



NEWS AND EVENTS OF GRGSMS FOR THE MONTH OF JUNE 2023

1. Dr Savitha Nair, Dean, and Dr S Kavitha, Associate Professor, acted as the resource persons, during the 2nd, 3rd and 4th Modules of Faculty Enhancement Programme organized by KCW Teaching Learning Centre, held during May - June 2023. As a part of the programme, Dr S Kavitha, Associate Professor, handled sessions on 'Technology for Teaching and Learning', 'Technology for Evaluation and Assessment', and 'Gamification and Simulation' on 2nd, 7th, 9th, 10th, 14th and 16th June 2023; and Dr Savitha Nair, Dean, handled sessions on 'Introduction to KCW', and 'Pedagogical Approaches' on 6th, 12th and 13th June 2023.
2. Dr M Reshma, Assistant Professor, and Dr G Brindha, Assistant Professor, attended an online workshop on "Qualitative Research with NVIVO" organized by Birla Institute of Technology on 3rd June 2023.
3. Dr S Kavitha, Associate Professor, served as the Subject Expert to conduct the PhD Doctoral Committee Meeting at the Department of Management, Bishop Appasamy College of Arts and Science, Coimbatore, on 5th June 2023.
4. Dr P Sadhasivam, Director attended the education panel meeting of CII, Coimbatore on 5th June 2023.
5. Dr P Sadhasivam, Director, attended Zonal Meeting of CII panels, Coimbatore on 6th June 2023.
6. Dr G Brindha, Assistant Professor, and Dr M Reshma, Assistant Professor, presented the case "The Most Uncommon Common Man" in the online KCTBS Case Conclave 2023 organized by KCT Business School in knowledge partnership with The Case Centre, United Kingdom, on 8th June 2023.
7. Dr P Sadhasivam, Director, attended the managing committee meeting of the CMA on 8th June 2023.

8. The external appraisal of GRGSMS faculty was held on 10th June 2023. Dr Umesh Chandrasekhar, Professor, Lead College of Management, Palakkad, and Dr B Somasundharam, Head - Digital Transformation, ELGI Equipments Ltd, acted as the academic and industry appraisers respectively.
9. The faculty members of GRGSMS attended the Faculty Enhancement Programme conducted by KCW Teaching Learning Centre during 12th to 17th June 2023.
10. Dr P Sadhasivam, Director, attended the get together of the panel members at the CII Chairman's Farmhouse on 13th June 2023.
11. Dr G Brindha, Assistant Professor, attended an online Workshop on "Digital Business Transformation (DBT)" organized by ELGi Equipments, Digital Innovation - DOJO on 13th June 2023.
12. Dr J Anitha, Executive - Admin, Penguin Engineers, handled a session on 'Emotional intelligence' delivered as a part of the 16-hour online programme on 'Essential Soft Skills for Success' offered by GRGSMS for the students of CETYS University and its partner institutions on 10th June 2023. This was followed by team presentations by the participants anchored by Dr Savitha Nair, Dean.
13. Dr Savitha Nair, Dean, attended a session on 'Importance of Women Entrepreneurship' organized by TiE, Coimbatore, at On the Go, Race Course, on 14th June 2023.
14. Dr S Kavitha, Associate Professor, acted as a resource person for the workshop on 'SPSS Advanced Statistics' organized by Vivekanandha Institute of Information and Management Studies, Tiruchengode, from 19th to 20th June 2023.
15. Four students of II MBA attended the Asia Pacific University of Technology and Innovation - Mobility Programme at APU, Malaysia, from 19th June to 28th June 2023.
16. Dr S Kavitha, Associate Professor, attended a Knowledge Sharing Session titled "Accreditation Made Simpler" organized by Association of Indian Management Schools (AIMS) on 21st June 2023.

17. Ms U Subhashini and Ms K M Monika Shri of II MBA secured first prize in Finance Game, 'PRABANDHAZ'23', a National Level Management Meet, organized by Department of Agriculture and Rural Management, The Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University on 22nd and 23rd of June 2023.
18. Ms N A Ponnala Harshavardhini, Full time PhD Scholar, under the guidance of Dr Savitha Nair, Dean, submitted her PhD thesis titled 'Impact of Electronic Word of Mouth on International Tourism related Decision-Making: A Study with Special Reference to Coimbatore City', to Bharathiar University on 30th June 2023.
19. Dr J Meena Maheswari, Associate Professor, participated and presented a research paper titled 'Examining Correlation among Global Stock Indices' in the International Conference on Digitization in Science and Humanities Education and Research (ICDSHER'23) organized by SRM Institute of Science and Technology, Directorate of Distance Education, Chennai, held on 29th and 30th June 2023.
20. Dr Vandana Madhavkumar, Associate Professor, published a paper titled, 'HRM Practices as Determinants of Organizational Performance' in Productivity, the Quarterly Journal of the National Productivity Council, in the January- March 2023 issue, ISSN: 0032-9924, e-ISSN: 0976-3902, Vol. 63, No. 4, Pg. 465-477
21. Dr M Reshma, Assistant Professor, published working paper titled 'The Mediation effect of Learning Goal Orientation on the relationship between Achievement Motivation and Self-directed learning readiness- A study among the female Management students in Coimbatore' in Asian Journal of Research in Business, Economics and Management, Vol. 13, Issue 5, May 2023, of peer reviewed refereed ICI indexed journal, ISSN : 2249-7307
22. Dr S Kavitha, Associate Professor, published a textbook titled 'Information Technology for Cyber Security' by COSMAS Scientific Publication, ISBN: 978-81-963112-7-8, 2023.

23. Ms R Sreeprabha, Assistant Professor, and Dr Vandana Madhavkumar, Associate Professor, published a paper titled 'Study on the Effect of Employer Brand Image on Organizational Pursuit Intention' in Asian Journal of Research in Business Economics and Management, Vol. 13, Issue 5, May 2023, ISSN: 2249-7307
24. Dr G Brindha, Assistant Professor, published an abstract of the paper titled 'Sustainability in Organisations' in the conference proceedings and Book of Abstracts published by IIM Nagpur on the theme, 'Leading the Business of the Future: Talent, Technology and Transformation in the Changing World'.
25. Ms S Aarthy, Assistant Professor, and Dr R Prabhusankar, Professor, joined GRGSMS in the month of June 2023.

Inclusions

- Ms J Meena Maheswari, Associate Professor, successfully defended her PhD thesis titled, 'Discernment of Sector Wise Stock's performance - An Empirical Evaluation of the Indian Capital Market', during the Viva-voce held at Guruvayurappan Institute of Management, Navakkarai, Coimbatore, on 8th May 2023.
- Ms M Priyadharshini, PhD Scholar of Dr B Sripirabaa, successfully defended her PhD thesis titled 'Investigating the influence of Organizational politics and Psychological capital on Work engagement and on Organizational commitment: A study with specific reference to Banking Industry in South India', during the Viva-voce held on 22nd May 2023.