

CURRICULUM VITAE

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SCHOLASTIC ACHIEVEMENTS

- University of Madras 5th rank and college 1st rank holder in MBA program
- **Participated in one of U.S Government's most prestigious professional exchange program for a period of three weeks entitled "Improving Vocational Education and Skills Development" from March 7-25, 2016 under the auspices of "International Visitor Leadership Program"**
- **Awarded & Completed ICSSR Minor Research Project (Rs. 5,00,000) for research project titled "Antecedence of Emotional Intellect on Online Learning Efficacy" for the academic year 2022-23.**
- **Awarded Rs.1,00,000 to organize 3-Day Training Programme on "Youth Wellbeing in Higher Education" in collaboration with Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, TN (completed).**
- **Had been a resource person to UGC, HRDC Refresher Course on "Crisis Management" and delivered a talk on Out of crisis – Towards Success" on May 18, 2022.**
- **Won Best Paper Award & II Prize at 7th International Conference on Management Education 5.0 held on September 8 & 9, 2023 at GL Bajaj Institute of Management & Research, greater Noida & Zakir Hussain College, New Delhi.**
- **Won best paper award at "International Seminar on Accounting, Finance, Business and Social Sciences" held by Assam University Shilchar, College of Business & Public Affairs, Alabama University, USA & north Eastern Hill University, Shillong held on September 14, 15 & 16.**
- **Organizing Committee member of International Conference on Research Innovations & Challenges (ICRIC) - 19-21 January 2023 - Created & Powered By - Centre for Research & Training (CRT), National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu. Conference Theme: 'Innovative Research Contributions Towards Integrated Knowledge Emancipation'**
- **Won 3rd place in paper presentation at "International Conference on Research Innovations and Challenges" held by Centre for Research & Training & NFED, Coimbatore on January 19-21, 2023.**
- **Won Award "Distinguished Educator & Scholar" by NFED, Coimbatore on September 5, at 13th National Teachers Day Award & Celebrations 2022**
- **Won Best Research Scholar & Senior Educator award from National Foundation for Entrepreneurship Development at the Women's Day Awards & Celebrations held on March 8, 2014 in Coimbatore.**

- **Won Best Paper award** in the International Virtual Interdisciplinary Conference on Environmental Humanities: Relocating the territories of nature on July 5 and 6, **2021**, organized by Deanery of Academics-Humanities at Bishop Herber College, Tiruchirapalli.
- *Won Sadhanaiyalar award from Rotary Club of Pondicherry Eves, Cosmos, Agaram & Central on march 20 & 21, 2021 in Puducherry (online event).*
- **Won the best paper award in the International Conference on Business Excellence, Strategies & Transcendence at Hotel Shan Royal on January 23, 2014, organised by Sree Sastha Institute of Engineering & Technology, Chennai.**
- **Won Cash prize Rs.11,000/- and the 1 position in Best Paper Competition Award at IES, MCRC, International Business Research Conference at Mumbai on February 21 and 22, 2013.**
- **Won the best paper award in the International Conference at Hindustan College of Arts & Science, Chennai on September 13-14, 2012.**
- **Best Participant Award at the International Workshop on Strategic Management (August, 2011) organized by Dept. of Management, Vel's University, Chennai.**
- Published articles in journals like AIU, Delhi.
- Presented papers at International Level conferences held at Pondicherry University (Pondicherry), Indian Education Society's – Management College & Research Centre, Mumbai, Sri Sairam Institute of Management Studies (Chennai) & National level UGC sponsored conferences at Department of Management Studies, Annamalai University-Chidambaram etc.
- Organized Management meets at BBA & MBA level
- Organized Personality Development & Soft Skill Workshops
- **Had been a resource person to UGC, HRDC Refresher Course on "Crisis Management" and delivered a talk on Out of crisis – Towards Success" on May 18, 2022.**
- **Had been a resource person to FDP on Entrepreneurship – Technopreneur sponsored by NSTEDB, DST – New Delhi at Annamalai University, Chidambaram and delivered a talk "Achievement Motivation Training" on September 19, 2016.**
- Had been a resource person for a Personality Development & Career Guidance Workshop
- Had been an active member of CII – IWN and has also headed their Learning & Development vertical and conducted training the trainer program for its flagship program "Campus to Career".
- 22 (7 yrs PG & 15 yrs UG) years of experience in teaching as of now.

ACADEMIC QUALIFICATIONS (In Reverse Chronological Order)

- PhD Degree in Management (HR) at Dravidian University, Kuppam , Andhra Pradesh , September 30, 2016.
- I class degree in M.Phil (Management) from Alagappa University, Karaikudi, August 2007 (72%)
- Cleared SLET in 2000
- I class Masters degree in Master of Business Administration (MBA) at Sathyabama Engineering College affiliated to University of Madras , June 1994 – April 1996 (71%)

- I class Bachelors degree in Chemistry (B.Sc) at Meenakshi College for women affiliated to Madras University , June 1991 – April 1994 (74%)
- I class Honours Diploma in Systems Management at NIIT, November 1991 –November 1993 (70%)
- I class in H.Sc at Adarsh Vidhyalaya Girls Matric Higher Secondary School , Chennai March 1991 (85%)
- I class in SSLC at Vidhyodaya Girls Hr.Sec.School , Chennai March 1989 (84%)

EXPERIENCE PROFILE

(In Reverse Chronological Order)

- Appointed as Assistant Professor, Department of Management, Pondicherry University Community College from April 9, 2012
- Currently employed as Assistant Professor & HOD(i/c), Department of Management, Pondicherry University Community College from 15.05.2023 to till date
- Previously HOD(i/c), Department of Management, PUCC from June 2019 to May 2023 and Course Coordinator for B.Voc (TSI) from 2013 to 2022 (course no longer offered). Course Coordinator for B. Voc (RIT) from
- Taught (Business Statistics & Tourism Marketing) MBA Tourism students at Pondicherry University during 2023-24 academic session.
- Lecturer in Department of Management at Pondicherry University Community College, July 2005 – April 9, 2012.
- Business Associate of Tata AIG Life Insurance, 2004 – 2005.
- Guest Faculty in MBA (International Management) Pondicherry University 2003 – 2004.
- Guest Faculty in MBA (Tourism Studies) Pondicherry University, 2002 – 2003
- Guest Faculty in School of Management, Pondicherry University ,2001 – 2002
- ***From April 1999 – January 2001 was working as Placement Coordinator and Lecturer (T) at School of Management, Pondicherry University***
- From October 2000 – February 2001 was handling MBA (Part Time) evening class for Pondicherry University
- Appointed as counselor for Management Programme during the year 2000 for IGNOU
- From April 1996 – April 1999 was working as Lecturer in the MBA department of Sathyabama Engineering College and at St. Mary's School of Management Studies, Jepiaar Educational Trust, Chennai
- Has organised workshops on EDP, Soft Skills Training and Skill Development Workshops

MAJOR ASSIGNMENTS HELD/BEING HELD

- Appointed as Chairman, UG Exams for BBA Board, Pondicherry University April/May 2022 exams held on Aug/Sep 2022
- Appointed Nodal officer for Pondicherry University Exams at PUCC from March/April 2020 exams till June/July 2023.

- Appointed Nodal officer for Pondicherry University Exams for October /November 2020 Exams.
- Appointed as HOD (i/c) of Department of Management at Pondicherry University Community College from June 2019 to May 2023.
- Placement Cell i/c for Pondicherry University Community College since 2005 to till date.
- Coordinator for US Community College Exchange Program from 2013 to till date (successfully coordinated the exchange of 12 students)
- **Coordinator for B.Voc Degree in Tourism & Service Industry from 2013 to till date.**
- Coordinator for B.Voc Degree in Radiographic and Imaging Technology Course since 2018 to till 2022.
- Representing Pondicherry University Women Cell from Community College.
- AISHE Nodal officer since 2016.

MAJOR Workshops/EDP/Guest Talks organized (Focus on SDG's)

- Rural Livelihood Workshop (August 2024), Digital Safety Program (September 2024) & Addiction the impending Tsunami (October 2024), Interpersonal Communication Skills Workshop (September 2024).
- Workshop on Financial Literacy in collaboration with NSDL, Mumbai on May 8, 2024.
- 3-Day Training Programme on Youth Wellbeing in Higher Education in collaboration with Rajiv Gandhi National Institute of Youth Development (April 2024).
- Goal Setting (January, 2023), Womens day Talk (March 2023), Emotional Intelligence (March, 2023,) Online Webinar on Career Development (May, 2023), Manaquiz (May, 2023), Environmental Sustainability Talk & Exhibition (September 2023), Career Talk (October 2023)
- Organized 1 day Intercollegiate Program Manafest 22 on July 13, 2022 at the college campus.
- 1 Day Rural Livelihood Workshop – A hands on training on making Phenol, Candles and Hand Wash along with designing the marketing strategies held on November 28, 2022.
- 1 day Workshop on Soft Skills Development by Mr. Thulassidasan, marketing Head at Temple Adventures, Pondicherry on December 14, 2022.
- ICTACT sponsored workshop on Soft Skills and Tally software for 30 days for 50 final year students December 2016- January 2017.
- ICTACT sponsored workshop on Soft Skills and Mobile App development & Tally with GST May – June 2018 (for a period of 30 days).
- Conducted EDP for II year students (10 days).
- Conducted Imitation Jewellery workshop & Exhibition (1 week).
- Conducted Resume Building & Interview skills workshop (1 Day).
- Conducted workshop on Personality Development (1 Day).
- Conducted workshops on Soft Skills 30 hours spread over 2 months.
- Campus Placement Training Workshop.
- Guest Talks by Ms. Ande De Arment – PRO from US Embassy.
- Guest Talk by Industry Experts like Manatech Mananathan, Alwaplast Shriram, Integra Anu Sriram, Paraman Patchaimuthu from Malarchi, Retail Expert talk by V.Rajesh, Ramkumar from EDP Cell, Global Recruiter from Amazon, Faculty from Lovely Profession University..

- Has been organizing World Tourism Day Celebrations since 2014 in a very grand manner. 2018 – Mr. Lakshmi Narayanan MLA from Raj Bhavan & Ex- Tourism Minister was one of the chief guest.
- Personality Development workshop inaugurated b Hon. Min. of Education Thiru. Shah Jahan.
- Conducted Inter Collegiate Management Meet for 3 years called as Manafest.
- Conducted World Tourism Day Seminar on September 26, 2019.
- Conducted 1 day Entrepreneurship Workshop cum Exhibition & Sales on March 4, **2020**.
- Conducted National Level Online Quiz during lockdown on May 20-22, **2020**.
- Conducted National Level webinar on “Tips for Effective Learning Post Covid 19” on July 18, **2020**.
- Conducted 3 Days Webinar Workshop on “Tourism & Service Industry: From the new normal to Normal” on August 5 to 7, **2021**.
- **Conducted 1 Day Intercollegiate meet “Manafest 22” on July 14, 2022. 104 Students from 9 colleges participated in the event.**

INTERNSHIPS MOBILIZED

- Internship for 45 BBA III Year students (February – March, 2023) at Vision Tech Ltd., Gothi Industrial Estate, Puducherry (Period 1 month & remuneration @ Rs.200/day)
- Internship organized for B,Voc (TSI) I/II & III Years ever year at travel agencies like Amsham, Atlanta, Souvenir Travels, Yatra (makemytrip), Vijaya, Bonjour Travels etc., in the hotel industry at Accord, Bon Sejour, Le Royal Meridien, Hotel Athiti, Ajanta, Thomas Cook, Cox & Kings, Ocean Spray, Lotus etc. (completely management by me) during 2013 to 2022.

PLACEMENT/STUDENT CAREER & COUNSELING ACTIVITIES

- **Placed around 15 students at Integra Software Services, Puducherry & 2 students at Maya Studios during academic year 2023-24.**
- **I have also connected the students with several employable opportunities during the academic year 2023-24.**
- **Was the first faculty to volunteer to take care of placement and career development activities at PUCG when it was being taken care of by non teaching staff in the year 2005.**
- Had initiated steps in maintaining records on student placement related details for the degree courses at Pondicherry University Community College.
- Had interacted with the industries in Pondicherry to provide placements at companies like Integra, Spi, Mphasis, Serco, Datamatics, e Sales, Askan Technologies and also in a number of local companies etc...
- Had also coordinated with the Pondicherry University Group campus placement cell to place students in IT companies like TCS, Accenture, Wipro, Cognizant, igate etc..
- **Had organised a number of career awareness programs for the students of various degree courses on MBA/MCA Higher education, Logistics & Distribution Management, Airhostess Training, Job opportunities in Airline Industry, preparation for**

competitive examinations like IAS, Banking Service commission, Training of students for IT jobs on logical & Analytical reasoning, Animation & Multimedia jobs etc.

- Had organized motivational talks in this regard.
- Was even maintaining database of students in BBM & BCA courses and provided them to authentic HR consultants/ organizations requesting for the same from our college.
- Had encouraged students to participate in job fairs being organized in neighboring colleges and helped in placing students through job fairs.
- **Had worked as placement cell officer of School of Management, Pondicherry University from April 1999 – January 2001.**
 - *During this appointment my responsibilities was mainly to coordinate between the students and the industries in different parts of India. I played an important role in preparing the placement brochure, sending it to industries, interacting with them, organizing placements and job placing the MBA students. My efforts were very much appreciated by the department then. (Enclosed is a testimonial for my job as placement officer).*

RESEARCH SUPERVISION

- **Currently guiding 2 Full Time Research Scholars & 1 Part Time Research Scholar in the area of Marketing & HRM**

MEMBERSHIP IN PROFESSIONAL OR SOCIAL ORGANISATIONS:

PROFESSIONAL ORGANISATION

Since 2013, I am an active member of **Confederation of Indian Industries: IWN – Indian Women Network**. Confederation of Indian Industries (CII) has launched the Indian Women Network (IWN) for career women – who are ambitious, dynamic & focused. It is an engaging and effective networking model that will work towards enabling women, help themselves to overcome career related fears – through continuous learning, sharing & mentoring to help become better professionals & achieving in their respective fields of expertise.

As a member I have and am participating in learning & development sessions aimed at community welfare and also women's health & well being programs aimed to bring about "work life balance". I also conduct workshops and lectures for member educational institutions and industries through this forum. I have held positions like Co Convenor/Convenor for Learning & Development Cell of IWN during 2016 – 2018. I am currently serving as Convenor for Campus to Career Initiative Cell of IWN from 2020 to till date.

Since 2021, am a member of Rotary Club of Pondicherry, Eves and has coordinated with the club to organize Defeat Diabetics Campaign as part their "1 Nation, 1 Day and 1 Million Blood Sugar test" at PUCC on September 2021. I have also participated in their in activities providing career counselling and providing clothes, note books etc., for the needy.

SUBJECTS TAUGHT AT MBA / UG LEVEL

Career Development Skills, Business Analytics, Advertising and Sales Promotion , Sales and Distribution , Consumer Behavior , Operational Research , Management Control systems, Managerial Economics , Research Methodology , Management Principles , Business Environment , Organisational Behavior , International Marketing , Entrepreneurial Development , Human Resources Management , , Marketing Management , BPO, Business Statistics, Operations Management, Hospitality Management, Retail Management, Business Statistics, Business Law, Financial Management, Introduction to Public Administration, Quality Management, Rural entrepreneurship, Services Marketing, Tourism Marketing etc..

DETAILS OF CONFERENCES ATTENDED

S.No	Name of Conference / Year	Organiser	Topic / ISSN/ISBN
1.	Social Security & Ageing Population in VIKSIT BHARAT 2047 February 13 & 14, 2025	ICSSR-SRC, Hyderabad & Department of Management, Karaikal Campus, Pondicherry University	Service Quality Assessment of a Digital library Platform
2.	Social Security & Ageing Population in VIKSIT BHARAT 2047 February 13 & 14, 2025	ICSSR-SRC, Hyderabad & Department of Management, Karaikal Campus, Pondicherry University	Holistic Assessment of Positive Youth Development
3.	Leveraging Cutting Edge Technologies For Sustainable Business Practices: Industry 5.0 December 6 & 7, 2024	Bharati Vidyapeeth's Department of Management & Research , Navi, Mumbai in collaboration with Mara University of Malaysia & Regenesys Business School, South Africa	Exploring Consciousness towards sustainable daily lifestyle practices among Gen Z: A TPB Perspective
4.	14 th International Conference on Sustainable Waste Management: Circular Economy & Global Forum	International Society on Waste Management & Water, DST- Gitam & IPLA, Vishakapatnam	Hitching up Intention to engage in SDLP among Gen Z

	November 28 to December 1, 2024.		
5.	ICSSR sponsored International Conference 2024 on Interdisciplinary Application of the Indian Value System in Modern Business September 27-28, 2024	Rukmani Devi Institute of Advanced Studies, New Delhi & Universiti Teknologi MARA (UiTM), Malaysia & ICSSR	Sensitizing the drivers impacting online learning efficacy in an University Education System
6.	3 rd International Marketing Conference by IIM Shillong January 30-31, 2024	IIM Shillong	Mediation Effect of Technology Model between Emotional Capacity and e-Learning Readiness
7.	International Conference on Resilience, Reinvent & Move Forward January 4-5, 2024	MOP Vaishnav College for Women, Chennai	Green Products Buyer Behavior: Towards Sustainability
8.	International Conference on Securing the future through sustainability, Health, Education and Technology December 14 & 15, 2023	Symbiosis Institute of Management Studies, Pune	Influence of Emotional Intelligence on Online Learning Readiness
9.	National Seminar on Women's Role in Decision Making in the Corporate World sponsored by NCW, New Delhi October 19 & 20, 2023	Department of Commerce, Pondicherry University Community College, Puducherry	Wellbeing of Adolescent Girls: Towards Empowering India's Demographic Dividend
10.	International Seminar on Accounting, Finance,	College of Business & Public Affairs, Alabama A & M University, USA Assam University,	Empirical appraisal of intention to adopt online learning technology

	Business, and Social Sciences (ISAFBS'2023) 14th,15th & 16th September'2023	Silchar & North Eastern Hill University, Shillong, India	Using UTAUT model
11.	International Conference on Management Education 5.0: Aligning NEP Agenda with digitization and Global Practices September 8 & 9, 2023	GL Bajaj Institute of Management & Research, Greater Noida, UP & Zakir Hussain Evening College (New Delhi).	Technology Adoption Intention Predicting Readiness to Learn Online ISBN: 978-81-19079-78-
12.	International Conference on Digitization in Science & Humanities Education Research June 29 & 30, 2023	SRM Directorate of Distance Education Chennai, Tamil Nadu	Behavioral Intention to Use Technology Imperative for Readiness to Virtual Learning: A Conceptual Design ISBN: 978-93-92063-60-2
13.	International Conference on Business Analytics & Intelligence March 16 & 17, 2023	MOP Vaishnav College for Women (Autonomous), PG Dept. of Management Studies, Chennai	Website Content Analysis: A Data Analytics Tool for Mining Needle from Hay Stack
14.	International Conference on Research Innovations & Challenges January 19-21, 2023	Centre for Research & Training & NFED, Coimbatore, TN	Influence of Technological Factors on Individual Online User Behavior of Social media Consumers E-ISBN – 978-81-954933 -4-0
15.	International Conference on Emerging Research in Business, Technology and Economy for Sustainable Development On December	Sri Sairam Institute of Management Studies, Chennai, Tamil Nadu	Consumer Demeanour Towards Green HR Practices Post Covid Scenario

	16, 17 2022		
16.	International Conference on Green HRM for Sustainable Development on October 27, 2022	KSR College of Arts and Science for Women, Tiruchengode, Tamil Nadu	Green HRM Practices Transforming the Resilience of Banks ISBN 978 93 5759 888 0
17.	International Business Research Conference on “Corporate Business Strategies Post Covid 19” May 6, 2022	Dhanraj Jain Baid College OMR, Chennai I association with IQAC	Consumer Behaviour alluring D2C mode : A Case Study of Mamaearth Shodhsamhita: Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XIX)A : 2022 ISSN: 2277-7067 (UGC Care Journal:
18.	International Conference 2022 January 27 - 29, 2022	NFED, Coimbatore	International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCREMA 2022 Impact of Online Learning Ecosystem in the Education Sector: An Overview Conf. Proceedings E-ISBN: 978-81-954933-1-9
19.	International Virtual Interdisciplinary Conference on Environmental Humanities: Relocating the Territories of Nature Juy 6 & 7, 2021	Deanery of academic Humanities Bishop Herber College Tiruchirappalli, TN	Covid 19 Pandemic: A Helping Hand in the Evolution of Sustainable HR Practices at India Inc (Edited Book Volume) ISBN: 978 93 920632 4 4
20.	International	School of	Reconciliation in

	Web Conference (2021) Nov 29 & 30, 2021	Management, DG Vaishnav College, Chennai	business practices: causes, conflicts and control new normal (rbp) "post covid issues" (ICRBP) Homophily Predicting Online Interpersonal Influence Volume No. VIII, Issue 12 (IV), 2021-2022 Sodhsamhita UGC Care Journal IF : 4.95 ISSN No. 2277-7067
21.	International Conference Web (2021) Nov 29 & 30	School of Management, DG Vaishnav College, Chennai	Post Pandemic Social Media Engagement of FMCG Brands Volume No. VIII, Issue 12 (IV), 2021-2022 Sodhsamhita UGC Care Journal IF : 4.95 ISSN No. 2277-7067
22.	International Web Conference (2021)	DY Patil B School, Dr Soetomo University Indonesia and Association of Indian Management Schools, Pune March 23-25, 2021	Embracing Change & Transformation: Breakthrough Innovation and Creativity
23.	International Web Conference (2021)	Department of Commerce, Manonmaniam Sundaranar University, Tamil Nadu March 27-28, 2021	Women's Continent: Celebration of Women Achievers: Towards a more Inclusive Society
24.	International Management Conference (2021)	Immanuel School of Business, Embracing Change through Innovation	Omnichannel Marketing: Silver lining amidst the dark clouds

		and Creativity January 29-30, 2020	
25.	Online International Conference (2020)	School of Commerce, Jain University), Bengaluru December 22, 2020	Tracing Digital Marketing Impact on Business Dynamics Post Covid 19 Backlash
26.	Web Conference on Management Practices in Covid 19: Issues, Challenges and Innovations (2020)	Department of Business Management, R G Kedia College of Commerce, Hyderabad August 27, 2020	Management Practices in Covid 19: Issues, Challenges and Innovations ITIHAS , Vol 10 I(3), July - Sept 2020
27.	International Multidisciplinary academic Web Conference (2020)	School of Management, Surana College, Bengaluru May 29-30, 2020	Business Process Reinvention Post Covid 19: The Road Ahead
28.	International Conference (2020)	Department of Management at SRM IST, Chennai Business 2020: Prism of Possibilities March 18, 2020 (lock down)	Sociotechnographics study of social networking site users in Higher Education
29.	National Seminar (2020)	DMS, Pondicherry University & NCW, New Delhi – Women Researcher in Higher Education: Excellence without Gender Bias Feb 21 -22, 2020	Attitude of Women in Higher Education towards Estate Planning: A case Study Approach
30.	International Conference (2020)	Gitam School of Business Bengaluru – Global Sustainable Development, Innovation and Emerging Trends in Management, Technology & Social Sciences on January 24 -25, 2020	Understanding Sociotechnographics of Social Networking Site Users
31.	International Conference	Adaikalamatha Institute of	An Exploratory Study on Oh So

	(2020)	Management & Research – Multiversant Innovative Research Approaches for Sustainable Global Development January 3, 2020	Social by Adoption by Top Automobile Brands in India Journal of the Gujarat Research Society ISSN 0374-8588
32.	International Conference (2019)	DMS, Pondicherry University – Building Agile Workforce: Transforming Talent, Technologies and Ideas December 26 -27, 2019	Motivational Factors Predicting SNS User Behaviour: An User & Gratification Theory Perspective
33.	National Level Conference (2019)	Surana College, Bangalore – Digital Social Responsibility & Cyber Counseling November 13-14, 2019	Homophily as Predictor of Online Interpersonal Behaviour
34.	National Conference (2019)	Management, Technology & Innovation in the VUCA World “Role in Value Creation” organized by New Horizon College of Engineering, Bangalore	Aggregators of Services – The New Economy Digital Platform Driving Entrepreneurship
35.	National Conference (2019)	Redefining Management Through Artificial Intelligence at D G Vaishnav College, Chennai	Perception Towards Employee Engagement For Sustainable Employee Retention & Progression
36.	International Conference (2019)	International Conference in Wellness Education by School of Education, Pondicherry University	Health Issues of BPO/BPM Employees – The need for a Strategic shift from HRM to Employee Wellbeing Managers
37.	National Conference (2019)	National Conference on Digital Economy:	Social Relationship Factors as

		Business Opportunities and Challenges by Dept. of Commerce, University of Madras	Predictors of Consumer Social Media Behavior ISSN 2250 1940
38.	International Conference (2018)	International Conference on Implications of Corporate Social Responsibility ICSSR 2018 by K.S.R college of Arts and Science for Women, Tiruchengode	Workplace Stress at IT-BPM Companies: The rising need for wellness officers ISSN:2250-1940
39.	International Conference(2018)	International Conference on Global Business Management Practices: Emerging Trends and Challenges by DMS, SOM, Pondicherry University	Influence Of Herzbergs Two Factor Theory On Retail Job Performance ISSN :2455-3085
40.	International Conference (2018)	International Conference on 5S – Strategy, System and service for Sustainability and Scalability of Business by DMS, SOM, Pondicherry University	Online Interpersonal Behavior in SNS ISSN 0019 – 5073
41.	National Conference (2018)	2 Days National Level Seminar on Emerging Innovations and Strategic Business Practices by Sanjivani College of Engineering, Dept. of MBA Kopergaon, Maharashtra, India	Consumer Adoption of Digital banking Channels: Seedling Transformation towards Cashless India ISBN : 9789 385 782 510
42.	International Conference (2018)	Sustainable Development Practices in The Modern Business Era by PG & Research Dept. of Commerce, Loyola College, Chennai	Call For Women Technopreneur's – A Case Study Approach To Afoot Social Change Towards Making India
43.	International	Implementation	Skill India: A

	Conference (2017)	Strategies for Sustainable Innovation organized by School of Management at DG Vaishnav College (Autonomous), Chennai -106	Stitch in time saves nine – Transforming the education sector ISSN 2347 3940
44.	International Conference (2017)	International Conference on “Ecosystem for Growth of Business” organized by Acharya Bangalore B School & Acharya Academy of Management Studies, Bangalore 91	Community College Model – Revolutionizing Skill Development Education in India ISSN 978-81-909372-4-5
45.	National Seminar (2017)	RUSA Sponsored National Seminar at PG & Research Department of Corporate Secretaryship, Bharathidasan Govt. College for Women, Pondicherry	Work Place Gender Parity- The Way Forward ISBN: 978-93-84193-85-0
46.	International Conference (2017)	PG & Research Dept. of Commerce, Loyola College(Autonomous), Chennai on PRISM of Possibilities-Business Opportunities & Challenges in the Global Era	Website Content Analysis of Super brands in India: A new Management Fashion ISSN:2249-1260
47.	International Conference (2016)	10 th NASMEI Conference (An International Marketing Conference in India by Great Lakes Institute of Management in India, Chennai	Social Networking Sites Usage: Uses & Gratification Perspective
48.	International Conference (2016)	Environmental Advisory for Sustainable	Women @ Crossroads in breaking through

		Trust, Tirunelveli, Tamil Nadu	the glass ceilings to power: The need for a gender inclusive ecosystem ISSN-2249-4375
49.	National Seminar (2016)	ICSSR sponsored Seminar on Responsible Tourism & Clean India Mission: C's – Commitment, Consistency, Conviction	Visioning CIM – Lights Camera Action! To tell a story and change the society
50.	National conference (2015)	ICSSR, New Delhi & Dept. of management Studies, Pondicherry University	Evolving Social Media Habits of Generation Next ISBN 9 78-81-92 9581-2-5
51.	National Conference (2015)	ICSSR, New Delhi & Dept. of management Studies, Pondicherry University	The Final Call to 24X7X365 Centres: The need for an order to change ISBN 9 78-9385 477256
52.	International Conference (2015)	International Association of Academicians & Researchers & Common Wealth Vocational University, Pune.	Innovative Skill Based Vocational Education Through Community Colleges – towards Solution
53.	International Conference (2015)	Department of Management, SRM University, Chennai.	International Conference on Data Sciences in Business applications ISSN 2319-2682
54.	National Level Conference (2014)	Department of Commerce, Madras Christian College, Chennai	Conference on creativity & innovation in business ISBN 978-93-81006-82-5
55.	International Conference (2014)	ICWAI, Southern India Regional council & Faculty of Science & Humanities, Dept.	Conference on Human Resource Excellence Global scenario ISBN -13:978-81-

		of Commerce, SRM University	8209-178-8 ISBN -10:81- 8209-178-8
56.	National Conference (2014)	UGC sponsored conference by PG & Research Dept. of Corporate Secretaryship, Bharathidasan Govt. College for Women, Puducherry	National Paradigm for corporate sustenance – Planet, People & Profit Management ISBN 978-93-81992-45-6
57.	International Conference(2014)	Department of Business Administration & Computer Applications, Sree Sastha Institute of Engineering & Technology, Chennai	Business Excellence, Strategies & Transcendence ISSN-2347-8608
58.	International Conference (2013)	Daito Bunka University, Tokyo, Japan & Acharya Bangalore B-School, India	Cross Cultural Management in Global Business
59.	International Conference	AVS College of Arts & Science, Salem, Tamil Nadu	Recent Trends in Commerce & Business Management
60.	International Conference (2013)	Indian education Society's – Management College & Research centre, Mumbai	Strategies for Sustainability & Growth in economic Downturn ISBN-978-81-86052-08-2
61.	International Conference (2012)	University of Malaya & Sri Sairam Engineering College, Chennai	Application of Management & Technology in Global Economy
62.	International Conference (2012)	Hindustan college of Arts & Science, Chennai	Competitive Business Strategies for Sustainable development ISBN 819217643-6
63.	National Seminar (2012)	Pondicherry University & Indian Council of social Science Research, Puducherry	Women Entrepreneurship in Beauty services Segment

64.	National Conference (2012)	SRM University, Chennai	FDI in Retail Sector ISBN 978 93 81195 161
65.	National conference (2011)	All India Chamber of Commerce, Pondicherry University	A perceptual analysis of employee work life balance in ITES/BPO sector
66.	National Conference (2011)	Hindu Nadars Senthikumara Nadar's college, Virudhunagar	Recent Trends in Yoga and Physical Education/ ISBN 97881 - 910426 - 8-9
67.	International conference (2011)	Sai Ram Institute of Management, Chennai	Competency building Strategies in Business & Technology / ISBN 819217643-6
68.	National Symposium (2011)	Annamalai University, Chennai	Indian Industry : Is it Fostering Economic development / ISBN 97-81-920303-1-9
69.	National Conference (2010)	Womens Christian college, Chennai	Inclusive growth in India: An emphasis on financial and social inclusion / ISBN 93-80697-2L-X
70. invited	International Conference (2010)	Pondicherry University	3 rd International Conference on Microfinance / ISBN L3:978-8L-8209-265-5 ISBN-L0:8L-8209-265-5
71.	International Conference (2009)	Sri Sairam Institute of Management Studies	Impact of economic crisis in global business scenario / ISBN 978-93-80627-18-2
72.	International Conference (2003)	Pondicherry University	Contemporary world order: A Vedic perspective/
73.	National Conference (2009)	Kanchi Mamunivar PG Institute (Pondicherry)	Beyond Autonomy :Towards Excellence & The French connection: The French education in Puducherry

74.	National Conference (2000)	Annamalai University	UGC National Seminar on Business Education in the new millennium
75.	State Level Conference (2006)	Idhaya Arts & Science College , Pondicherry	Recent trends in Commerce

EDITED BOOK VOLUME

S.No	Name of Journal / Book/ News Paper	Title of the article ISSN/ISBN
1	Securing the Future Through Sustainability, Health, Education & Technology, Taylor & Francis Group by Routledge Publications 2024	Emotional Intelligence Promoting the Sustainability of Online Learning Readiness ISBN 978 1003 587200 Pg: 185-195 DOI: 10.1201/9781003587200-14
2	Research Issues in Social Sciences, Tourism & Educational Management by Bloomsbury February 2024	Empirical Appraisal of Intention to Adopt Online learning Technology using UTAUT Model ISBN 978-81-96656 81 2 PP:68-79
3	Green HRM for Sustainable Development Published by School of Commerce, KSR College of Arts & Science for Women, Tiruchengodu, Tamil Nadu	Green HRM Practices Transforming the Resilience of Banks Pg: 368 -387 November 2022 ISBN: 978-93-5759-888-0
4	Women Empowerment: Entrepreneurship Development & Holistic Challenges	Celebration of Women Achievers under Transgender & Disability Category within an Inclusive Society – A Case Study Approach Pg:13-21 ISBN:978-81-95493005 November 2022
5	Holistic Research Perspectives by Bonfring Publishers	Holistic Entrepreneurship – The New FMCG Mantra Pg 32- 35 ISBN 978 93 878622 07 4

RESEARCH PUBLICATIONS

S.No	Name of Journal / Book/ News Paper	Title of the article ISSN/ISBN
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1.	Journal of Lifestyle and SDG Review https://doi.org/10.47172/2965-730X.SDGsReview.v5.n03.pe05787 Vol. 5 No. 3 (2025)	Technology Mediation and Location Moderation Influencing Emotional Intelligence on Online Learning Efficacy: a Catalyst Driving SDG
2.	The International Journal of Analytical & Experimental Modal Analysis Vol: 16 Issue:10, October 2024 DOI:18.0002.IJAEMA.2024.V16I10.200001.01568597179076135 UGC Approved Journal- Care List II	Antecedence to Online Learning Efficacy: Sensitization of Drivers in a University Education System. ISSN: 0886 9367
3.	Asian Journal of Economics, Finance & Management Vol:5 Issue 1, November 2023 https://globalpresshub.com/index.php/AJEFM/article/view/1902	Antecedence of Readiness for Online Learning in Social Science Discipline
4.	International Journal of Innovative Research in Technology Vol:11 issue 3, August 2024, PP:240-247 https://ijirt.org/Article?manuscript=167065	Learner Acceptance of Mobile Learning & Its Impact on Academic Achievement: A Conceptual Framework ISSN: 2349-6002
5.	Mukt Shabd Journal (AN UGC CARE LIST) JOURNAL Vol: 8 issue 4, April 2024, PP: 2202 - 16 https://drive.google.com/file/d/1-pfDpAtgwmXhSceqAttfSHz-omMr34EA/view	Emotional capacity influencing e-learning readiness: mediated by technology use factor ISSN NO : 2347-3150
6.	International Journal of Information Research & Review, Vol:2 Issue 2, March 2024 PP:7736-40 https://www.ijrr.com/sites/default/files/issues-pdf/IJRR-4028.pdf	Green products Buyer Behaviour – Towards Environmental Sustainability
7.	International Journal of Business and Management Invention Vol: 13 Issue 2 February 2024 PP:149-156 https://ijbmi.org/papers/Vol(13)2/1302149156.pdf	Wellbeing of Adolescent Girl's Toward Empowering India's Demographic Dividend
8.	International Journal of Scientific Research Vol:12 Issue 9 Sep 2023 Pg:44-48	Digital technology mediated communication changing the face of E-learning
9.	Samdarsini Vol:16 Issue 2 July 2023 Pg: 477-486	Behavioral Intention to use Technology Imperative for Readiness to Virtual

		Learning: A Conceptual Design ISSN: 2581-3986
10	South India Journal of Social Sciences Vol. XXI, No.19, January – June: 2023,	Website Content Analysis: A Data Analytics Tool for Mining Needle from the Haystack ISSN: 0972 – 8945
11	World Journal of Management & Economics (ABDC Journal), Rosetta Publications March 2023 Vol. 16 Issue 2	Online User Behaviour of Social Media Consumers - A Study on Influence Of Technological Factors Pg: 1-7 ISSN :18198643 ISSN Online:19981932 Rating: C
12	Journal of Fundamental & Comparative Research Vol. VIII, No. 1(XIX)A: 2022 UGC Care Group, Peer Reviewed & Refereed Journal	Consumer Behaviour alluring D2C mode: A Case Study of Mamaearth Pg: 79 – 84 ISSN:2277-7067
13	Holistic Research Perspectives (Edited Book) October 2021	Pandemic Covid 19: A Catalyst for Entrepreneurial Growth & Development Pg: 42 - 58 ISBN 9788195007509
14	Wesleyan Journal of Research 2020 UGC Care Group, Peer Reviewed & Refereed Journal	Tracing Digital Marketing impact on Business Dynamics Post Covid 19 Backlash ISSN 0975 1386 Vol 13, No:4 (VII), Pg 148-156
15	Journal of Critical Reviews	Understanding socio- technographics of The social networking site users Vol 7 Issue 11, 2020 ISSN- 2394-5125

16	<p>ITIHAS:The Journal of Indian Management</p> <p>UGC Care Group, Peer Reviewed & Refereed Journal SJIF: 6.635</p>	<p>Indian Industries Marching Ahead: Post An Ocean of Covid 19 Chaos Vol:10 Issue 3, July- Sep 2020 Pgs 34-40 ISSN Number - 2249- 7803 (P), ISSN Number - 2456-7302 (O)</p>
17	<p>Alochana Chakra Journal</p> <p>UGC Care Group I Listed Journal Impact Factor: 6.3</p>	<p>Business Process Reinvention Post Covid 19: The Road Ahead Vol: 9 Issue 6, June 2020</p>
18	<p>Studies in Indian Place Names</p> <p>UGC Care Listed Journal Impact Factor: 6.3</p>	<p>Sociotechnographics evaluation of social networking site users in higher Education ISSN 2394-3114 Vol 40 Issue 59 (2020) Pg:77-84</p>
19	<p>Research Review International Journal of Multidisciplinary</p> <p>International peer Reviewed Online Journal Impact Factor 5.14(SJIF) Registered with UGC till 14.6.2019</p>	<p>Predictors of Employee Motivation: A Magic Wand for Organizational Success ISSN 2455 3085 Vol 4, Issue 8 August 2019 Pg: 148-153</p>
20	<p>Journal of the Gujarat Research Society</p> <p>UGC Care List Group D Impact Factor 3</p>	<p>An Exploratory study of Oh So Social Media Adoption by Top Automobile Brands in India ISSN 0374 8558 Vol 21 16s(2019), Issue 19, December 2019 Pg: 369 -380</p>
21	<p>International Journal of Research & Analytical Reviews</p> <p>UGC Journal No: 43602 Impact Factor 5.75</p>	<p>Aggregators of Services: The new economy digital platform driving</p>

		entrepreneurship ISSN 23495138 Vol: 6 Special Issue June 2019 Pg: 41-44
22	Research Review International Journal of Multidisciplinary UGC Journal No : 44945	Influence of Herzberg Two factor Theory on Retail Job Performance ISSN 2455 3085
23	International Journal of Management, Technology & Engineering UGC Journal No:	Perception towards Sustainable employee engagement and progression ISSN 2249 7455
24	Ajanta - International multidisciplinary Quarterly Research Journal Volume 8, Issue 1 Jan-March 2019 Pg UGC Journal No :440776	Health Issues of BPO/BPM Employees: The need for strategic shift from HRM to Employee Wellbeing Managers ISSN 2277 5730
25	Ajanta - International multidisciplinary Quarterly Research Journal Volume 7, Issue 1 Jan-March 2019 Pg UGC Journal No :440776	Social Relationship Factors as Predictors of Consumer Social Media Behavior ISSN 2277 5730
26	Research Explorer Vol VI, Special Issue September 2018 Pg 45-50	Work Place Stress at IT/BPM Companies: The Rising Need for Wellness Officers ISSN 2250 1940
27	Sumedha Journal of Management Vol 7, Issue 4, Pg 39-46 Oct-Dec 2018 UGC : Journal No: 46802	Impact of Motivation strategies on Retail Job Performance ISSN 2322 0449
28	Journal of Management and Science Issue 2, April 2018, Pg 191-198 UGC : Journal No: 49291	Call for Women Technopreneur's - A Case Study Approach to Afoot Social Changes towards making India ISSN 2249-1260
29	International Journal of Research Culture & Society Special Issue:3, Feb 2018, Pg 29-35 UGC : Journal No: 64291	Consumer Adoption of Digital Banking Channels: Seedling Transformation

		towards Cashless India ISSN 2456 6683
30	Indian Journal of Applied Psychology Volume 55, April 2018 pp11-17	Online Interpersonal Behaviour in SNS ISSN 0019 5073
31	JOM - Journal of Management (International Journal) Volume 4, Issue 2, October 2017 pp 31-35	Skill India : A Stitch in Time Saves Nine – Transforming the Education Sector ISSN 2347 -3940
32	Paripex – Indian journal of Research (International Journal) Volume 6, Issue 11, November 2017 pp 621 -623	Social Networking sites usage behavior : Uses & Gratification Theory Perspective ISSN 2250-1991
33	International Journal of Research in Organizational Behavior and Human Resource Management September 017 (Asian Research Consortium) Vol.5 No:3 pp. 1-10	Interventions A footing Occupational Stress of Bpo/ITes employees – Towards transforming the business in India ISSN 2320 – 8724
34	PARIPEX – Indian journal of Research (International Journal) Volume 6, Issue 6 , June 2017 Pg 45-46	Visioning Clean India Mission through Films – A Case Study on the Tamil movie Joker” ISSN No:2250- 1991
35	Journal of Management & Science, Volume 1, Pgs: 98- 107, January 2017	Website content Analysis of Super brands in India : A new Management Fashion ISSN:2249-1260 EISSN:2250-1819
36	International Journal of Management & Social Science Research Review, Volume no:1, Issue No:29, November 2016	Service Quality Assessment for Channel Partners For Idea Cellular Ltd. ISSN -249-6738 E-ISSN - 2349- 6738
37	The International journal for Environmental Protection & Rural Development , Volume 6, Issue 1, July- September 2016	Women @ Cross Roads in breaking through the glass ceilings to power:

		The need for a gender Inclusive eco system ISSN: 2249 – 4375
38	International journal of management & Social Science research Review, Volume 1, Issue 14, August 2015	Mediation of Techno Stress: The need for strategic change agents in BPO/ITES Industry ISSN – 2349 -6738 E-ISSN – 2349-6746
39	International Journal of Business, Management & Social Sciences, Volume 4, Issue 10 (1) , June 2015	Innovative Skill Based Education Through Community Colleges ISSN: 2249 – 7463
40	Indian Journal of Applied Research, Volume 4, Issue 8 , August 2014	Contrast & Comparison of Occupational Stress among BPO/ITES Employees in Chennai & Puducherry Region ISSN – 2249-555X
41	International Journal of applied Management and Business Utility – Vol: 2 , Issue 2 , April – June 2014	Appraisal of relaxation measures towards operation of stress dimension at BPO/ITES workplaces ISSN: 2347 – 8608
42	Management Today – An International journal of Management studies , Vol:3 , Issue 3, July-Sept 2013, Pg: No:30-33	Analysis of Structural changes in FDI on Indian retail and its impact on the demand for Retail Professional Skill sets ISSN No: 2230-9764
43	AMBER – ABBS Management Business and Entrepreneurship Review, Volume 4, issue 2, March – September 2013	Comparative Analysis on Pervasiveness of Occupational Stress among Bpo/ITES employees in Chennai & Puducherry Regions ISSN:0976-3341
44	Indian Journal of Applied Research – Impact factor: 0.8215 ,Vol:3,Issue 5, May 2013, Pg: 57-58	Empowering the disabled at Pondicherry University – A Case

		Study Approach ISSN No: 2249-555X
45	PARIPEX – Indian Journal of Research , Vol:2 , Issue 3 , march 2013 , Pg:No:215-217	Economic empowerment of women in Beauty services segment ISSN No: 2250-1991
46	South Asian Academic Research Journals, Vol: 2 , Issue 7. July 2012	A perceptual analysis of employee work life balance in ITES/BPO sector ISSN No: 2249-877X
47	International Journal of Retailing & Marketing by Radiant Institute of Management & Technology, Vol:4, No:2, July 2012	FDI in Indian Retailing: A critical appraisal of the Impact of supermarkets on traditional kirana and mom & pop stores ISSN 0976-318X
48	International Journal of Research in Commerce and Management, Vol No:2 (2011), Issue No:4 (April)	Preventive Medicine to combat occupational stress of employees in BPO organizations – India’s need of the hour ISSN 0976-2183
49	University News, Jan 17, 2000	Management Education – Is it ready for a millenium change in curriculum ISSN 0566-2257
50	The Hindu “Metro Plus “August 8, 2009	Brand Retailing – destination Puducherry
51	Mystique (A half yearly research journal of KMCPGS) 2009, Vol 1 No: 2	The New Avatar of Indian Retailing Sector: Growth of Corporate Retailing
52	Synapse 2001 Edited Book from Pondicherry University	Corporate India’s Tomorrow – Surviving the Downturn

BOOKS PUBLISHED

S:No	Book Title	Publisher Details & ISBN Number
1.	Retail Management Concepts & Practices in Retailing	

2.	Marketing Power ...to survive, to grow and to prosper (2020)	Xpress Publishing an imprint of Notion Press Available on Amazon & Notion Press portal ISBN 9781649193629
3.	BPO: Concepts and Practices	TIJ Research Publications PTE LTD., Singapore ISBN 978-981-07-6506-4
4.	Occupational Stress of Employees in BPO/ITes Industry	Archers & Elevators Publishing House Karnataka ISBN 9781234 567897
5.	Gender Parity & Women Empowerment (Edited Book Volume)	Bonfring Publishers, Coimbatore ISBN 9789386 638731

ONLINE ARTICLES on Articlebase.com

S.No	Title of paper	Online from	Total Views as on 17/6/2011
1.	Autonomy for excellence in research	2010 06 08	62
2.	Does advertising pay during recession?	2010 06 08	198
3.	The Outreach of microfinance services through SHG's in Pondicherry	2010 06 08	456
4.	Indian epics : Knowledge and wisdom -Transcending into millennium management practices	2010 09 15	218

INVITED TALKS

S.No	Title of Talk	Event / Institution where the talk was delivered	Dates
1.	Goals: oxygen to our Dreams	Campus 2 Career Initiative of CII IWN & Department of Anthropology, Pondicherry University	April 9, 2025
2.	Work Life Balance Workshop	Indian Nippon Electricals Pvt. Ltd, Puducherry	August 31, 2024
3.	21 st Century Skills & Technology Adaptation	Department of Management and Commerce, Sri Aravindar Arts & Science College, Vannur, Tamil Nadu	August 21, 2024
4.	Digital Literacy & Cyber Security	Mother Teresa post Graduate Research Institute of Health Sciences & NSS Wing	April 29, 2024

5.	Work Life Integration for Dental Surgeons under National Oral Health Programme	Puducherry State Health Mission, Government of Puducherry	February 20, 2024
6.	Personal Branding & Campus to Career Initiative under CII IWN	Mother Theresa Post Graduate and Research Institute of Paramedical Sciences & NSS Wing	September 20, 2023
7.	Building on LinkedIn Campus to Career program	Sri Manakula Vinayagar Engineering College	July 7, 2023
8.	Goal Setting/Winning Personality Traits& Online Courses	Rajiv Gandhi Arts & Science College	December 2&3, 2022
9.	Campus to Career: Resume Building/Critical Thinking/Job of the Future/Job Skills	IWN Southern Region Campus to Career Train the Trainer Program	August 6, 2022
10	Out of Crisis: Towards Success	UGC, HRDC Online Refresher Course on Crisis Management	May 18, 2022
11	Day1: Goal setting, Towards Success, Lateral Thinking, Resume Building & Interview Tips Day 2: Career Planning in the Government and Private Sector Entrepreneurship as a Career Choice	Campus to career Training /Manakula Vinayagar Institute of Technology	November 4 & 5, 2021
12	Goal setting, Towards Success, Lateral Thinking, Resume Building & Interview Tips	CII IWN Southern Region Campus to Career Programme on “ Train the Trainees”	August 28 -29 2020 on virtual platform
13	Campus to Corporate Workshop	Campus to Corporate Training / Sri Manakula Vinayagar Engineering College, Puducherry	January 9, 2020
14	Goal Setting, Being Successful, Lateral Thinking, Resume building & Interview skills	Training the Trainee Program/ CII IWN Southern Region Campus to Career Program	August 28 and 29, 2020
15	Work Life Balance – A Myth or Reality	Indian Medical Association & Women Doctors Wing at Jyothi Eye Care, Puducherry	May 15, 2019
16	Work Life Balance – A Myth or Reality	Indian Women Network sponsored Talk at Manatech Electronics Pvt. Ltd.	May 30, 2019
17	Yes U can – Motivational Talk & Career Guidance	Guest Talk at Raak Arts & Science College , Puducherry	January 29, 2019
18	Abdul Kalam – Lessons from his Life	Bridges Learning Vidyalaya,	Jul 27,

		Puducherry	2019
19	Skills Building, Vocational Training & Interventional Techniques	Workshop on Inclusive Education - lifelong Management of dyslexia/organised by Pondicherry Dyslexia Association	December 9, 2017
20	Business management and marketing strategies for self employed women	Guest Talk & Valedictory Function / Indian Bank Rural Self Employment & Training Institute (RSETI) , Puducherry	September 15, 2017
21	Achievement Motivation	FDP on Entrepreneurship - Technopreneur sponsored by NSTEDB, DST - New Delhi at Annamalai University, Chidambaram	September 19, 2016
22	Work Life Balance	Corporate Talk at Siemens Ltd., Puducherry	June 12, 2015
23	Work Life Balance	Corporate Talk at Jyothi Eye Care, Pondicherry	May 30, 2015
24	Entrepreneurial Development	Program by - ATC IIPA, Puducherry Branch on Competitive Examination, Career Development and Entrepreneur development at Mother Teresa Post Graduate and Research Institute of Health Sciences, Puducherry.	26 th October 2014
25	Career Guidance & Motivation for 10+ 2 students	Program jointly organised by Don Bosco Vazhikaatti & Puducherry Education Department for 700 10 + 2 students	March 30.03, 2014
26	Magic of Marketing	Entrepreneurship development Training program for minorities by Puducherry Backward Classes & Minorities Development Corporation Limited, Hotel Annamalai, Puducherry.	December 15, 2013
27	Marketing facilities for SME	Entrepreneurship development Training program for minorities by Puducherry Backward Classes & Minorities Development Corporation Limited, Hotel Surguru, Puducherry	December 29, 2013

28	Business Revolution: Travel from stone age to digital age	Department of Business Administration, Sri Aravindar Arts & Science College, Puducherry	23 rd Jan 2013 10 AM – 12.30 PM
29	The role of personality Development in office administration	Orientation programme on Office administration for non teaching staff of Pondicherry University Community College	22nd Jan 2007
30	Opportunity Analysis & Moulding Careers	Vocational Guidance Seminar Organised by Pondicherry Employment Exchange	17th & 18th July 2007

ONLINE CERTIFICATE COURSES

S.No	Title of Course	Name of organizer	Date/ s
1.	Certificate course in Business Analytics	12 weeks program completed NPTEL Proctored exam with 71%	Jan – April 2021
2.	Human Management & Analytics	Amity Future Academy 30 days course	April 18, 2020
3.	Certificate Course on Consumer Buyer Behavior	Swayam Online Certification Course by Prin. L. N. Welinkar Institute of Management Development & Research Institute, Mumbai	70.75% Proctored test date 9/11/ 2019
4.	Certificate Course on Digital Teaching Techniques	ICT Academy	June 20, 2020 to July 4, 2020
5.	Entrepreneurship course of CISCO Networking Academy	CISCO Networking Academy	May 14, 2020

WEBINARS ATTENDED

S.No	Title of Webinar	Name of organizer	Date/ s
1.	Building a sustainable Future	Skycampus: A digital Initiative by ICT Academy	June 12, 2020 (10:00 AM to 11:45 AM)
2.	Future of Education	Skycampus: A digital Initiative by ICT Academy	June 18, 2020 (4:00 to 5:00 PM)
3.	Improving the Skillset & Changing the	Skycampus: A digital Initiative	June 05, 2020

	Attitude	by ICT Academy	(5:00 to 6:00 PM)
4.	You Can Do It	Skycampus: A digital Initiative by ICT Academy	May 20, 2020 (2:30 to 4:00 PM)
5.	The future of skills – Education, Employment & Entrepreneurship	Skycampus: A digital Initiative by ICT Academy	May 11, 2020 (10:00 to 11:30 AM)
6.	The future of skills – Education, Employment & Entrepreneurship	Skycampus: A digital Initiative by ICT Academy	May 12, 2020 (10:00 to 11:30 AM)
7.	The future of skills – Education, Employment & Entrepreneurship	Skycampus: A digital Initiative by ICT Academy	May 14, 2020 (10:00 to 11:30 AM)
8.	Key to success	Skycampus: A digital Initiative by ICT Academy	May 27, 2020 (2:30 to 4:30 PM)
9.	The Power of a Teacher	Skycampus: A digital Initiative by ICT Academy	May 04, 2020

WORKSHOP (ONLY ATTENDANCE)

S.No	Title of Workshop	Name of organizer	Date/ s
1.	International Workshop on Master the Art of Research & publication using AI Tools & Techniques December 26 – 30, 2024	Global Research Training Centre	Dec 26 – 30, 2024
2.	Adaptation to Technology & 21 st Century Skills	A3Minds & Global Institute of Statistical Solutions, Chennai	July 27-29, 2024
3.	MyLoft User Orientation Training Program	MyLoft & Pondicherry University	May 17, 2024
4.	International Online Workshop on SEM & CFA using AMOS	Global Institute of Statistical Solutions	March 18-20, 2023
5.	International Online Workshop on Business Analytics using Excel	Global Institute of Statistical Solutions	November 18-20, 2023
6.	International Online Workshop on Academic Writing- Ethical Issues	Global Institute of Statistical Solutions	September 16-18, 2023
7.	Online Refresher Course in Business Studies	UGC – HRDC, Pondicherry University	October 12, 2022 to 25,

			2022
8.	4 Days Online Workshop on Decoding Personality through Personality Assessment Tests	Silicon City College of Commerce & Management, Bangalore	August 26 to 29, 2022
9.	AICTE sponsored short Term Training Program on Management 4.0	Institute of Business management & Research, IPS Academy, Indore	April 26 to May 1, 2021
10	8 Days FDP on Managing the unlock down in India	Department of Management Sciences, SA Engineering College, Chennai	June 16, 2020 to June 23, 2020
11	Research Structuring and Publication Prospects	National Foundation for Entrepreneurship Development in association with MTSPL	May 17, 2020
12	Employability: An essential Skill for Professional Development	Vishwabarati Research Centre	April 26 to April 30, 2020
13	Virtual Faculty Development Workshop on Enhancing ICT Skills of Educators for Blended and Online Teaching	Ramanujan School of Mathematical Sciences in collaboration with EMRC, Pondicherry University	July 21 to August 1, 2020
14	1 Day Workshop on Campus to Career	CII – IWN, Chennai at Rane Madras campus Trainer Pon Nithya – TCS, Talent Management Team	November 30, 2019
15	1 Day Workshop on Creating Learning Activities to Engage Students	ICFAI Business School	August 9, 2020
16	1 Day Faculty Development Programme in Securities Market	National Institute of Securities Market & Department of Statistics, Pondicherry University	December 13, 2019
17	1 Week FDP on Research Design & Statistical Data Analysis	Indian Institute of Management, Kozhikode	January 20 – 24, 2020
18	3 Day Workshop on Structural Equation Modeling using AMOS	PG Commerce Department Presidency College, Bangalore	April 11-13 . 2019
19	1 Week National Level Workshop on Econometrics tools for Business Research	DMS, SOM, Pondicherry University	January 3 – 9, 2019
20	Two week capacity Building Programme for faculty in Social Sciences	School of Social Sciences & International Studies & sponsored by ICSSR, New Delhi	May 20 – June 2, 2017
21	Three days Workshop on Structural Equation Modeling SEM: Basic & Advance Analysis	National Institute of Technology, Trichy	April 28-30, 2017
22	1 week Training of trainers	Rajiv Gandhi national	February

	on career guidance and counseling	Institute of Youth Development, Sriperumbudur in collaboration with Psychological Counselling Centre, Dept. of Applied Psychology, Pondicherry University	22 - March 02, 2016
23	Three Day National Level Workshop on Advanced Data Analysis in Management	Department of Management Studies, School of Management, Pondicherry University	May 8 - 10, 2015
24	Four day National Workshop on Research Techniques & Data Analysis	Department of Management Studies, Pondicherry University	September 19 - 22 , 2013
25	Faculty Development Programme on art of Teaching: Pedagogical tools & Techniques	National Institute of Technology , Tirichirapalli	Nov 18 - 22 , 2013
26	Faculty Development Program	Dept. of Management, National Institute of Management Studies, Chennai	August 24 , 2012
27	Faculty Development Programme	Dept. of Management, Annamalai University, Chidambaram	February 24 & 25, 2012
28	National Workshop on Research Techniques in Management	Dept. of Management, Pondicherry University, Pondicherry	December 2 - 5 , 2011
29	International Workshop on Strategic Management	Dept. of Management , Vel's University, Chennai	August 22- 23 , 2011
30	National Level Workshop on Research Methods	Dept. of Commerce , Pondicherry University	March 2011 11 th & 12 th
31	National Workshop on Research Methodology for teacher scholars	Academic staff college, Pondicherry University, Pondicherry	October 2010 28 th & 29 th
32	Financial crisis in the US economy & its Global Impact	ICFAI , Pondicherry	22 nd Nov 2008
33	Entrepreneurship awareness programme	Anna Institute of Management (Sponsored by Govt. of Tamil Nadu) , Chennai	March 18 th & 19 th 1995

DETAILS OF PhD students GUIDING (Full & Part Time)

S:No:	Title of Thesis	Area	Mode	Year of Registration	Year of Completion
1.	Sowmiya S	Marketing	FT	2023	Pursuing
2.	Yuvaree T.	Marketing	FT	2023	Pursuing

3.	Thamaraiselvan	HRM	PT	2023	Pursuing
4.	Saurab Kashyap	Marketing	FT	2025	Pursuing

DETAILS OF PG & UG PROJECTS GUIDED

S:No:	Title of Project	Area	Course	Year of Viva Voce	No: of Projects
1.	Work life Balance of Women- A Study with reference to women working in Cluny Embroidery Centre, Puducherry	HRM	MBA IGNOU	2020	1
2.	A Study to Evaluate Employee Motivation at AMCOR	Human Resource Management	IGNOU MBA	2019	1
3.	Consumer Preference Towards Purchase of SUV's in the town of Puducherry for Vignesh Moteurx, Nissan Dealer at Puducherry	Marketing Management	BBM	2019	3
4.	Employee Need Satisfaction at L & T, Puducherry	Human Resource Management	BBM	2019	
5.	Consumer Preference towards Online Shopping of Groceries, Indbazaar, Puducherry	Marketing Management	BBM	2019	
6.	Impact of Motivational Strategies on Employee Work Performance at Pothys	Human Resource Management	BBM	2018	2
7.	Perception towards Employee Engagement at Strides Shasun Pvt. Ltd	Human Resource Management	BBM	2018	
8.	Consumer Awareness & Usage of e-banking Services in the town of Puducherry for Indian Bank	Marketing Management	BBM	2017	2
9.	Young Consumer Attitude towards Cosmetic Products in Puducherry for HUL	Marketing Management	BBM	2017	
10.	Employee Morale study	Human Resource Management		2016	3
11.	Preference for computer education among students	Marketing Management	BBM	2016	

	and working executives in Puducherry for Ocean Academy				
12.	Assessment of Service Quality Satisfaction among Distribution Channel Partners for Idea Cellular Ltd. at Puducherry	Marketing Management	MBA IGNOU	2016	
13.	Health Problems Associated with Traditional Weavers at PONTEX, Puducherry.	Human Resource Management	BBM	2015	
14.	Employee Morale Study	Human Resource Management	BBM	2015	3
15.	Labour welfare measures satisfaction survey	Human Resource Management	BBM	2015	
16.	Service Quality & Customer Satisfaction with Sharma Transporters , Puducherry	Marketing	BBM	2014	
17.	Analysis of Consumer Behaviour for Fast Food among students and faculty of Pondicherry University & PIMS for Tanto restaurant , Puducherry	Marketing	BBM	2014	2
18.	A case study on the Recruitment, Selection & Training Practices at Infosys	Human Resource Management	MBA IGNOU	2014	
19.	A Study on the Quality of Work Life among the employees at Jyothy Laboratories Ltd. Puducherry	Human Resource Management	MBA IGNOU	2012	3
20.	Effectiveness of recruitment and training among junior level management and middle level management at Sunbeam generators Pvt. Ltd. Puducherry	Human Resource Management	MBA IGNOU	2011	
21.	Guided as per the requirements of the MBA course curriculum- Titles not available	Human Resource Management & Marketing	MBA Full Time	1997 - 2002	14
22.	A Critical analysis of the	Marketing	BBM	2013	

	Customer Satisfaction & Consumer Preference for Two wheelers in Pondicherry town for Moham Honda	Management			19
23.	A study on the retailer satisfaction and retailer preference for Biscuit brands for Aurofood Biscuits , Pondicherry	Marketing Management	BBM	2013	
24.	Employee Satisfaction Survey at Aparna Paper works Pvt. Ltd.	Human Resources	BBA	2012	
25.	A study of the consumer behaviour towards choice of retail stores for Home Appliances in Puducherry	Retail marketing	BBA	2012	
26.	A Comprehensive study on Enterprise telecom service providers for Airtel Franchisee , Puducherry	Marketing	BBA	2012	
27.	Impact of Microfinance through SHG Bank Linkage programs on the livelihood of SHG members in the town of Puducherry	General Management	BBA	2011	
28.	A study on the Purchase Behavior and satisfaction of customers towards small cars in the town of Puducherry	Marketing	BBA	2011	
29.	Consumer preference survey for Dairy products in the town of Puducherry	Marketing	BBA	2011	
30.	B 2 B & B 2 C behavior and satisfaction survey for office stationary and supplies for Office 1 Super stores in the town of Puducherry	Marketing	BBA	2011	
31.	Employee Job satisfaction survey at GV Leathers , Pondicherry	Marketing	BBA	2010	
32.	Effectiveness of the training and development program at Suzlon , Puducherry	Human Resource Management	BBA	2010	

33.	Dealer Satisfaction study for Alvaplast PVC pipes , Pondicherry	Marketing	BBA	2010
34.	A study on the measurement of Brand Equity for Ponlait Milk among Women SHG in the town of Pondicherry	Marketing	BBM	2009
35.	Choice of Retail store format and measure of Retail Behavior among firms with Office 1 Super Stores in the town of Puducherry	Marketing	BBM	2009
36.	A study on the measurement of brand Equity of AFT in the town of Puducherry	Marketing	BBM	2009
37.	Enterprise telecom service provider customer satisfaction study for Reliance Communications , Pondicherry	Marketing	BBM	2008
38.	Overall customer satisfaction study with Xerox Copier service provided by Q Tech Services , Pondicherry	Marketing	BBM	2008
39.	A study on the market trends for Colour Digital Printers in South Arcot district for Xerox Business Partner at Puducherry	Marketing	BBM	2007
40.	An appraisal of the Performance Evaluation System at Aircel , Pondicherry	Human Resource Management	BBM	2007
41.	Consumer Behavior in the choice of retail stores for groceries in the town of Puducherry	Marketing	BBM	2007
42.	Effectiveness of the Performance Appraisal System at Manatec, Pondicherry	Human Resource Management	BBM	2006
43.	Employee Satisfaction Survey at Padmam Herbal Care Pvt. Ltd., Pondicherry	Human Resource Management	BBM	2006
Total number of projects guided				43

UGC REFRESHER COURSES ATTENDED

S:No:	Organiser	Title	Date
1.	AICTE Sponsored FDP by Department of Management, Karaikal Campus, Pondicherry University	Business research & Training Methods in the Digital Era	December 2 - 7 , 2024
2.	Online Refresher Course in Business Studies by UGC HRDC, Pondicherry University	Refresher in Business Studies	October 12 to 26, 2022
3.	Online Annual Refresher Course in Management	MHRD & National Testing Agency	61% Online Test on February 16, 2020
4.	UGC - HRDC sponsored Refresher Course	Ecology & Environmental Sciences (MD)	27-06-2015 To 17-07-2015
5.	Academic Staff College, Pondicherry University	UGC Sponsored Refresher Course, Special Summer School, 2012	15-06-2012 To 05-07-2012
6.	Academic Staff College, Pondicherry University	AICTE sponsored Induction training Programme in Management	15-06-99 To 05-07-99

Workshops Conducted

S:No:	Sponsor & Amount	Title	Date
1.	Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Chennai (Rs.1,00,000)	Youth Well-being in Higher Education	March 16-19, 2024
2.	MSME Technology Centre, Puducherry, Ministry of MSME, Government of India Society (Rs. 20,000)	Igniting Entrepreneurship Passion in Youth	March 20, 2025

Research Projects

S:No:	Sponsor & Amount	Title	Period
1.	ICSSR, New Delhi (Rs.5,00,000) <i>dated March 10, 2023 & File No:02/118/2022- 23/RP/MN, sanction of funds dated May 10, 2023 & File No:02/118/2022- 23/ICSSR/RP/MN/OBC & sanction of II installment on Jan 10, 2024</i>	Antecedence of Emotional Intellect on Online Learning Efficacy	June 2023 to June 2024

PERSONAL PROFILE

Marital Status : Married

Date of Birth : January 4 , 1973

Father's Name : Prof. T. Audiseshan

Husband's Name: Mr. V.Arun Subbu Rangan

References

Dr.Lalitha Ramakrishnan
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Puducherry – 8

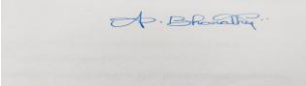
Dr.Anjaneyaswamy
Retired Professor & Dean
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Dr. Hansa L. Manohar
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Dr. B. Charumathi
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Pondicherry- 605014

DECLARATION

I herewith declare that the information furnished above is true to the best of my knowledge.

A small rectangular image showing a handwritten signature in blue ink on a light-colored background. The signature appears to be 'A. Bharathy'.

A.Bharathy