



## NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JANUARY 2022

1. Dr P Sadhasivam, Director, Dr Savitha Nair, Associate Professor, Dr N Priyadharsini, Assistant Professor, Department of Physics, and Dr D Vijayalakshmi, Assistant Professor, Department of Commerce, PSGRKCW, evaluated the business ideas of 3 student entrepreneurs - Ms S Ezhil Oviya, II M Com, Ms S Vishalini, II M Com and Ms R Abinaya, I BSc Physics, for the purpose of incubation on 3<sup>rd</sup> January 2022.
2. Dr G Brindha, Assistant Professor, attended a five days Faculty Development Programme on 'Incorporating Universal Human Values in Education' organized by AICTE from 3-7 January 2022.
3. Dr Vandana Madhavkumar, Associate Professor, acted as the resource person for a session on 'Assertiveness: the key to good interpersonal skills' for the students of Hindusthan College of Engineering and Technology (HICET) organised as part of the orientation programme of Skill and Personality Development Center for SC/ST Students (SPDC Cell) at HICET on 5<sup>th</sup> January 2022.
4. Dr G B Sabari Rajan, Associate Professor, attended an online webinar on 'Supply Chain Management & Systems' organised by School of Management Studies, University of Hyderabad, in association with Oracle Cloud Team, USA from 5-9 January 2022.
5. The second Doctoral Committee meeting for part time research scholar Ms S Sharmila of Dr B Sripirabaa was conducted on 6<sup>th</sup> January 2022.
6. Dr G B Sabari Rajan, Associate Professor, attended Board of Studies (BOS) meeting for Management studies, CIMAT (Coimbatore Institute of Management and Technology as a subject expert on 7<sup>th</sup> January 2022.
7. Dr Savitha Nair, Associate Professor, acted as the Moderator of the Paper Presentation Session held as a part of the National Conference on 'Innovation, Digitalization & Indigenization - A Way Forward for Business and Economic Recovery in the Post Pandemic Era' organized by the BBA department of PSGRKCW on 8<sup>th</sup> January 2022.
8. Dr P Sadhasivam, Director anchored the event, Brands of Kongu Region 2021-22 and Dr Vandana Madhavkumar, Associate Professor along with I MBA students attended, organized by Coimbatore Management Association on 08<sup>th</sup> January 2022.

9. Dr R Initha Rina, Assistant Professor, presented a paper titled 'An Empirical Study on Smartphone Intrusion and its Impact on the Productivity of IT Employees in India' in the Seventh Biennial Conference of the Indian Academy of Management organised by Indian Institute of Management, Rohtak, on 9<sup>th</sup> January 2022.
10. Urjith, the annual Management Meet of GRGSMS was held virtually during 10-11 January 2022. 946 students of 190 prestigious institutions like IIMs, IITs and other premier institutions from 22 states all over India registered and participated actively. Mr M Srinivasan, Director - HR & Administration, Velan Valves India Private Limited was the Chief Guest for the Inaugural function and the function was streamed live through YouTube on 10<sup>th</sup> January 2022. After the inaugural function, URJITH 2022 virtually featured the prestigious Chandrakanthi Memorial Young Business Leader Contest and Digi Peddle Contest, Think HR Contest, Business Quiz for PG students, Digital Poster Contest for UG students and Stock War Contest for both PG and UG through zoom platform. GRGSMS Best Management Team Contest and Paper Presentation Contest for PG students, The Social Innovators Contest, and Photography Contest for both PG and UG students were held on 11<sup>th</sup> January 2022. During the Valediction at 03.00 pm, Dr S Nirmala, Principal, PSGR Krishnammal College for Women delivered the valedictory address. The Faculty Coordinators announced the winners of the respective contest that was live streamed through YouTube.
11. Dr G B Sabari Rajan, Associate Professor, attended online special lecture series organized by ICFAI Foundation for Higher education on the topic 'Reflections on Financial Management' by Dr Prasanna Chandra, Director, Centre for Financial Management on 12<sup>th</sup> January 2022.
12. Ms Sheela Kochouseph, Chairperson and Managing Director, V-Star Creations, Ernakulam, Kerala, delivered a CXO talk on the topic - 'How to turn your hobby into a successful business' on 12<sup>th</sup> January 2022.
13. The selection of I Year ED Cell Coordinators by Dr Savitha Nair, Associate Professor, and Dr S Allimuthu, Associate Professor, was held on 13<sup>th</sup> January 2022. The following students have been selected as the coordinators for the academic year 2021-22:

I MBA Section I

ED Cell Coordinator - Ms G Sreenithi

Assistant Coordinator - Ms B Snekhya

I MBA Section II

ED Cell Coordinator - Ms R S Varsha

Assistant Coordinator - Ms R Mithraadevi

PGDMFS

ED Cell Coordinator - Ms K Rajeswari

14. Dr S Kavitha, Associate Professor, attended a webinar on 'Covid'19 Pandemic and its Global consequences on health and education' organized by O.P Jindal Global University along with Coursera on 19<sup>th</sup> January 2022.
15. Dr P Paramanandam, Professor, attended a webinar organised by Harvard Business Publishing on 'Giving Students Real-World Experience Through Simulations: Road-Tested Lessons and Advice' on 20<sup>th</sup> January 2022.
16. Ms P Abirami Dhevi of II MBA has been selected for the position of Relationship Manager by UTI mutual Fund on 20<sup>th</sup> January 2022 after a written test and interview.
17. Dr S Kavitha, Associate Professor, attended the Higher Education Dialogue on 'Revisiting Higher Education in India: Global, Local and Digital Imperatives' organized by Indian School of Business in partnership with NITI Aayog on 20<sup>th</sup> and 27<sup>th</sup> January 2022.
18. Business Review sessions were held for I MBA Section II students on 20<sup>th</sup>, 22<sup>nd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 27<sup>th</sup>, 29<sup>th</sup> and 31<sup>st</sup> January 2022. During the sessions, discussions were held on the topics: (i) Why Ford Is Leaving India? (ii) 5G Rollout in India (iii) Success story of Haldiram (iv) The Rebirth of Cafe Coffee Day-The Women Behind the Success Story (v) Zomato - The food aggregator's speculative strategy (vi) Apple: The world's first three trillion dollar company (vii) The Future of Sports Currency.
19. Business Review sessions were held for I MBA Section I students on 20<sup>th</sup>, 22<sup>nd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup> and 31<sup>st</sup> January 2022. During the sessions, discussions were held on the topics: (i) Amazon Go: How Does the Cashier Less Store Work? (ii) Tesla's Approach to Innovation (iii) The Integration of Block chain and IoT for Smart Urban Transportation (iv) Jio's Game Changing Competitive Strategies to become a Telecom Giant (v) IBM: Block chain Technology in Vaccine Manufacturing and Tracking (vi) Navigating Cyber security Risk in International Trade (vii) The Role of Emotions in B2B Technology Marketing.
20. Dr S Kavitha, Associate Professor, attended Phase I of the Vasudhaiva Kutumbakam - Education Summit 2022 - on National Education Policy 2020 (NEP 2020) and Digital Transformation and Holistic Learning (DTHL) organized from 20-22 January 2022 on Knowledge L'avenir-Virtual Platform.

21. Dr P Sadhasivam, director and Dr Vandana Madhavkumar, Associate Professor, attended CMA's virtual 5th MC meeting on 21<sup>st</sup> January 2022.
22. The PhD review meeting of Ms Kavitha Thangaraj part time research scholar of Dr B Sripirabaa was held on 22<sup>nd</sup> January 2022.
23. The PhD review meeting of Mr Jothiramalingam part time research scholar of Dr B Sripirabaa was held on 24<sup>th</sup> January 2022.
24. Dr S Kavitha, Associate Professor, attended the Digital Marketing Master Class and Business Analytics Master Class Sessions organized as a part of World Education Day Fair 2022 by Internshala Trainings on 24<sup>th</sup> January 2022.
25. Ten students of ED Cell attended the Mentor Mentee session by Mr Aravind Solamalai Pitchai, Executive Director- Solamalai Group, organized by the TiE Coimbatore on 24<sup>th</sup> January 2022.
26. Dr S Allimuthu, Associate Professor, attended Monday Musings organised by Coimbatore Management Association on the topic 'Food, Lifestyle & Present Times' on 24<sup>th</sup> January 2022.
27. Dr P Paramanandam, Professor, acted as the External Examiner for the PhD online viva-voce examination of a scholar at M R Government Arts College, Mannargudi on 25<sup>th</sup> January 2022.
28. Dr S Kavitha, Associate Professor, delivered a session on 'ACBSP - International Accreditation Orientation' to the faculty members of Department of Management Studies, Karunya Institute of Technology and Sciences on 25<sup>th</sup> January 2022.
29. Dr G B Sabari Rajan, Associate Professor, attended Higher Education Dialogue, organized by Indian School of Business, Hyderabad on the topic 'Connecting Campuses to Entrepreneurship' on 27<sup>th</sup> January 2022.
30. Dr P Paramanandam, Professor, attended a webinar on Intellectual Property Rights organised by IIT Kottayam under National Intellectual Property Awareness Mission (NIPAM) in collaboration with IPRICK - KSCSTE on 27<sup>th</sup> January 2022.
31. Ms P B Saranya, Assistant Professor, participated and presented a paper titled 'Modelling the volatility spillover between the crypto market and the Indian stock market at the Business Management and Analytics' at the national conference organised by National Institute of Technology, Trichy during 28 - 29 January 2022.
32. Dr P Sadhasivam, Director attended the online 'Zonal Council Planning Meeting of CII', Coimbatore as a co-convenor of 'Education Panel' on 29<sup>th</sup> January 2022
33. Dr S Allimuthu, Associate Professor, attended a session on 'Challenges and Opportunities in Today's Family Business' organised by Kumaraguru College of Liberal Arts and Science, Coimbatore on 29<sup>th</sup> January 2022.

34. Ms M Ovieya, II MBA, won third prize and a cash award of Rs 7000 in the Global Student Entrepreneur Award (GSEA) organized by the Entrepreneurs' Organization (EO) Coimbatore Chapter on 29<sup>th</sup> January 2022.
35. Ms Uma Rajan, Founder and Partner, Autoplant System India Pvt Ltd, Mumbai delivered an E Talk on the topic 'My Entrepreneurial Journey: An Interactive Session', on 31<sup>st</sup> January 2022.
36. Dr G B Sabari Rajan, Associate Professor, nominated as a Faculty in charge of international admissions for various courses offered by PSGR College for Women also initiated MOU with Kathmandu Maxway International, Kathmandu.
37. Ms R Sreeprabha, Assistant Professor, has completed the MOOC course on the topic 'Design Thinking for Innovation' offered by University of Virginia - Darden School of Business through Coursera.
38. Dr G Brindha, Assistant Professor, completed a course on 'Introduction to Data Analytics for Business' offered by University of Colorado Boulder through Coursera.
39. Students of I MBA and II MBA attended all the Monday Musings organised by Coimbatore Management Organisation during the month of January 2022.

**Inclusion for the month of December 2021:**

1. The Annual General Body of the Management Alumni Association of GRG Institutions, Coimbatore was held on 17<sup>th</sup> December 2021.