attended the TiE Coimbatore Chapter's programme on 'How to leverage the power of the World's Largest Entrepreneurial Network- TiE' by Mr AGK Karunakaran, President TiE Silicon Valley and President and CEO, Multicore Ware, held at 9th December 2021.
11. Ms PB Saranya, Assistant Professor, addressed the students of Faculty of Industrial Management on the topic 'Evolution and Opportunities in the post pandemic economy' on 9th December 2021.
12. An Entrepreneurship Awareness Programme was conducted for the I MBA and PGDMFS students on 10th December 2021. Dr P Sadhasivam, Director, inaugurated the programme and spoke on the significance of entrepreneurship. Mr Vasukumar Nair, Startup Coach, Founder & CEO, Vridhi Techno Farms Pvt Ltd, addressed the students on the topic 'How to spot opportunities?'; Ms Ranjana Singhal, Managing Partner, That's Why Food, On the Go; Managing Director, Café Totaram Pvt Ltd; and President- TiE, Coimbatore, spoke on 'My Entrepreneurship Journey'; Dr Savitha Nair, Associate Professor, handled a session on 'Entrepreneurial Mindset and Competencies' and Dr R Initha Rina, Assistant Professor, handled a session on 'Venture Creation Process'. The session was attended by 125 students.
13. Dr Savitha Nair, Associate Professor, and 10 students from ED Cell, attended the Knowledge Sharing Series - 'Cloud Kitchen', organized by TiE, Coimbatore Chapter, on 10th December 2021.
14. Dr P Sadhasivam, Director, addressed the students of Faculty of Industrial Management, UMP, Malaysia, on the topic 'Tapping into Global Markets' on 10th December 2021.

15. Dr P Sadhasivam, Director, Dr B Sripirabaa, Associate Professor, Dr Savitha Nair, Associate Professor, Dr S Kavitha, Associate Professor, Dr P Paramanandam, Professor, and Dr G B Sabari Rajan, Associate Professor, had a meeting with Mr Srikanth Talluri and Ms Usha Sripathineni, SOIL, Hyderabad, on 13th December 2021.
16. Business Review sessions were held for I MBA Section I students on 13th, 16th and 24th December 2021. During the sessions, discussions were held on the topics: (i) Impact of Industry 4.0 on Businesses (ii) Information Technology in Health Care Sector (iii) Stablecoins: The Future of Money.
17. Dr S Allimuthu, Associate Professor, visited Propel Industries and Oriental Plants and Equipment Limited on 15th December 2021 organised by Coimbatore Management Association.
18. Dr P Paramanandam, Professor, attended a webinar on 'Sustainable Digital Transformation in Higher Education' organised by Collegedunia on 15th December 2021.
19. Ms R Sona, Assistant Professor, presented Internal Faculty Seminar on the topic 'Knowledge Hiding Behaviour and Intrapreneurial Behaviour among Management Students- An empirical Analysis' on 15th December 2021.
20. Ms V Sowmiya, PhD Research Scholar, under the guidance of Dr Savitha Nair, Associate Professor, received the ICSSR Full-Term Doctoral Fellowship for Rs 5.20 Lakhs on 16th December 2021.
21. Dr Vandana Madhavkumar, Associate Professor, handled an online session on 'Assertiveness: the key to good Interpersonal skills' for the students of the Department of Civil Engineering, Hindusthan College of Engineering and Technology on 16th December 2021.
22. The second Doctoral Committee Meeting of Ms Ponnala Harshavardhini, PhD Research Scholar, under the guidance of Dr Savitha Nair, Associate Professor, was held on 17th December 2021. Dr V Kaarthikheyan, Assistant Professor, KCT Business School, was the VC's Nominee.
23. Dr Savitha Nair, Associate Professor, handled an Orientation Programme for the BBA students on the topic 'The Scope and Relevance of Management Education, organized by the Department of Management Studies, Payyanur College, Payyanur, Kerala, on 17th December 2021.

24. Dr R K Sudhamathi, Associate Professor, attended a session on 'Future of Learning Practices in Gig Economy' organised by Confederation of Indian Industry on 17th December 2021. Mr RajagopalanPurushothaman, Head-Learning and Digital, Jiomart Digital addressed the forum.
25. Dr G B Sabari Rajan, Associate Professor, acted as the resource person for the webinar organized by PSG College of Arts and Science, Institutional Innovation Council on the topic 'Entrepreneurial Finance' on 17th December 2021.
26. The Health and Fitness Interest Group organised 'Obstacle Race and Throw ball Tournament' on 18th December 2021.
27. Dr G B Sabari Rajan, Associate Professor, represented PSGR Krishnammal College for Women for the Study in India (SII) education fair held at Kathmandu, Nepal during 19-20 December 2021.
28. The students of ED Cell attended the Impact Speaker Series Session on 'Leadership Mastery' by Ms MansiYogeshThakkar, Director, Training & development, Windplus Pvt Ltd, organized by TiE Coimbatore Chapter on 20th December 2021.
29. Ms S RDeepika, PhD Research Scholar, under the supervision of Dr R K Sudhamathi, Associate Professor, successfully defended her thesis at the public Viva Voce examination held on 21st December 2021. The external examiner was Dr S Kumar Chandar, Associate Professor, School of Business and Management, CHRIST Deemed to be University, Bangalore.
30. The SSP (Social Service Programme) Presentation for the II MBA (Batch 2020-22) students was held on 20th December 2021.
31. 19 students of MBA 2021-23 batch have been shortlisted for MBAPLUS and sessions commenced on 20th December 2021.
32. Dr S Allimuthu, Associate Professor, attended the Monday Musings organised by Coimbatore Management Association on 20th and 27th December 2021.
33. Dr Savitha Nair, Associate Professor, and Ms NA PonnilarHarshavardhini, PhD Research Scholar, presented a paper on 'Impact of eWOM on Perceived Usefulness: A Study in the context of International Tourism' during the 15th Great Lakes NASMEI International Marketing Conference held on 21st December 2021.

34. Dr B Sripirabaa, Associate Professor, was invited as the interview committee member for PhD admissions in Commerce and Management disciplines of Kumaraguru College of Liberal Arts and Science on 22nd December 2021.
35. Dr S Kavitha, Associate Professor, acted as a university nominee for the Board of Studies meeting conducted by Department of Business Administration, RVS College of Arts and Science on 22nd December 2021.
36. 19 students attended a campus placement drive conducted by HirePro for CareerNet at GRD Academy of Management on 22nd December 2021. 8 students (KaushikaBaskaran, A C Athithiya, G Keerthana, P Rekha, S K Hema, K G Saumya, S Bhavatharani and B S Abbiramy) were selected.
37. Dr P Sadhasivam, Director attended the Awards Committee meeting of CMA for the National Management Day 2022, on 23rd December 2021
38. Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, Dr N Priyadharsini, Assistant Professor, Dept of Physics, and Dr D Vijayalakshmi, Assistant Professor, Dept of Commerce, evaluated the business ideas of 4 student entrepreneurs - Ms M Ovieya, Ms A Glouria, Ms U Bhuvaneswari, and Ms Maria Anne Aishwarya Singh S, of II MBA, for the purpose of incubation on 23rd December 2021.
39. Mr Karthik Kalaiarasu, Inventory Manager-Books Category, Amazon India addressed the students of II MBA specializing in the elective Supply Chain Management on the topic 'Supply Chain Management at Aditya Birla Fashions and Amazon' on 23rd December 2021.
40. The following faculty members and PhD scholars presented their paper at the in the National Conference on 'Metamorphosis of Modern Management and Research' organized by the School of Management Studies, Bannari Amman Institute of Technology, on 29th December 2021.
- a. Ms PonnilarHarshavardhini, PhD Research Scholar, and Dr Savitha Nair, Associate Professor, presented a paper titled 'Impact of eWOM Source Characteristics on its Perceived Usefulness in Travel -related Decision Making'.
 - b. Ms V Sowmiya, PhD Research Scholar, and Dr Savitha Nair, Associate Professor, presented a paper titled 'Digital Marketing Adoption among MSMEs Pre and Post Covid-19'.

- c. Ms R Sreeprabha, Assistant Professor and Dr Vandana Madhavkumar, Associate Professor presented a paper titled 'A study examining the impact of knowledge management practices on employer brand image'.
 - d. Ms P Revathi, PhD Research Scholar and Dr R K Sudhamathi, Associate Professor, presented paper on 'Credit Risk- Return Puzzle Evidence from Indian Stock Market'.
 - e. Ms M Reshma, Research Associate and Dr B Sripirabaa, Associate Professor, presented a paper titled 'The influence of Entrepreneurial competencies and Emotional intelligence on Firm performance - a study among the women entrepreneurs of Tamilnadu'.
 - f. Ms P B Saranya, Assistant Professor, presented a paper titled 'Modelling of Silver Prices - Forecasting using ARIMA'.
 - g. Ms AS Lakshmi and Dr S Kavitha, Associate Professor presented a paper titled "A Study on the User Satisfaction of Cloud ERP Among MSMEs in Coimbatore"
41. Dr S Kavitha, Associate Professor, attended the 3-day online workshop on 'AICTE Examination Reforms' organized by All India Council for Technical Education (AICTE) and NITTTR Bhopal from 27-29 December 2021.
42. The following faculty members presented their paper at the ISDSI-Global International conference on leading business in a FLUID world organised by IIM - Nagpur on 27-30 December 2021.
- a. Dr R Initha Rina, Assistant Professor, presented a paper titled 'Is connecting the world through smartphone, an assistance or interference at workplace'.
 - b. Dr Vandana Madhavkumar, Associate Professor and Ms R Sreeprabha, Assistant Professor presented a paper titled 'Training and Development practices of organizations in Coimbatore'.
 - c. Dr R K Sudhamathi, Associate Professor, presented paper on 'Predicting crypto currency movements using ARIMA Modelling'.
 - d. Dr G Brindha, Assistant Professor, presented a paper titled 'What are the drivers, barriers and benefits that connect the small champions of business to Social Responsibility'.

- e. Ms P B Saranya, Assistant Professor, presented a paper titled 'Modelling the volatility of Bitcoin using GARCH Models'.
43. Dr Savitha Nair, Associate Professor, and Ms Ponnilar Harshavardhini, PhD Research Scholar, published a paper titled 'Impact of eWOM Adoption on Intention to Travel: A Review of Literature in the context of International Tourism' in 'Empirical Economic Letters' (an ABDC Journal) Special Issue on 'Global Perspectives on Business, Economy and Society', Volume 20, Issue 4, August 2021 (ISSN: 1681 8997)
44. Dr Savitha Nair, Associate Professor, and Ms D Shanthini, PhD Research Scholar, published a paper titled 'Talent Retention Strategies towards the Organizational Effectiveness: A Literature Review' in 'Empirical Economic Letters' (an ABDC Journal) Special Issue on 'Global Perspectives on Business, Economy and Society', Volume 20, Issue 4, August 2021 (ISSN: 1681 8997)
45. Dr R K Sudhamathi, Associate Professor, and Ms S R Deepika, PhD Research Scholar, published a research article titled 'A Study on the Factors that Influence Trading Success among Individual Equity Derivative Traders in Bengaluru City' in Ushus - Journal of Business Management, 2021, Volume 20, Issue 3, (ISSN 0975-3311)
46. Dr P Paramanandam, Professor, has successfully completed a MOOC course on 'Negotiation Skills' offered by Globsyn Business School, Kolkata.
47. Dr S Kavitha, Associate Professor, has successfully completed the Facebook Marketing Course offered by Coursera Project Network.
48. Dr G Brindha, Assistant Professor, published a paper titled 'Study on the Effect of Covid-19 on The Indian Economy (The Rate of Exchange)' in 'Natural Volatiles & Essential Oils' (Scopus indexed journal).
49. Students of I MBA and II MBA attended all the Monday musings organised by Coimbatore Management Organisation during the month of December 2021.

Inclusions for the November 2021:

1. The first Doctoral Committee meeting of Ms R Sreeprabha, PhD Research scholar under the guidance of Dr Vandana Madhavkumar, Associate Professor, was conducted on 2nd November 2021. The subject expert was Dr N Ramkumar, Assistant Professor, PSGIM, Coimbatore.

2. Dr Vandana Madhvkumar Presented a paper titled, 'Human Resource Management Practices as Determinants of Organizational Performance ICEABM-2021 International Conference on Emerging Approaches in Business Management 'Agile Interdisciplinary Practices' on 26th November 2021.

Inclusions for the October 2021:

1. Dr G Brindha, Assistant Professor, participated in the Capacity Building Programme on 'Community Based Participatory Research: A Trans Disciplinary Approach' organised by PKR Arts College for Women on 26th October 2021.