



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF APRIL 2022

1. Business Review sessions were held for I MBA Section 1 students on 1st, 9th, and 19th April 2022. During the sessions, discussions were held on the topics: (i) Agriculture 4.0: The Future of Farming, (ii) Non-Fungible Tokens, and (iii) Packing Innovations in Cosmetic Industry.
2. Business Review sessions were held for I MBA Section II students on 1st, 11th, 18th, 22nd, 27th, 29th April 2022. During the sessions, discussions were held on the topics: (i) Social impact investments on a rise in India, (ii) Impact of crypto currency on economy, (iii) Sri Lanka's economic crisis, (iv) Food robotics in the food industry, (v) Entrepreneurship gaining traction among young graduates, (vi) Agriculture 4.0.
3. Dr P Sadhasivam, Director, visited and handled session for Nottingham Business School, Nottingham, UK, for the students, as part of their event, 'Global Responsibility Week', on the topic 'Responsible Consumption' from April 5th to 8th 2022.
4. Dr P Sadhasivam had a meeting with Ms Vidhi Sahae, Senior Global Partnership Manager and Dr Clare Newstead, Associate Director, Nottingham Trent University, on 6th April 2022. Had discussion with Dr Stephen Williams, Director, NTU Global, on 11th April 2022.
5. I MBA Students attended a training session on CMIE (Centre for Monitoring Indian Economy) organised by Mrs Sangeetha, Librarian, GRG School of Management Studies on 8th April 2022.
6. As a part of ED Cell activities, Mr Ramesh Chandran, Founder & Director, Bio Basics, addressed the ED Cell students on the topic 'Building Sustainable Social Enterprises' on 9th April 2022.
7. Business Review session was held for II MBA Section 1 students on 9th April 2022. During the session, discussion was held on the topic 'Corporate Restructuring at TCS'.

8. The Technology interest group organised a tech contest 'Digi-Hunt' on 9th April 2022.
9. Business Review session was held for II MBA Section 2 students on 9th, and 18th April 2022. During the sessions, discussions were held on the topics (i) Marketing 4.0 - The Next Generation Marketing, and (ii) 'How working with competitors made Jio a telecom giant'.
10. Mrs R Sona, Assistant Professor, and Dr G Brindha, Assistant Professor, visited a tribal village at K G Chavadi, Coimbatore for a survey as the part of community oriented program on 10th April 2022.
11. Dr G Brindha, Assistant Professor, attended a Boot Camp on 'Business Analytics using Power BI' organised by ELGI Equipments Limited on 11th April 2022.
12. Dr S Kavitha, Associate Professor, attended two days online faculty development programme on 'Plagiarism in Academic Research & Author Identifiers' organized by IQAC of Indian Institute of Management and Commerce on 11-12 April 2022.
13. The members of SHREYAS organized the 'ETHNIC DAY' on 13th April 2022 to showcase student's talent.
14. Dr S Kavitha, Associate Professor, attended API4: AOL Assessment Solutions - Direct and Indirect Measures of Learning online webinar organized by Peregrine Global Services along with SEAA Trust on 13th April 2022.
15. Dr RK Sudhamathi, Associate Professor, attended Peregrine webinar on 'AOL Assessment Solutions - Direct and Indirect Measures of Learning' on 13 - 14 April 2022.
16. Dr P Paramanandam, Professor, attended a webinar organised by New Delhi Institute of Management (NDIM) on 'Empower Yourself for Future Success' on 16th April 2022.
17. The first Doctoral Committee meeting of Ms R Santiago Antony Selvi, PHD scholar under the guidance of Dr Vandana Madhavkumar, Associate Professor, was conducted on 19th April 2022. The subject expert was Dr M Deepa, Assistant Professor Senior Grade, KCT Business School, Coimbatore.
18. An educational tour to Delhi-Kulu Manali was organised for II MBA students during 19-28 April 2022. The students attended a session organised by AIMA

on 25th April 2022 as the part the program. Dr S Allimuthu, Associate Professor, Mrs R Sona, Assistant Professor, and Dr G Brindha, Assistant Professor accompanied the students.

19. Ms M Reshma, Assistant Professor, and Dr Sripirabaa, Associate Professor, presented a paper titled 'Examining the influence of Firm performance on the Entrepreneurial Life Satisfaction of Women Entrepreneurs- The positive implications of having entrepreneurial fathers' in the International Conference, 'Business Renaissance - The Era Of Digital Cure' organized by PG and Research Department of Commerce, Ethiraj College for Women, Chennai on 20-21 April 2022.
20. Dr S Kavitha, Associate Professor, attended a two days virtual boot camp on 'Marketing 5.0 - Leveraging Technology for Success' organized by KCT Business School, Coimbatore on 22-23 April 2022.
21. Mr Sakthivel Rajasekar, Director HR, Cognizant Technology Solutions, Coimbatore delivered a CXO talk on the topic 'Industry expectations from an MBA graduate' on 23rd April 2022.
22. I MBA Students visited Santhosh farms, Pollachi for an Eco-Tour as part of the Multidisciplinary Course Environmentology on 23rd April 2022.
23. Dr S Kavitha, Associate Professor, delivered an online session on 'Business Model Canvas' to the MBA Students of Sri Ramakrishna College of Arts and Science, Coimbatore on 27th April 2022.
24. Dr Savitha Nair, Associate Professor, handled a Global Classroom Session on '4 Ps of Innovation and SCAMPER' for the students of Faculty of Industrial Management, Universiti Malaysia Pahang, Malaysia, on 28th April 2022.
25. ISO Surveillance Re Certification Audit was held on 28th April 2022. MBA Programme came into ISO Certification Audit for the first time and successfully executed.
26. Dr RK Sudhamathi, Associate Professor, published research article titled 'Predicting crypto currency movement using ARIMA Modelling', in the Asian Journal of Research in Social Sciences and Humanities ISSN: 2249-7315) Vol. 12, Issue 4, pp 26-33, during April 2022. DOI: 10.5958/2249-7315.2022.00141.1.

27.12 students of ED Cell attended the Mentor Mentee Session by Mr Mahalingam Ramasamy, Managing Director, Netcon Technologies India Pvt Ltd, organized by TiE Coimbatore Chapter on 29th April 2022.

28. The Meeting of Board of Studies was held on 30th April 2022 at 11.00 am for MBA and PGDMFS Programmes at Multimedia Hall in GRGSMS.

Inclusion for the month of March 2022

1. Ms N A Ponnala Harshavardhini, Research Scholar, under the guidance of Dr Savitha Nair, Associate Professor, submitted her PhD Synopsis to Bharathiar University on 1st March 2022.