

RESUME

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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"**
- 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 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**
- **Won Cash prize Rs.11,000/- and the I 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 and Mystique
- Presented papers at International Level conferences held at Pondicherry University (Pondicherry) , Sri Sairam Institute of Management Studies (Chennai) & National level UGC sponsored conferences at Kanchi Mamunivar PG Institute (Pondicherry) , Department of Management Studies, Annamalai University- Chidambaram & at Idhya College for women – Pondicherry etc..
- Organised Management meets at BBA & MBA level
- Organised Personality Development & Soft Skill Workshops
- Had been a resource person for a Personality Development & Career Guidance Workshop
- 20 (7 yrs PG & 13 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)

- Currently employed as Assistant Professor, Department of Management, Pondicherry university Community College from April 9, 2012.
- 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

- 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 10 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 date

- Representing Pondicherry University Women Cell from Community College
- AISHE Nodal officer since 2016

MAJOR Workshops/EDP/Guest Talks organized

- 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.

PLACEMENT/STUDENT CAREER & COUNSELING ACTIVITIES

- **Was the first faculty to volunteer to take care of placement and career development activities at PUCC 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 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).*

MEMBERSHIP IN PROFESSIONAL OR SOCIAL ORGANISATIONS:

PROFESSIONAL ORGANISATION

Since 2013, I am a 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.

SUBJECTS TAUGHT AT MBA / UG LEVEL

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 Law, Financial Management etc..

DETAILS OF CONFERENCES ATTENDED

S.No	Name of Conference / Year	Organiser	Topic / ISSN/ISBN
1.	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
2.	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
3.	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
4.	International Conference (2020)	Adaikalamatha Institute of Management & Research – Multiversant Innovative Research Approaches for Sustainable Global Development January 3, 2020	An Exploratory Study on Oh So Social by Adoption by Top Automobile Brands in India Journal of the Gujarat Research Society ISSN 0374-8588
5.	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
6.	National Level Conference (2019)	Surana College, Bangalore – Digital Social Responsibility & Cyber Counseling November 13-14, 2019	Homophily as Predictor of Online Interpersonal Behaviour
7.	National Conference (2019)	Management, Technology &	Aggregators of Services – The New

		Innovation in the VUCA World “Role in Value Creation” organized by New Horizon College of Engineering, Bangalore	Economy Digital Platform Driving Entrepreneurship
8.	National Conference (2019)	Redefining Management Through Artificial Intelligence at D G Vaishnav College, Chennai	Perception Towards Employee Engagement For Sustainable Employee Retention & Progression
9.	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
10.	National Conference (2019)	National Conference on Digital Economy: Business Opportunities and Challenges by Dept. of Commerce, University of Madras	Social Relationship Factors as Predictors of Consumer Social Media Behavior ISSN 2250 1940
11.	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
12.	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
13.	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

14.	National Conference (2018)	2 Days National Level Seminar on Emerging Innovations and Strategic Business Practices by Sanjivani College of Engineering, Dept. of MBA Kopargaon, Maharashtra, India	Consumer Adoption of Digital banking Channels: Seedling Transformation towards Cashless India ISBN : 9789 385 782 510
15.	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
16.	International Conference (2017)	Implementation Strategies for Sustainable Innovation organized by School of Management at DG Vaishnav College (Autonomous), Chennai -106	Skill India: A Stitch in time saves nine – Transforming the education sector ISSN 2347 3940
17.	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
18.	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
19.	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
20.	International	10 th NASMEI	Social Networking

	Conference (2016)	Conference (An International Marketing Conference in India by Great Lakes Institute of Management in India, Chennai)	Sites Usage: Uses & Gratification Perspective
21.	International Conference (2016)	Environmental Advisory for Sustainable Trust, Tirunelveli, Tamil Nadu	Women @ Crossroads in breaking through the glass ceilings to power: The need for a gender inclusive ecosystem ISSN-2249-4375
22.	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
23.	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
24.	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
25.	International Conference (2015)	International Association of Academicians & Researchers & Common Wealth Vocational University, Pune.	Innovative Skill Based Vocational Education Through Community Colleges - towards Solution
26.	International Conference (2015)	Department of Management, SRM University, Chennai.	International Conference on Data Sciences in Business applications ISSN 2319-2682
27.	National Level Conference (2014)	Department of Commerce, Madras Christian College, Chennai	Conference on creativity & innovation in business ISBN 978-93-81006-82-5

28.	International Conference (2014)	ICWAI , Southern India Regional council & Faculty of Science & Humanities, Dept. of Commerce, SRM University	Conference on Human Resource Excellence Global scenario ISBN -13:978-81-8209-178-8 ISBN -10:81-8209-178-8
29.	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
30.	International Conference(2014)	Department of Business Administration & Computer Applications, Sree Sastha Institute of Engineering & Technology , Chennai	Business Excellence, Strategies & Transcendence ISSN-2347-8608
31.	International Conference (2013)	Daito Bunka University, Tokyo, Japan & Acharya Bangalore B-School, India	Cross Cultural Management in Global Business
32.	International Conference	AVS College of Arts & Science, Salem, Tamil Nadu	Recent Trends in Commerce & Business Management
33.	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
34.	International Conference (2012)	University of Malaya & Sri Sairam Engineering College, Chennai	Application of Management & Technology in Global Economy
35.	International Conference (2012)	Hindustan college of Arts & Science, Chennai	Competitive Business Strategies for Sustainable development ISBN 819217643-6
36.	National Seminar (2012)	Pondicherry University & Indian Council of social Science Research, Puducherry	Women Entrepreneurship in Beauty services Segment
37.	National Conference	SRM University ,	FDI in Retail Sector

	(2012)	Chennai	ISBN 978 93 81195 161
38.	National conference (2011)	All India Chamber of Commerce, Pondicherry University	A perceptual analysis of employee work life balance in ITES/BPO sector
39.	National Conference (2011)	Hindu Nadars Senthikumara Nadar's college, Virudhunagar	Recent Trends in Yoga and Physical Education/ ISBN 97881 - 910426 - 8-9
40.	International conference (2011)	Sai Ram Institute of Management, Chennai	Competency building Strategies in Business & Technology / ISBN 819217643-6
41.	National Symposium (2011)	Annamalai University, Chennai	Indian Industry : Is it Fostering Economic development / ISBN 97-81-920303-1-9
42.	National Conference (2010)	Womens Christian college, Chennai	Inclusive growth in India: An emphasis on financial and social inclusion / ISBN 93-80697-2L-X
43.	International Conference (2010)	Pondicherry University	3 rd International Conference on Microfinance / ISBN L3:978-8L-8209-265-5 ISBN-L0:8L-8209-265-5
44.	International Conference (2009)	Sri Sairam Institute of Management Studies	Impact of economic crisis in global business scenario / ISBN 978-93-80627-18-2
45.	International Conference (2003)	Pondicherry University	Contemporary world order: A Vedic perspective/
46.	National Conference (2009)	Kanchi Mamunivar PG Institute (Pondicherry)	Beyond Autonomy :Towards Excellence & The French connection: The French education in Puducherry
47.	National Conference (2000)	Annamalai University	UGC National Seminar on Business Education in the new millennium

48.	State Conference (2006)	Level	Idhaya Science Pondicherry	Arts & College	Recent trends in Commerce
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EDITED BOOK VOLUME

S.No	Name of Journal / Book/ News Paper	Title of the article ISSN/ISBN
1.	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
1.	Studies in Indian Place Names UGC Care Listed Journal Impact Factor: 6.3	Sociotechnographics evaluation of social networking site users in higher Education ISSN 2394-3114 Vol 40 Issue 59 (2020) Pg:77-84
2.	Research Review International Journal of Multidisciplinary International peer Reviewed Online Journal Impact Factor 5.14(SJIF)	Predictors of Employee Motivation: A Magic Wand for Organizational Success ISSN 2455 3085 Vol 4, Issue 8 August 2019 Pg: 148-153
3.	Journal of the Gujarat Research Society UGC Care List Group D Impact Factor 3	An Exploratory study of Oh So Social Media Adoption by Top Automobile Brands in India ISSN 0374 8558 Vol 21, Issue 19, December 2019 Pg: 369 -380
4.	International Journal of Research & Analytical Reviews UGC Journal No: 43602 Impact Factor 5.75	Aggregators of Services: The new economy digital platform driving entrepreneurship ISSN 23495138 Vol: 6 Special Issue June 2019 Pg: 41-44
5.	Research Review International Journal of Multidisciplinary	Influence of Herzberg Two factor Theory on Retail Job

	UGC Journal No : 44945	Performance ISSN 2455 3085
6.	International Journal of Management, Technology & Engineering UGC Journal No:	Perception towards employee engagement towards sustainable employee engagement and progression ISSN 2249 7455
7.	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
8.	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
9.	Research Explorer Vol VI, Special Issue September 2018 Pg 45-50	Work Place Stress at ITBPM Companies: The Rising Need for Wellness Officers ISSN 2250 1940
10.	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
11.	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
12.	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
13.	Indian Journal of Applied Psychology Volume 55, April 2018 pp11-17	Online Interpersonal Behaviour in SNS ISSN 0019 5073
14.	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
15.	Paripex – Indian journal of Research (International Journal) Volume 6, Issue 11, November 2017	Social Networking sites usage behavior : Uses & Gratification Theory

	pp 621 -623	Perspective ISSN 2250-1991
16.	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 – 87224
17.	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
18.	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
19.	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
20.	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
21.	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
22.	International Journal of Business, Management & Social Sciences, Volume 4, Issue 10 (1) , June 2015	Innovative Skill Based Education Through Community Colleges ISSN: 2249 - 7463
23.	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
24.	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
25.	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
26.	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
27.	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
28.	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
29.	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
30.	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
31.	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
32.	University News , Jan 17, 2000	Management Education – Is it ready for a millenium change in curriculum ISSN 0566-2257
33.	The Hindu “Metro Plus “ August 8, 2009	Brand Retailing – destination Puducherry
34.	Mystique (A half yearly research journal of KMCPGS) 2009, Vol 1 No: 2	The New Avatar of Indian Retailing Sector: Growth of Corporate Retailing
35.	Synapse 2001 Edited Book from Pondicherry University	Corporate India’s Tomorrow – Surviving the Downturn

BOOKS PUBLISHED

S:No	Book Title	Publisher Details
1.	BPO : Concepts and Practices	TIJ Research Publications PTE LTD., Singapore ISBN 978-981-07-6506-4
2.	Occupational Stress of Employees in BPO/ITes Industry	Archers & Elevators Publishing House

		Karnataka ISBN 9781234 567897
3.	Gender Parity & Women Empowerment (Edited Book Volume)	Bonfring Publishers, Coimbatore ISBN 9789386 638731
4.	Marketing Power ..to survive,, to grow and to prosper.	Xpress Publishing an imprint of Notion Press Available on Amazon & Notion Press portal ISBN 9781649193629

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.	Campus to Corporate Workshop	Campus to Corporate Training / Sri Manakula Vinayagar Engineering College, Puducherry	January 9, 2020
2.	Work Life Balance - A Myth or Reality	Indian Medical Association & Women Doctors Wing at Jyothi Eye Care, Puducherry	May 15, 2019
3.	Work Life Balance - A Myth or Reality	Indian Women Network sponsored Talk at Manatech Electronics Pvt. Ltd.	May 30, 2019
4.	Yes U can - Motivational Talk & Career Guidance	Guest Talk at Raak Arts & Science College, Puducherry	January 29, 2019
5.	Abdul Kalam - Lessons from his Life	Bridges Learning Vidyalaya, Puducherry	Jul 27, 2019
6.	Skills Building, Vocational Training & Interventional Techniques	Workshop on Inclusive Education - lifelong Management of dyslexia/ organised by Pondicherry Dyslexia Association	December 9, 2017
7.	Business management and marketing strategies for self employed women	Guest Talk & Valedictory Function / Indian Bank Rural Self Employment &	September 15, 2017

		Training Institute (RSETI) , Puducherry	
8.	Achievement Motivation	FDP on Entrepreneurship – Technopreneur sponsored by NSTEDB, DST – New Delhi at Annamalai University, Chidambaram	September 19, 2016
9.	Work Life Balance	Corporate Talk at Siemens Ltd., Puducherry	June 12, 2015
10.	Work Life Balance	Corporate Talk at Jyothi Eye Care, Pondicherry	May 30, 2015
11.	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
12.	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
13.	Magic of Marketing	Entrepreneurship development Training program for minorities by Puducherry Backward Classes & Minorities Development Corporation Limited, Hotel Annamalai, Puducherry.	December 15, 2013
14.	Marketing facilities for SME	Entrepreneurship development Training program for minorities by Puducherry Backward Classes & Minorities Development Corporation Limited, Hotel Surguru, Puducherry	December 29, 2013
15.	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
16.	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

17.	Opportunity Analysis & Moulding Careers	Vocational Guidance Seminar Organised by Pondicherry Employment Exchange	17th & 18th July 2007
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WORKSHOP (ONLY ATTENDANCE)

S.No	Title of Workshop	Name of organizer	Date/ s
1.	1 Day Workshop on Campus to Career	CII – IWN, Chennai at Rane Madras campus Trainer Pon Nithya – TCS, Talent Management Team	November 30, 2019
2.	1 Day Workshop on Creating Learning Activities to Engage Students	ICFAI Business School	August 9, 2020
3.	1 Day Faculty Development Programme in Securities Market	National Institute of Securities Market & Department of Statistics, Pondicherry University	December 13, 2019
4.	1 Week FDP on Research Design & Statistical Data Analysis	Indian Institute of Management, Kozhikode	January 20 – 24, 2020
5.	3 Day Workshop on Structural Equation Modeling using AMOS	PG Commerce Department Presidency College, Bangalore	April 11-13 . 2019
6.	1 Week National Level Workshop on Econometrics tools for Business Research	DMS, SOM, Pondicherry University	January 3 – 9, 2019
7.	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
8.	Three days Workshop on Structural Equation Modeling SEM: Basic & Advance Analysis	National Institute of Technology, Trichy	April 28-30, 2017
9.	1 week Training of trainers on career guidance and counseling	Rajiv Gandhi national Institute of Youth Development, Sriperumbudur in collaboration with Psychological Counselling Centre, Dept. of Applied Psychology, Pondicherry University	February 22 -2, 2016
10.	Three Day National Level Workshop on Advanced Data Analysis in Management	Department of Management Studies, School of Management, Pondicherry University	May 8 - 10, 2015
11.	Four day National Workshop on Research Techniques & Data	Department of Management Studies, Pondicherry University	September 19 – 22 , 2013

	Analysis		
12.	Faculty Development Programme on art of Teaching: Pedagogical tools & Techniques	National Institute of Technology , Tirichirapalli	Nov 18 – 22 , 2013
13.	Faculty Development Program	Dept. of Management, National Institute of Management Studies, Chennai	August 24 , 2012
14.	Faculty Development Programme	Dept. of Management, Annamalai University, Chidambaram	February 24 & 25, 2012
15.	National Workshop on Research Techniques in Management	Dept. of Management, Pondicherry University, Pondicherry	December 2 – 5 , 2011
16.	International Workshop on Strategic Management	Dept. of Management , Vel's University, Chennai	August 22- 23 , 2011
17.	National Level Workshop on Research Methods	Dept. of Commerce , Pondicherry University	March 2011 11 th & 12 th
18.	National Workshop on Research Methodology for teacher scholars	Academic staff college, Pondicherry University, Pondicherry	October 2010 28 th & 29 th
19.	Financial crisis in the US economy & its Global Impact	ICFAI , Pondicherry	22 nd Nov 2008
20.	Entrepreneurship awareness programme	Anna Institute of Management (Sponsored by Govt. of Tamil Nadu) , Chennai	March 18 th & 19 th 1995

ONLINE COURSES ATTENDED

S.No	Course Name	Name of organizer	Date/ s
1.	Human Management & Analytics	Amity Future Academy 30 days course	April 18, 2020
2.	Certificate Course on Consumer Buyer Behavior	Swayam Online Certification Course by Prin. L. N. Welingkar Institute of Management Development & Research Institute, Mumbai	70.75% Proctored test date 9/11/ 2019
3.	Online Annual Refresher Course in Management	MHRD & National Testing Agency	61% Online Test on February 16, 2020

DETAILS OF PG & UG PROJECTS GUIDED

S.No:	Title of Project	Area	Course	Year of Viva Voce	No: of Projects
1.	A Study to Evaluate Employee Motivation	Human Resource Management	IGNOU MBA	2019	1
2.	Consumer Preference Towards Purchase of SUV's in the town of Puducherry for Vignesh Moteurx, Nissan Dealer at Puducherry	Marketing Management	BBM	2019	3
3.	Employee Need Satisfaction at L & T, Puducherry	Human Resource Management	BBM	2019	
4.	Consumer Preference towards Online Shopping of Groceries, Indbazaar, Puducherry	Marketing Management	BBM	2019	
5.	Impact of Motivational Strategies on Employee Work Performance at Pothys	Human Resource Management	BBM	2018	2
6.	Perception towards Employee Engagement at Strides Shasun Pvt. Ltd	Human Resource Management	BBM	2018	
7.	Consumer Awareness & Usage of e-banking Services in the town of Puducherry for Indian Bank	Marketing Management	BBM	2017	2
8.	Young Consumer Attitude towards Cosmetic Products in Puducherry for HUL	Marketing Management	BBM	2017	
9.	Employee Morale study	Human Resource Management		2016	3
10.	Preference for computer education among students and working executives in Puducherry for Ocean Academy	Marketing Management	BBM	2016	
11.	Assessment of Service Quality Satisfaction among Distribution Channel Partners for Idea Cellular Ltd. at Puducherry	Marketing Management	MBA IGNOU	2016	
12.	Health Problems	Human	BBM	2015	

	Associated with Traditional Weavers at PONTEX, Puducherry.	Resource Management			
13.	Employee Morale Study	Human Resource Management	BBM	2015	3
14.	Labour welfare measures satisfaction survey	Human Resource Management	BBM	2015	
15.	Service Quality & Customer Satisfaction with Sharma Transporters , Puducherry	Marketing	BBM	2014	
16.	Analysis of Consumer Behaviour for Fast Food among students and faculty of Pondicherry University & PIMS for Tanto restaurant , Puducherry	Marketing	BBM	2014	2
17.	A case study on the Recruitment, Selection & Training Practices at Infosys	Human Resource Management	MBA IGNOU	2014	
18.	A Study on the Quality of Work Life among the employees at Jyothy Laboratories Ltd. Puducherry	Human Resource Management	MBA IGNOU	2012	3
19.	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	
20.	Guided as per the requirements of the MBA course curriculum- Titles not available	Human Resource Management & Marketing	MBA Full Time	1997 - 2002	14
21.	A Critical analysis of the Customer Satisfaction & Consumer Preference for Two wheelers in Pondicherry town for Moham Honda	Marketing Management	BBM	2013	
22.	A study on the retailer satisfaction and retailer preference for Biscuit	Marketing Management	BBM	2013	

	brands for Aurofood Biscuits , Pondicherry				19
23.	Employee Satisfaction Survey at Aparna Paper works Pvt. Ltd.	Human Resources	BBA	2012	
24.	A study of the consumer behaviour towards choice of retail stores for Home Appliances in Puducherry	Retail marketing	BBA	2012	
25.	A Comprehensive study on Enterprise telecom service providers for Airtel Franchisee , Puducherry	Marketing	BBA	2012	
26.	Impact of Microfinance through SHG Bank Linkage programs on the livelihood of SHG members in the town of Puducherry	General Management	BBA	2011	
27.	A study on the Purchase Behavior and satisfaction of customers towards small cars in the town of Puducherry	Marketing	BBA	2011	
28.	Consumer preference survey for Dairy products in the town of Puducherry	Marketing	BBA	2011	
29.	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	
30.	Employee Job satisfaction survey at GV Leathers , Pondicherry	Marketing	BBA	2010	
31.	Effectiveness of the training and development program at Suzlon , Puducherry	Human Resource Management	BBA	2010	
32.	Dealer Satisfaction study for Alvaplast PVC pipes , Pondicherry	Marketing	BBA	2010	
33.	A study on the measurement of Brand Equity for Ponlait Milk among Women SHG in the town of Pondicherry	Marketing	BBM	2009	
34.	Choice of Retail store	Marketing	BBM	2009	

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

UGC REFRESHER COURSES ATTENDED

S:No:	Organiser	Title	Date
1.	UGC – HRDC sponsored Refresher Course	Ecology & Environmental Sciences (MD)	27-06-2015 To 17-07-2015
2.	Academic Staff College,	UGC Sponsored Refresher Course,	15-06-2012 To

	Pondicherry University	Special Summer School, 2012	05-07-2012
3.	Academic Staff College, Pondicherry University	AICTE sponsored Induction training Programme in Management	15-06-99 To 05-07-99

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.G.Chandrasekaran
Principal i/c
Pondicherry University
Community College
Lawspet
Puducherry – 8

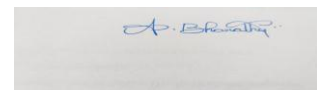
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Retired Professor & Dean
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DECLARATION

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



A.Bharathy