



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JULY 2022

1. Dr. G. Brindha, Assistant Professor, acted as a Doctoral Committee member for the first DC Meeting organized by Sri Krishna Arts and Science College, Coimbatore on 6th July 2022.
2. Dr S Kavitha, Associate Professor along with Ms PB Saranya, Assistant Professor attended an orientation session on NBA (National Board of Accreditation) with Prof P Jeeva Kalayana Sundaram, Administrative Officer and Dr PS Mayurappriyan, Professor, Kumaraguru College of Technology, Coimbatore on 8th July 2022.
3. Dr P Sadhasivam, Director, attended the Managing Committee of the Coimbatore Management Association on 8th July 2022.
4. Dr S Kavitha, Associate Professor attended a webinar on “Amul: The Story of 3.6 million Entrepreneurs” organized by New Delhi Institute of Management on 9th July 2022.
5. Dr. Savitha Nair, Dean, Dr. Vandana Madhavkumar, Associate Professor and Dr. S. Allimuthu, Associate Professor attended a one day conclave on Green Entrepreneurship “Green Con’22” organised by TiE Coimbatore on 9th July 2022.
6. GRGSMS hosted the Monday Musings "Self-Analysis", an interactive session with Ms. N. Sathya Priya, Yoga Practitioner and Counsellor, Founder Director - Dhruva Fitness Centre, Salem, organised by Coimbatore Management Association (CMA) on 11th July 2022. Ms. R. Sreeprabha, Assistant Professor was the moderator for the session.

7. Ms Deepika P, Ms. Sandhya S R, Ms. Sreenithi G (3 Students) of I MBA joined for internship programme at Financial Wellness from 14th July 2022 for a period of one month.
8. The faculty annual performance appraisal was conducted on 14th July 2022 by the external industry expert, Dr Y E Sridhar, Chairman (Cognizant Technology Solutions) and Dr. Suresh Kumar, Academic expert.
9. GRGSMS, in association with Nottingham Business School (NBS), Nottingham Trent University, United Kingdom organized a Knowledge Dissemination Seminar on 15th July 2022 on the theme “Value Creation from Waste Plastic : Sustainable Future” . The session was preceded by Dr. P. Sadhasivam, Director and Dr. Savitha Nair, Dean, followed by a presentation on learning’s delivered by Dr. S. Allimuthu, Associate Professor and Ms. R. Sreeprabha, Assistant Professor. The seminar featured eminent speakers representing the industry and the academia - Dr Usha Ramanathan, Professor, Nottingham Business School, Nottingham Trent University, UK ; Mr. Suresh Bhandari, Waste Management Expert & Founder, Unwaste Network, Coimbatore ; Mr. M. Karthikeyan, Assistant Manager - Marketing, Coimbatore Integrated Waste Management Company Pvt Ltd; Mr C Prashanth, Director, Planethuggs Pvt Ltd, Coimbatore. The seminar was attended by 75 participants from various industry verticals, students, professionals and the general public.
10. As a part of research project with Nottingham Trent University on the topic “Value Creation from Plastic waste”, Dr. Usha Ramanathan, Professor, Nottingham Business School, Nottingham Trent University, UK , Dr. Savitha Nair, Dean and Dr. S. Allimuthu, Associate Professor visited Planethuggs Pvt Ltd, Kurudampalayam, Coimbatore on 16th July 2022.
11. As a part of study abroad program, 5 students of II MBA attended 2 weeks Global Summer School courses on 'Photography & Heritage' & ' Design & Innovation in Business' at Nottingham Trent University from 18th July to 29th July 2022. The course included academic and non-academic activities like drums session, culture sharing and Employability through GSS

certification. During the return from UK, students visited London for 3 days. Dr. G. Brindha, Assistant Professor, accompanied the students.

12. Dr S Kavitha, Associate Professor attended a webinar on “Education 5.0 - Scaling up the value chain, Transforming from Education 4.0 to 5.0” organized by ASSOCHAM on 20th July 2022.
13. Dr S Kavitha, Associate Professor attended a webinar on “Student Engagement Strategies That Work: How to Make Your Classroom Safe and Noisy” organized by Harvard Business Publishing on 22nd July 2022.
14. Dr G B Sabari Rajan represented PSGR Krishnammal College for Women in “Study in India” Education fair at Dhaka and Chittagong, Bangladesh from 22nd to 26th July 2022.
15. Dr S Kavitha, Associate Professor delivered a session on “Email Marketing Strategy” in the Monday Musings - A Thought Leadership Initiative organized by Coimbatore Management Association on 25th July 2022.
16. Dr S Kavitha, Associate Professor has been awarded the “Academic Excellence Award 2022” in the field of Management Studies by the Institute of Researchers on 25th July 2022.
17. Dr S Kavitha, Associate Professor has participated in the UGC sponsored webinar on “NEP 2020 - Global Outreach of Higher Education” organized by Human Resource Development Centre (HRDC), Pondicherry University on 27th July 2022.
18. Ms R Sona, Assistant Professor, attended the Fifty Ninth LeaderSpeak session on “Strengthening Leadership” on 28th July 2022. Ms Vinita Bali, Independent Director on Global Boards and former Managing Director - Britannia was the resource person.
19. Dr S Kavitha, Associate Professor attended a training session on “Best Strategies from Remote, Blended and Hybrid Learning for Education Leaders” organized by AICTE, Tech Avant-Garde, the Global Partner of Microsoft, in association with Microsoft Education on 29th and 30th July 2022.
20. Dr M Reshma, Assistant Professor and Dr B Sripirabaa published their article titled “Examining the Influence of Firm Performance on the Entrepreneurial

Life Satisfaction of women Entrepreneurs -The Positive Implications of having Entrepreneurial Fathers” in UGC CARE journal Shodha Prabha, July issue, ISSN : 0974-8946 , Vol. 47, Issue. 01, No.11: 2022, 153 - 159.

21. Ms.D. Swetha, Ms. D.Vaishnavi, Ms. C.C.Varshini, Ms. Visalakshi Venkatachalam and Ms. K. Vishruthi of I MBA, published their business research methods project as an article titled “The Factors Influencing Investment Decisions of Consumers with special reference to the city of Coimbatore” in International Journal of Research and Analytical reviews, July issue, IJRAR July 2022, Volume 9, Issue 3 (E-ISSN 2348-1269, P- ISSN 2349-5138)
22. I MBA students attended the Monday musings organised by CMA for the month of July 2022.

Inclusion for the month of June 2022

1. The Executive committee meeting of the Management Alumni Association of Institutions was held on 10th June 2022