

NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF AUGUST 2022

1. Third semester sessions of II MBA commenced from 3rd August 2022.
2. An orientation programme was conducted for the newly joined faculty of GRGSMS during 3rd to 6th August 2022.
3. Eighty three II MBA students underwent pre-placement training on quantitative aptitude, logical reasoning, resume writing, grooming and interview process organized by Training and Placement Cell, PSGRKCW, from 3rd to 5th August 2022.
4. Dr S Allimuthu, Associate Professor and Ms R Sona, Assistant Professor, coordinated the 'Coffee Table Discussion' organised by 'Krishnammal Alumni Entrepreneur Association (KAEA)' on 4th August 2022. 3 alumnae entrepreneurs of GRGSMS, Ms M Vani (Class of 2000), Ms S Sowndarya (Class of 2019) and Ms Sakthi Banu (Class of 2020) attended the meeting.
5. Dr S Kavitha, Associate Professor, attended an open house session on "Interdisciplinary approach in Education: Potential and Impact" organized by OP Jindal Global University on 6th August 2022.
6. As a part of GRG Trust Project, Dr R Initha Rina, Assistant Professor, Ms R Sreeprabha, Assistant Professor, Ms R Sona, Assistant Professor and Ms P B Saranya, Assistant Professor, had their Institutional half-yearly research review meeting on 10th August 2022.
7. On the occasion of 75th Independence Day, two competitions were organised for the II MBA students on the theme 'India@75'. Ms R Mithraadevi R and Ms A Yogitha Mumti won the first and second prize respectively in 'Ideas@75', a doodle art/ drawing contest; and Ms B Snekha and Ms S Negaa won first prize and Ms A Pavethra, and Ms A Yogitha Mumthi won second prize in

‘Achievements@75’ - a digital posters/ collage contest held online on 10th August 2022.

8. Career Counselling Programme was organised for II MBA students from 10th to 13th August 2022. Resource persons from various industries handled the sessions on different topics - 'Getting Career Ready' by Mr G D Dharaneetharan, Founder, Social Eagle; 'Industry Trends & Opportunities' by Mr V Srirangan , Deputy Manager - HR, Sakthi Sugars Limited; 'Build your Resume' by Mr Sathyaraj Selvaraj, Sr. SME, Brand Ambassador - Bosch; 'Brand Yourself!' by Mr Sudharsanan Ganapathy , Founder - The Social Company; 'Ace the Interview' by Mr Venkat Dharmalingam, Business Analyst - CTS; 'Aptitude: Tips & Hacks' by Mr Gokul Rajagopal , Tech Lead - CTS; 'Grooming & Etiquette' by Ms Shailaja Nair, Founder - 3Cs Education ; 'Industry Expectations & Job Roles ' by Ms Sandeep Rajan, Team Lead, Bosch.
9. Dr P Sadhasivam, Director, and Dr Vandana Madhavkumar, Associate Professor, attended the 12th Managing Committee Meeting organized by CMA on 12th August 2022 at the Coimbatore Club.
10. Dr R Initha Rina, Assistant Professor delivered Internal Faculty Seminar on the topic “Online Shopping and Cognitive Dissonance: An Empirical Study On Young Consumers” on 12th August 2022.
11. Ms Asha K S Nair, Assistant Professor attended a story telling workshop on “Story Knowing - Cultivating Integrated Learning through Storytelling” conducted by United Nation’s Principles of Responsible Management Education (PRME), Working Group on Sustainability Mindset, on 15th August 2022.
12. Forty one students of II MBA attended the pre-placement talk conducted by Mr Shaktivel Selvakumar Naidu, Content Producer, Survey Sparrow, Chennai, on 17th August 2022.
13. A guest lecture session was conducted by Mr D Gowtham, Wealth Advisor, Zerodha Stock Broking Firm, Bengaluru on the topic "Introduction to Capital Market and Operations” for the course "Security Analysis and Portfolio Management" on 18th August 2022.

14. Dr S Arulsamy, Professor, Great Lakes Institute of Management, Chennai, interacted with the faculty of GRGSMS on Community Immersion Programme on 18th August 2022.
15. Dr S Kavitha, Associate Professor, and Ms Asha KS Nair, Assistant Professor, visited Conway Water Purifiers Private Limited, Coimbatore, as a part of a Case Study on 18th August 2022.
16. Ms P B Saranya, Assistant Professor and Dr Reshma, Assistant Professor, visited Prominence UPVC Window Systems, Coimbatore, as a part of the Industry visit organised by CMA on 18th August 2022.
17. On account of World Photography Day, a photography contest was held for the students of II MBA on the theme “Happiness Lens: Capturing Positive Vibes around you” from 19th to 21st August 2022. Ms C Aswin Laxmi, Ms S Ramya and Ms R Priyanka won the first, second and third price respectively.
18. Dr P Sadhasivam, Director, and Dr Savitha Nair, Dean, attended the Coursera Launch Programme conducted by PSGRKCW on 22nd August 2022.
19. Dr R Initha Rina, Assistant Professor, and Dr T Jayashree, Associate Professor, visited Navakkari and Seerapalayam Panchayat, Coimbatore, as a part of the selection of villages for Community Immersion Programme on 23rd August 2022.
20. Dr Vandana Madhavkumar, Associate Professor, acted as the resource person for a guest lecture on ‘Self-Improvement for Personal Growth’ during the inauguration of the department association ‘COMFACE 2022’ of VLB Janakiammal College of Arts and Science on 24th August, 2022.
21. A hands-on training session on ample was conducted for the faculty of GRGSMS on 24th August 2022.
22. Dr S Kavitha, Associate Professor, inaugurated the ICSSR - SRC sponsored three-days national workshop on “Advanced Research methodology in Social Science using SPSS and AMOS” organized by PG and Research Department of Commerce, Vivekanandha College of Arts and Science for Women, Tiruchengode, on 24th August 2022. She also handled sessions on “Research Problem Identification, Research Design, Sampling Design, Questionnaire Design and Working with SPSS” on the same day.

23. Dr G Brindha, Assistant Professor, attended a webinar on "Grow with Digital Marketing: Trends & Opportunities" organised by Oxford University Press, India, on 25th August 2022.
24. Dr M Reshma, Assistant Professor, was shortlisted and presented a paper titled, "Entrepreneurial Competencies and Emotional Intelligence on Firm Performance and Entrepreneurial life Satisfaction - A study among Women Entrepreneurs with Entrepreneurial family history" in the finals of JL Batra Best Research Paper competition at the 33rd AIMS Annual Management Education Convention 2022 held at Mumbai during 25th - 27th August, 2022.
25. Dr K S Hariharan, Assistant Professor; Dr Jayashree T, Associate Professor, and Ms Asha K S Nair, Assistant Professor, attended the New Faculty Induction Programme conducted by PSGRKCW from 25th to 27th August 2022.
26. Dr P Sadhasivam, Director, Dr Savitha Nair, Dean, and Dr Vandana Madhavkumar, Associate Professor, handled sessions on 'Activity based Learning', 'CIIED - Entrepreneurship Initiatives', and 'Effective Classroom Teaching' respectively during the New Faculty Induction Programme organized by PSGRKCW on 26th and 27th August 2022.
27. Thirty students of II MBA attended the Shaping Young Minds Programme organised by All India Management Association (AIMA) on 26th August 2022. The speakers for the session were Mr Sanjiv Mehta, CEO and Managing Director, Hindustan Unilever Ltd, Dr K Radhakrishnan, Former Chairman, Space Commission/Secretary, Department of Space & Chairman, ISRO, Ms Shereen Bhan, Managing Editor, CNBC-TV18; and Ms Zoya Akhtar, Film Director and Writer.
28. The Academic Advisory Body Meeting of GRGSMS was held on 26th August 2022.
29. An Alumna Talk was organised on 26th August 2022. The guest speaker was Ms Meera Ramankrishnan (Class of 1995), Co-Founder, Zishta Inc, Bangalore. She spoke on the topic "Beyond MBA - Making a Difference".
30. Prof Atanu Ghosh, Former Dean, School of Management and Entrepreneurship, IIT Jodhpur, delivered a special talk for the II MBA students on the topic "Innovation and New Product Development" on 26th August 2022.

31. Dr S Kavitha, Associate Professor, attended a webinar on “Onboarding the Next 500 Million Indians: Applied Innovation in Machine Translation” by Dr Mayur Datar, SVP and Chief Data Science Officer, Flipkart, organized by ACM (Association of Computing Machinery), India, on 27th August 2022.
32. Dr Vandana Madhavkumar, Associate Professor, acted as a resource person for an online webinar on the topic ‘Gender Equality: Why it Matters’, jointly organized by the Department of Management Studies and Department of Biomedical Engineering of Hindusthan College of Engineering and Technology on 27th August 2022.
33. Four students of II MBA students attended a panel discussion on "Profession Driven by Passion" organised by CII IWN (Indian Women Network) on 27th August 2022.
34. An E talk was organised on the topic 'Kick-starting a Business Idea' by Dr Radhika Meenakshi Shankar, Co-founder, Wise Owl Consulting, Hyderabad, on 27th August 2022.
35. In connection with National Sports Day, Sports Events were organised by the II MBA students on the theme “Step Out” on 27th August 2022. The students participated in relay, obstacle race and dodge ball games.
36. As a part of CXO talk series, Mr V Raj Ganesh, Chief Marketing Officer, Roots Holistic Health, delivered a session on the topic, ‘Strategic Marketing for Business Growth’ on 29th August 2022.
37. As a part of CII event, two students, Ms D Swetha and Ms B Sneekha from II MBA and alumna Ms. V Shivashree have been nominated for volunteering the activities of CII from 29th August 2022 to 15th September 2022.
38. The re-opening ceremony of the campus company - Magical Shades was held on 30th August 2022.
39. Dr Savitha Nair, Dean, handled an online session on ‘Business Model Canvas’ organized by Research Department, ED Club and IIC of St Thomas College, Thrissur, on 31st August 2022.

40. Dr Savitha Nair, Dean, has been appointed by Anna University as DC member of Ms N Indumathi, PhD Scholar under the guidance of Dr D Kavitha, Associate Professor, PSG Institute of Management.
41. Ms R Sona, Assistant Professor, published an article titled "Knowledge Hiding Behaviour, Role Stress and Moderating Effect of Affective Commitment: An Empirical Analysis" in the journal, MANTHAN: Journal of Commerce and Management, 08(Special Issue), 20-36 (ISSN 2395-2601).
42. Ms S Sowmiya , Ms S Suprajaa Sri and Ms S Subhiksha of II MBA , published their 'Business Research Methods' project as an article titled 'Customer Perception towards Over The Top (OTT) Platforms ' in Asian Journal of Research in Marketing , Vol. 11, Issue 4, August 2022 (ISSN: 2277-6621).
43. Ms P N Vishnu Vardhini and Ms M Theerthana, of II MBA, published their 'Business Research Methods' project as an article titled 'A Study on The Influence of Advertising and Promotion on the Lifestyle and Buying Behaviour' in International Journal for Research Trends and Innovation, Vol. 7, Issue 8, August 2022 (ISSN: 2456-3315).
44. Ms R Sona, Assistant Professor, completed a 4 week MOOC on the topic "Preparing to Manage Human Resources" offered by the University of Minnesota, through Coursera.
45. Ms R Sreeprabha, Assistant Professor and Ms R Sona, Assistant Professor, completed a 6 week MOOC course on the topic "The Manager's Toolkit: A Practical Guide to Managing People at Work" offered by University of London through Coursera.
46. The students of II MBA attended all the Monday Musings organised by Coimbatore Management Association (CMA), Coimbatore during the month of August 2022.
47. Dr P Sadhasivam is elected as the Vice Chairman for the Tamilnadu Chapter, AIMS.