

Dr.G.Rajini,MBA.,Ph.D

Professor & Head / MBA (Integrated)
School of Management Studies,

VELS Institute of Science ,Technology and Advanced Studies

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Principal Investigator (2020-23)

NSTMIS Project , Department Of Science and Technology

Government of India

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Flat.No.F-33,ARIHANT AMARA Apartments ,Poonamalee High Road,
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<https://orcid.org/0000-0001-6160-6012>

<http://www.researcherid.com/rid/L-4166-2016>

SCOPUS Author ID: 55768805900

<https://scholar.google.co.in/citations?user>

https://www.researchgate.net/profile/Rajini_g

Experience (From 9th March 2015 -- present position)

ACADEMICS

June 9th '14 to March 6th '15 --

Coordinator(Shift II), Dr.MGR Janaki College of Arts And Science For Women.Chennai.28

June 2011 to June 7th 2014 --

**Professor& Head (Joined as AP & Promoted on 1st Oct,2013), Dept of MBA, Ganadipathy
Tulsi's Jain Engineering College, Kaniambadi.Vellore**

***(January 2013 to October 2013-- Additional responsibility as Director -Training &
Placement)***

Aug 2003 to April 2011 --

Assistant Professor & Head, Department of Management Studies,
DKM College for Women(Autonomous)Sainathapuram,Vellore

INDUSTRY

Nov 1992 to Jun 1997 --

Electrical Supervisor Co-op Sugar mills,Tamil Nadu (Quasi Government)

Jan 1990 to Dec 1990 --

Apprentice, Tamilnadu Electricity board

CREDENTIALS AT A GLANCE (Scopus H-Index -6)

1. Dr G.Rajini has authored 4 **Books** on Strategic Human Resource Management, Metropolitan Women on-line shoppers experience , Human Resource Analytics –Key to Organizational Development, Purchase Experiences of Indian Women with Facial Cream brands :A Contemporary Research, published from **Germany** and Published **60 papers** in International, National and Edited volumes of Books indexed in Scopus, Elsevier ,Springer Nature ,ICI ,Google scholar, Ebsco & by reputed publishers like Sage, Inder science ,IGI etc
- 2.Received **distinguished faculty award** for performing unique,commendable,resourceful and consistently significant contribution in the field of teaching by Indo Global Chamber of Commerce ,Industries and Agriculture on 4th February ,2018 at Pune and **best faculty award** in the 7th International Conference on Healthcare Technology and Management jointly organised by Dhaka International University ,International Engineering and Technology Institute ,Hong Kong at Vivekanandha College of arts and Science on 4th February,2019 and **Four best paper awards** in International and national conferences .
- 3..Invited Guest in Kalaingar Seithigal (TV News channel) for “ Kalvi selvam” (An Education update) live telecast on 14th July 2015 and NEWS 7 Channel on 22nd,June 2016 “Varaverpparai” (Interview about MBA Programs)
- 4.Member in the editorial board/ Reviewer of
 - Journal of Business Administration Research (ISSN: 2630-5194 Online)
 - International Journal of Commerce (ISSN 2394-9597)
 - International Journal of Research and Business innovation (ISSN 2321 – 5615)
 - International Journal of Advanced Engineering and Management Research.
 - International Journal on Research and Development-A Management Review.(ISSN 2319-5479)
 - International journal of Management and Social Sciences (ISSN 2455-2267)
 - International Journal of Law, Psychology and Human Life (IJLPHL)IJBST Journal Group (ISSN 2319-8489)
- 5.Consultany offered by Drafting “ Business Development Plan to start Traning centre for Tamilnadu Highways Department ” and submitted to Ecorys Pvt Ltd (Netherlands Based Company)
- 6.**Produced Five Ph.D** and Guiding 8 Ph.D scholars in the areas of Online marketing, Knowledge Management E-HRM , Social Entrepreneurship.Indian External Examiner for Ph.D thesis evaluation and conduted Public Viva voce of some Universities .
- 7.Presented nearly **30 papers** in International and National conferences of repute..Attended FDP’s/MDP’s/Conferences in IIM, IIT, Anna University, Madras University, Loyola, Sri Ramachandra University, PSG Tech, University of Delhi, University of Kerala, VIT-University etc .
- 8.Resource person for ICSSR sponsored workshop for Ph.D scholars at University of Mysore , Entrepreneurial Development programs sponsored by ministry of HRD, India at DKM College for Women, Vellore(Autonomous) and **Academy of prison & correctional Administration, Vellore and Police Training College, Vellore. Corporate Trainer** and consultant for **Coromandel International Limited** (Murugappa Group) for the Eight years.
- 9.Occupied as **chair person** in 9 International Conferences and 8 National level Executive meet and conferences.
- 10.Conducted **Entrepreneurial Development Program** sponsored by Micro Small and Medium Enterprises –Development Institute (Govt. of India),Chennai and by **NSIC**
- 11.Coordinated and Convened International and National Seminars,Conference, Symposium, workshops etc . Bestowed with **National merit certificate** in recognition of high position secured in the list of meritorious candidates qualifying for awards from Tamilnadu in SSLC

Educational Qualification

QUALIFICATION	YEAR OF PASSING	UNIVERSITY/ INSTITUTION	SPECIALISATION / ELECTIVE
Ph.D	Aug-2010	VIT- University, Vellore, TamilNadu, India	Strategic Human Resource Management
MBA (Master of Business Administration)	June-2001	IndiraGandhi National Open University, New Delhi, India	Human Resource Management
BBA (Bachelor of Business Administration)	May-1996	Annamalai University, Chidambaram, TamilNadu, India	Elements of Insurance
DEEE (Diploma in Electrical and Electronics Engineering)	April-1989	T.P.E.V.R.N.Govt Polytechnic, Vellore	-
SSLC (Secondary School Leaving Certificate)	March-1986	St.Marys Convent, Vellore	-
Hypnosis Practitioner & Hypnotherapy Guide(CPD Accredited)	June -2020	UDEMY	

DETAILS OF CREDENTIALS

Publications Details	:	Book	-	4
	:	National	-	1
	:	International	-	49 (39 SCOPUS Indexed,2 SSRN-Elsevier, 1-Inderscience,1-Springer Nature,1-Sage)
	:	7 Papers in Edited Volume of Books		
	:	6 Abstracts in Books of Abstracts		

Book

- Rajini.G (2011). ‘Strategic Human Resource Management: Theory and Practice’ LAMBERT Academic Publishing,Germany.ISBN:978-3-8454-0200-0.
- Krithika. M and Rajini.G (2016)‘ Metropolitan Women Online Shoppers Experience’ LAMBERT Academic Publishing,Germany. ISBN:978-3-659-92069-1
- V.Bharathi Kannamma. and G.Rajini (2017) ‘Human Resource Analytics :Key to Organizational Development ’ Scholars’Press,Mauritius . ISBN 978-620-2-30148-0
- G.Rajini and G.Madhumita (2018) ‘Purchase Experiences of Indian Women with Facial Cream brands :A Contemporary Research’ , Scholars Press,ISBN 978-620-2-31447-3

Journals Publication

SCOPUS INDEXED

Rajini.G, Keerthana Shree.V, Elavenil .A.K (2020), Human Performance Enhancement: A Comprehensive Competencies Assessment In Production Engineering Companies, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 06, pp.5714-5729

Rajini, G., & Akshaya, B. (2020). Application of information science with social media analytics: A sentimental analysis. *International Journal of Scientific and Technology Research*, 9(1), 2572–2579.

Rajini.G and Gomathi.K(2020) ,Ergonomic Workplace :An Analysis based on Gender and Employee Wellbeing ,TEST Engineering and Management ,82 (1),pp 272-283

Madhumita . Rajini.G and Subisha.B (2020) ,Investigation of Over the Counter (Otc) Pharmaceutical Brands Preferred By New Age Indian Women , TEST Engineering and Management, 82 (1),pp 337-348

Sriram.S and Rajini.G (2020), Work Life Rhythm: Understanding the Sinusoidal Waves of Liveliness, TEST Engineering and Management,82 (1),pp 349-352

Sriram, S., & Rajini, G. (2019). Digital anthropology in work life rhythm. *International Journal of Innovative Technology and Exploring Engineering*, 8(11 Special Issue), 757–759. <https://doi.org/10.35940/ijitee.K1132.09811S19>

Ramkumar.A, and Dr.Rajini.G, (2019), Innovative way of using Human Resource Portals for E-Recruitment and Selection, International Journal of Scientific & Technology Research, ISSN 2277-8616, 8(10), 401-408.

Ramkumar.A, and Dr.Rajini.G, (2019), Innovative way of using Social Media Networks for E-Recruitment and Selection, International Journal of Scientific & Technology Research, ISSN 2277-8616, 8(10), 175-181.

G. Madhumita, G. Rajini, (2019), Homogeneity & Analysis of Variance: Substantiation among Women Professional Purchase decision of Facial Cream Brands, International Journal of Engineering and Advanced Technology (IJEAT) ISSN: 2249 – 8958, 8 (6), pp 4762-4766.

K. Gomathi, Rajini.G. (2019), Organizational Ergonomics: Human Engineering Leading To Employee Well-Being,International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, 8 (10), pp3744-3749.

G. Rajini, G. Madhumita(2019) Vital Factors Influencing Purchase of Over the Counter (Otc) Medicines: Brand Experiences of Gen X and new age Indian women.Research J. Pharm. and Tech. ; 12(6): 2682-2686 .

Ramkumar A., &Rajini G (2019). Effective Recruitment and Selection System for the it Software Industry in India. *Indian Journal of Public Health Research & Development*, 10(1), 73-77.

Ramkumar A., &Rajini G.(2019). A Study on Innovative Recruitment Techniques and Its Impact on Job Seekers.*Indian Journal of Public Health Research & Development*, 10(1), 78-83.

Gomathi, K., & Rajini, G. (2018). A Preliminary Study on Organisational Ergonomics and Prevention of Hazards in Garment Industry, *International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)*, ISSN (P): 2249-6890; ISSN (E): 2249-800, 8(4). pp 963-968.

Prabha, D., & Rajini, G. (2018). Predominant Factors Influencing Purchase Decision of Branded Electronic Durables: Price and Product Information, *International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)*, ISSN (P): 2249-6890; ISSN (E): 2249-8001 , 8,(4), pp 969-973.

Krithika.M and .Rajini.G, (2018),SMAC Surge in Indian Online Marketing :A Paradigm Shift towards Customer Acceptance , *International Journal of Mechanical and Production Engineering Research & Development*, 8(Special Issue 4), 265 -269 .

Prabha.D and Rajini.G (2018) Consumer Brand Preference Towards Purchase Of Household Electronic Products: A Structural Equation Modeling, *International Journal of Mechanical and Production Engineering Research & Development*, 8(Special Issue 4), 1-7.

Rajini.G,Poornima.A and Geetha .K (2018),Evidence of Charismatic Leadership and Social Intelligence to Organizational Commitment , *International Journal of Mechanical and Production Engineering Research & Development*, 8(Special Issue 3), 817-825.

Ramkumar.A & G.Rajini (2018), Innovative Human Resource Practices and Selected H.R. Outcomes in Software Firms,*International Journal of Innovation, Creativity and Change*, ISSN Vol.No.4,Issue No.2

Ramkumar.A & G.Rajini (2018), Personality and Success Level Prediction of Individuals Using Soft Skills Measures and its Performance Evaluation ,*International Journal of Innovation, Creativity and Change*, ISSN Vol.No.4,Issue No.1,

Rajini G. (2018) Revisiting the Symptoms of Work-Life Balance: A Dependency Analysis of Employees in ICT Sector. In: Dash S., Das S., Panigrahi B. (eds) *International Conference on Intelligent Computing and Applications. Advances in Intelligent Systems and Computing*, vol 632.pp.643-653, Springer, Singapore

G.Rajini, and K.Gomathi (2018),Human Engineering :Predictors of Cognitive Ergonomics for Nurses ,*International Journal of Engineering and Technology (UAE)*,Vol. 7 Issue No.2.33, pp.1102-1105

Krithika.M G.Rajini, (2018) Persuading Attributes of Online Shopping Cart Abandonment,*International Journal of Engineering and Technology(UAE)*, Vol.No.7,Issue No.3.34, pp.739-742

G.Rajini,K.Gomathi and Aparna Ramesh (2017) , Decisive Variables Discriminating Employee Retention: A Gender Based Analysis, *Journal of Advanced Research in Dynamical & Control Systems*, 13-Special Issue,pp 712-717

G.Rajini and D.Prabha (2017) Emotional Branding: An Attitudinal Influence towards Customers, *Journal of Advanced Research in Dynamical & Control Systems*, 11-Special Issue, pp 801-804

Dr.G.Madhumita, Dr.G.Rajini (2017) Prognostic Analysis of Purchase Experience of Women Professional towards Facial cream Brands, *Journal of Advanced Research in Dynamical & Control system*, Special issue , ISSN 1943- 023X pg, 578- 583

Dr.G.Rajini,Ms.G.Sheela & Ms.S.Sharmila (2017), Effects of Employee Wellness Program: A Dependency Analysis, *Journal of Advanced Research in Dynamical & Control system*, Special issue , ISSN 1943- 023X pg, 584- 594

G.Rajini and Ms.Krithika (2017), “Evidence of Effect of Perceived Risk on Online Shopping Cart Abandonment” *International Journal of Applied Business and Economic Research*, No.15, Issue No. :21 - Part 2, Page:103-110

G.Madhumita and G.Rajini (2017), “Viability of using Factor Analysis to Investigate the Impact on Purchase Experience with Facial Creams Among Women Professionals” *International Journal of Applied Business and Economic Research*, No.15, **Issue No. :21- Part 2, Page:153-162**

G. Rajini, K. Gomathi and M.R. Narayanan (2017), “Constructs Influencing Satisfaction: A Comparative Analysis of Life Insurance Schemes Providers”*International Journal of Economic Research*, No.14, **Issue No. :16 - Part 3 ,Pages : 29-37**

G.Rajini and Krithika. M (2017), “Buying or Browsing: Motivation behind online Purchase Intention”*Man In India*, No.97, **Issue No. :22 -Part 2, Pages : 1-7**

G.Rajini and G.Madhumita (2017), “Imperative Variables, Discriminating the Influence of Dermatologist Towards the usage of Facial Cream Brands” *Man In India*, No.97, **Issue No. :22 - Part 2, Pages : 51-59**

G. Rajini and V.BharathiKannamma (2017), “Human Resource Auditing: A Perceptual Analysis of Maharatna Public Sector Unit of India” *Man In India*,No.97, **Issue No. :22 - Part 2, Pages :125-131**

G.Rajini and Krithika.M (2017), ‘Risk Factors Discriminating Online Metropolitan Women Shoppers :A behavioural Analysis’,*The International Journal of Cyber Behavior,Psychology and Learning*, Vol.7,No.1, pp 52-64

G. Rajini and K. Balaji (2017) Retention of Customer Loyalty: Assessment of Factors Leading to Mobile Number Portability,*International Journal of Economic Research*, Vol. No.14, Issue No.: 11 Pages : 137-144

G.Rajini and Madhumita.G (2016), Exuberance due to celerity endorsement on brands : A Product Categorical study , Indian Journal of Science and Technology , Volume 9 , Issue 32 , DOI:10.17485/ijst/2016/v9i32/98664, ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645

.G.Rajini and Krithika.M (2016),Online Purchase: Risk Cognizance Influencing Intention,Indian Journal of Science and Technology, Vol 9(32), DOI: 10.17485/ijst/2016/v9i32/98660,ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645

G.Rajini and Divyasree Veeramani Sangameshwari (2016),An Emphasize of Customer Relationship Management Analytics in Telecom Industry, Indian Journal of Science and Technology, Vol 9(32), DOI: 10.17485/ijst/2016/v9i32/98646, ISSN (Print) : 0974-6846 ISSN (Online) : 0974-5645

Rajini.G. (2013). ‘Vital Strategies Discriminating Global and Local Organizations in India’, *Global BusinessReview*,Vol. 14, No. 2, pp.225–241. Sage Publication.

OTHER INDEXED

1. Rajini.G (2019) Organizational Citizenship Behavior: Key Indicator for Organization Development and Change", *International Journal of Emerging Technologies and Innovative Research* ,Vol.6, Issue 1, page no. pp358-364, (UGC List No.63975 and ISSN Approved), ISSN:2349-5162
2. Poornima, A., Rajini, G. (2019).Social Enterprises: Boon to Education Sector *International Journal of Research in Engineering, IT and Social Sciences*,vol(9) special issue, ISSN 2250-0588,pp221-227
3. Gomathi. K., Rajini.G. (2019).Effects of Job Nature on Organisational Ergonomics at Garment Industries. *International Journal of Research in Engineering, IT and Social Sciences*, special issue, ISSN 2250-0588, pp371=379.
4. Prabha .D and Rajini.G (2018),An Empirical Study on Customer Brand Preference Towards Electronic Durable Products,*Journal of Applied Science and Computations* Vol. 5, No.12,pp.2032-2040 (UGC List No.41238) ISSN 1076-5131
5. Madhumita, G. and Rajini, G(2017), An Alliance between Brand Awareness & Purchase Decisions for Facial Cream Brands Among Women Professionals – A Path Analysis Approach ,*Managerial Marketing e Journal*,Vol.9,No.16, May 12 (Elsevier)
6. Rajini, G.Fostering Employee Engagement(2017), Factors Contributing to Quality of Services in Hospitality Sector ,*Human Resource Management & Organisational Behavior e Journal*,Vol.8,No.21,May 23, (Elsevier)
7. Madhumita.G and G.Rajini and (2017),Validating the Constructs of Purchasebehaviour based on Brand Awareness & Stimuli: A Structural Equation Modelling ,*International Journal of Control Theory and Applications* ,Vol 10,No.8,

- pp. 807-812
8. Krithika.M and G.Rajini (2017),Predictors of Online Shopping Cart Abandonment,International Journal of Control Theory and Applications ,Vol 10 ,No.9, pp.19 -23
 9. Rajini.G.(2016) "International Brands of Electronic Home Appliances: Persuade of Dissimilar Factors on Consumer Behavior", *International Journal of Research in Engineering, IT and Social Sciences* (Impact Factor: 6.452) ,Vol.6,No.5, pp 8-15
 10. Rajini.G.(2016) "A Comprehensive Analysis of Human Resource Competencies", *International Journal of Management, IT and Engineering* (Impact Factor: 6.269), Vol.6,No.8, pp 77-98
 11. Rajini.G and Krithika. M (2016). 'Factors influencing online shopping Intention: Impact of Perceived Risk ' *Advances in Natural and Applied Sciences* , Special Vol.10, No.10, pp. 116-119.
 12. Rajini.G and Krithika. M (2016). 'A study about interdependence between attitude and perceived risk in online shopping' *International Journal of Management and Social Science Research Review (IJMSRR)*, Vol.1, No.4, pp. 80-84.
 13. Krithika. M and Rajini.G (2016). 'Comparative Review of Two Theoretical Frameworks in Technology based Consumer Acceptance Behavior ' *International Journal of Research in Management, Economics and Commerce* , (Impact Factor: 6.384), Vol. 6, No. 4, pp.16-26
 14. Rajini.G. (2015). 'HR Competencies: Cognition of Multiple Constituents', *International Journal of Electrical Communication Engineering*,Vol. 1, No. 2, pp.14-24.
 15. Rajini.G and Poornima.A (2011). 'Factors influencing purchase decisions of Two-wheelers' *Int. J.Management Research and Technonogy* ,Vol.5,No.1,pp.35-43.
 16. Rajini, G. and Gomathi, S.(2010) 'Strategic imperative of human resource leadership competencies',*Int. J. Learning and Change*, Vol. 4, No. 2, pp.147–163. (Inderscience)
 17. Rajini.G. and Gomathi.S. (2009). 'An insight of theories of Strategic Human Resource Management', *Journal of Management Thought and Practice*, 1(2), pp.1-19
 18. Murali Manohar, Rajini.G, Vamsi kiran(2002).Personnel audit-Need of the hour,*Organisational Management*,Vol.17,No.4,pp.3-4.

Books (Edited volumes)

- Rajini.G. (2019). 'HRM and OD'. In Dr.Ananthavalli Ramesh, (eds) Waste Management Strategy and Managers. Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, Government of India. pp. 297-414. ISBN 978-81-940618-7-8.
- Rajini.G. (2019). 'Caselets on Rural Management'. In Dr.Sumathi G.N (eds) Rural Management Principles and Practices. Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, Government of India. pp. 317-403.ISBN 978-81-940618-0-9.
- Rajini.G. and Gomathi.S. (2005). Utility Analysis of Theoretical Models for Strategic Human Resource Management at a Public Sector Unit, India.In Kale.S.L., Chhabra.S.(eds) *Strategic role of HRM in New Millennium*. India: IPS Academy, pp . 136-148.
- Rajini.G. and Gomathi.S. (2009). Conceptual frameworks in strategic Human Resource Management. In Dr. K. Maran, Venkateswara Prasad.B., Hemanth Kumar. V., Priyadharshini.P.(eds) *Impact of economic crisis in Global Business Scenario Human Resource Management*. India: Anuragam, pp. 60-66.
- Rajini.G. (2011). Competency Based Human Resource Models:A Vital Source of Competitive Advantage. In Dr. K. Maran, (eds) *Competency Building Strategies in Business &Technology*. India: Masilamani Pathippagam, pp. 114-116
- Rajini.G. (2011). 'A Multivariate Analysis to determine Work life Balance for Nurses'. In Nirmal Kumar.R.T and Arul Rajan.K (eds) *Changing Perspectives of Management: Revisiting the Past, Analysing the Present and Exploring the Future*. India: HIS , pp. 617-626
- Rajini.G& Mitra (2014). 'Impact of Celebrity Endorsement on Purchasing Products Influencing Lifestyle'.In Gina George and Preethi Prabhakharan (eds) *Evolve as a lifestyle expertise in lifestyle management*. India : Agasthiar Noolagam, pp.273-280

Books of abstracts

- Krithika.M and Dr.Rajini.G. (2016). 'Instigating Factors of Cart Abandonment During Online Shopping', International conference on Marketing, Society and Technology, held at IIM -Kozhikode, on 29th September - 1st October, 2016.
- Rajini.G. and Gomathi.S. (2003). 'Basis for Ethical decision making in business' , *National seminar on Management in transition*, held at University of Madras, Chennai on 20th and 21st February,2003
- Gomathi.S and Rajini.G. (2003). 'Corporate governance in India', *National seminar on Management in transition*, held at University of Madras, Chennai on 20th and 21st February,2003
- Gomathi.S and Rajini.G. (2005). 'Global era : Need for paradigm shift in Human Resource development to strategic perspective' ,*National seminar on Emerging trends in globalised commerce education-focusing on areas of research*, held at DKM College for Women,Vellore on 11th and 12th August,2005

- Rajini.G. and Gomathi.S. (2007). ‘Transforming HR Managers to Strategic partners (A Comparative Studies)’, *International symposium on global business opportunities and challenges*, held at Loyola college, Chennai on 15th and 16th February,2007.
- Rajini.G. and Gomathi.S. (2007). ‘Comparative analysis of comprehensive strategic Human Resource leadership competencies’, *International conference on Global business strategy in competitive environment*, held at Sri Sai Ram Institute of Management Studies,Chennai during 21st and 22nd September,2007.

OTHER CREDENTIALS

Won first place in Humanities track for the paper titled ‘Revisiting the symptoms of Work life Balance: A Dependency Analysis of Employees in ICT Sector’ presented in the International Conference on Advanced Trends in Engineering ,Science and Humanities held from 15th to 17th December , 2016 at Priyadarshini J.L.College of Engineering ,Nagpur ,India organised jointly with IRD India

Won Best Research Paper Award For The Paper Titled COMPETENCY BASED HR MODELS: A VITAL SOURCE OF COMPETITIVE ADVANTAGE In The International Conference On COMPETENCY BUILDING STRATEGIES IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT Held During September 22nd& 23rd, 2011 At Sri Sai Ram Institute Of Management Studies, Chennai.

Won best research paper award for the paper titled “MULTIPLE DISCRIMINANT ANALYSIS OF STRATEGIES PREVAILING IN INDIAN ORGANISATION” in the international seminar on Global Business Climate – Impact in India” conducted on 9th October 2009 at Annai Mathammal Sheela Engineering College, Erumapatty, Namakkal district, TN.

Won best paper award for the paper titled ‘HR Metrics :Perspectives of Balanced Score card’ in the national level seminar on Global Scenario of HRM conducted on 9th February 2008 at Kanchi Shri Krishna College of Arts and Science, Kanchipuram.

Papers Presented

Presented a paper titled “Panic Hiring hacks for Start-ups ” in the Fourth International Conference on Social Sciences and Education by Virtual Platform organized by Headway Global Research Consultancy. Pte. Ltd, Singapore and Jagadambha College of Engineering and Technology, India on April 18th & 19th ,2020.

Participated in a Global Immersion program and Workshop on Sustainability at London School of Business and Finance & Workshop on International Business PSB Academy, Singapore from 1st to 5th November, 2019

Presented a paper titled “ Social Media Data Analytics: Sentimental Analysis for Business decisions” in the 3rd ASIA International Multidisciplinary Conference Technology and Society: A Multidisciplinary Pathway for Sustainable Development organized by Universiti Teknologi Malaysia, Johor Bahru, Malaysia on May 1st & 2nd 2019.

Guest Speaker on the title "Workplace gender based discrimination :An Ergonomic Perspective " in the International congregation on “Women Empowerment, Gender Diversity & Financial Inclusion” at Dhaka International University, Dhaka, Bangladesh, on 29-30th April 2019.

Presented a paper titled ‘Fostering Employee Engagement :Factors Contributing to Quality of Services in Hospitality Sector’ International Conference on Business and Management held on 7th & 8th December , 2016 at University of Sri Jayewardenapura Colombo, Srilanka

Presented a paper titled ‘Revisiting the symptoms of Work life Balance: A Dependency Analysis of Employees in ICT Sector’ in the International Conference on Advanced Trends in Engineering ,Science and Humanities held from 15th to 17th December , 2016 at Priyadarshini J.L.College of Engineering ,Nagpur ,India organised jointly with IRD India .

Presented a paper titled ‘Predictors of Online Shopping Cart Adandonment’ in the International Conference on Advanced Trends in Engineering ,Science and Humanities held from 15th to 17th December , 2016 at Priyadarshini J.L.College of Engineering ,Nagpur ,India organised jointly with IRD India

Presented a paper titled ‘Validating the constructs of Purchase behaviour based on Brand Awareness and Stimuli :A structural Equation Modelling ’in the International Conference on Advanced Trends in Engineering ,Science and Humanities held from 15th to 17th December , 2016 at Priyadarshini J.L.College of Engineering ,Nagpur ,India organised jointly with IRD India

Presented a paper Titled, ‘Instigating Factors of Cart Abandonment During Online Shopping’, International conference on Marketing, Society and Technology, held at IIM -Kozhikode, on 29th September - 1st October, 2016.

Presented a paper titled ‘FACTOR ANALYSIS OF ORGANIZATION CULTURE ATTRIBUTES’ in the AICTE sponsored International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development (IEBFHT’13) held during December 20th & 21st, 2013 at Sri Sai Ram Institute of Management Studies, Chennai.

Presented a paper Titled ‘MOBILE SERVICE PROVIDER’S INFUENCE ON THE COGNITION OF DELIGHTMENT IN CRM’ in the AICTE sponsored International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development (IEBFHT’13) held during December 20th & 21st, 2013 at Sri Sai Ram Institute of Management Studies, Chennai.

Presented a paper entitled “TRAINING STRATEGIES: TOOL TO FACE GLOBAL CRISIS” at the International conference on Impact of global crisis in Indian business organized by the department of management studies, Annai Mathammal Sheela Engineering College on 14th September 2012.

Presented a paper entitled “TALENT RETENTION STRATEGIES IN HOTEL INDUSTRY” at the International conference on Impact of global crisis in Indian business organized by the department of management studies, Annai Mathammal Sheela Engineering College on 14th September 2012.

Presented a paper entitled “A MULTIVARIATE ANALYSIS TO DETERMINE WORK LIFE BALANCE FOR NURSES” at the International conference on changing perspective of management: Revisiting the past, Analysing the present and Exploring the Future at Surya group of institutions, Vikravandi TN on 26th August 2011.

Presented paper on “FACTORS INFLUENCING PURCHASE DECISION OF TWO – WHEELERS” in the International conference on “Global Marketing Strategies & Practices” on 8th & 9th October 2010 organized by Nehru Institute of Management studies, Coimbatore, TN

Presented a paper titled “CONCEPTUAL FRAMEWORKS IN STRATEGIC HRM” in the International conference on Impact of Economic Crisis in Global Business Scenario on 24th & 25th September 2009 at Sri Sai Ram Institute of Management Studies, Chennai, TN.

Presented a paper titled “PROMOTIONAL STRATEGIES TO BE ADOPTED BY MOBILE SERVICES TO FACE THE BUSINESS CLIMATE IN INDIA” in the international seminar on Global Business Climate – Impact in India” conducted on 9th October 2009 at Annai Mathammal Sheela Engineering College, Erumapatty, Namakkal district, TN.

Presented a paper titled “MULTIPLE DISCRIMINANT ANALYSIS OF STRATEGIES PREVAILING IN INDIAN ORGANISATION” in the international seminar on Global Business Climate – Impact in India” conducted on 9th October 2009 at Annai Mathammal Sheela Engineering College, Erumapatty, Namakkal district, TN.

Presented a paper titled “BENCHMARKS IN TALENT MANAGEMENT” in the international Seminar on Global Management Challenges conducted on 17th October 2008, organized by Department of Management studies at Nandha Engineering College, Erode, TN.

Presented a paper titled “COMPARATIVE ANALYSIS OF COMPREHENSIVE STRATEGIC HUMAN RESOURCE LEADERSHIP COMPETENCIES” in the International conference on Global Business Strategy in Competitive Environment on 21st & 22nd September 2007 at Sri Sai Ram Institute of Management Studies, Chennai, TN.

Presented a paper titled “TRANSFORMING HR MANAGERS TO STRATEGIC PARTNERS” in the international symposium Organized by Forum of Commerce conducted on 15th and 16th February 2007 at Loyala College (Autonomous), Chennai, TN.

Presented a paper titled “ADVERTISEMENT:SHOULD RURAL MARKET FALL PREY TO ITS PSYCHO – SCIENTIFIC TECHNIQUE” in the national conference on Consumer Protection – Issues and Impediments in Rural Areas Organized by Department of commerce & business administration conducted on 11th& 12th February, 2006 at Muthayammal College of Arts and Science, Rasipuram, Namakkal District, TN.

Presented a paper titled “GOVERNANCE OF CYBER LAW AND CYBER CRIME IN INDIAN SENARIO THE VITAL ISSUE TO BE ENVISAGED AMONG RURAL YOUTH” in the national conference on Consumer Protection – Issues and Impediments in Rural Areas Organized by Department of commerce & business administration conducted on 11th& 12th February, 2006 at Muthayammal College of Arts and Science, Rasipuram, Namakkal District, TN.

Presented a paper at the FMS International conference 2005 titled “HUMAN CAPITAL FORMATION IN THE 21ST CENTURY – IS A NEW PARADIGM NEEDED?” during 1st to 4th of December, 2005 held at conference centre, University of Delhi, Delhi, UP.

Presented a paper titled “INSURANCE SECTOR” in the national level seminar organized by the Department of Commerce of St. Joseph’s College of Arts and Science, Cuddalore , TN on 10th and 11th of September 2005.

Presented a paper titled “STRATEGIC SALES FORCE MANAGEMENT IN RURAL MARKETING” in the national symposium on Emerging Trends and Challenges in Rural Marketing jointly organized by Department of Management Sciences, Vellore Institute of Technology, Vellore, TN and Faculty of Rural management, University of Sydney, Orange, Australia on February 5th& 6th, 2004

Presented a paper titled “CORPORATE GOVERNANCE” in the national seminar on Management in Transition conducted by the Department of Management Studies at the University of Madras, Chennai, TN on February 20th& 21st, 2003

Presented a paper titled “BASIS FOR ETHICAL DECISION MAKING IN BUSINESS” in the national seminar on Management in Transition conducted by the Department of Management Studies at the University of Madras, Chennai, TN on February 20th& 21st, 2003

Presented a paper titled “GLOBALISATION AND DECENTRALISED DEVELOPMENT” at the 85th Annual conference of the Indian Economic Association held at University of Kerala, Kerala during December 27th to 29th 2002

Noted Participation

Resource person to conduct online Workshops on “Social Entrepreneurship, Swachhta and Rural Engagement” for Mahatma Gandhi National Council for Rural Education ,Ministry of Education, Government of India from the month of September 2020.

Delegate in IMUN Online Conference 22.0 from September 12th to 13th ,2020 in UNDP conducted by International Model United Nations ,UNESCO and Australian Embassy .

Participated in International Webinar on "Managing HR in a Multi - Generational Workforce" conducted by ASBM University , Bhubaneswar on 4th September ,2020

Resource person in the National Level Seminar on “Micro Finance and its Relevance to Rural Development ” and handled a Session on “Micro finance in Rural Development held on 9th March ,2019 at Dr.SNS.Rajalakshmi College of Arts and Science (Autonomous) , Coimbatore.

Resource Person for the Session “Soft Skills for Enterprenuers “ during the Entrepreneurship Awareness Camp 2018-19 organised by EDC of DKM College for Women and Centre for Entrepreneurship Development ,Madurai ,Supported by Department of Science and Technology ,GOI on 2nd March,2019 at Vellore .

Chairperson in the International Conference on“ Innovation, Entrepreneurship and Economy for Sustained Development ” held during October 10th& 11th , 2018 at Sri Sai Ram Institute of Management Studies, Chennai.

Chief Resource Person for the one workshop on , “Publish or Perish :The Art and Science of writing Research Papers in Management ” at Periyar Maniammai Institute of Science and Technology ,Thanjavur on 20th September 2018

Chair person in the International conference on “Innovative Business Practices and Consumer Protection in Digital World ” jointly organised by MEASI Institute of Management ,Chennai-14 and Department of Civil Supplies and Consumer Protection ,Government of Tamilnadu on 19th August 2017.

Delivered valedictory address and served as Chair person in the International conference on Recent advances in E-business : Challenges and Opportunities jointly organized by Vivekanandha College of Arts and Sciences for Women and Avinashilingam Institute for Home science and higher education for women on 2nd and 3rd February ,2017

Chief resource person in National workshop on “Emotional Intelligence ” at Muthurangam Government Arts and science college (Autonomous) on 16th March ,2016.

Resource person in “ENTREPRENEURSHIP AWARENESS CAMP” 2015-16 sponsored by department of science and technology, GOI, NW Organized by D.K.M College for women (Autonomous), Vellore on March 3rd 2016.

Resource person for the session “Personality and Stress management” at Police Recruits Training School , Vellore on 28th November 2015

Conducted Ph.D public Viva as external examiner on the title, “Individual investors’ behavior towards select investments with reference to Cuddalore district” at Annamalai University on

16th October, 2015.

Chairperson in the International Conference on BANKING , FINANCE , BUSINESS AND TECHNOLOGY FOR SUSTAINING ECONOMIC DEVELOPMENT IN GLOBAL MARKET held during October 9th& 10th , 2015 at Sri Sai Ram Institute of Management Studies, Chennai.

Resource person in the National Conference on “Recent Trends in Communication Technology” held on 22nd September 2015 at Auxilium College (Autonomous) ,Vellore.

Chair person in the International Conference on , “ BUSINESS INNOVATION ” held on 6 & 7 th October 2014 at Sun Arts and science College,Thiruvanamalai.

Chairperson in the International Conference on , “ EVOLVE AS AN LIFESTYLE EXPERTISE IN LIFESTYLE MANAGEMENT” held on August 20th 2014 at Auxilium College(Autonomous), Vellore.

Chief guest for International Womens Day at BHEL,BAP,Ranipet and addressed the gathering on Women in PUBLIC SECTOR on 8th March,2014

Resource person for a state level seminar at Sun Arts and Science College,Thiruvanamalai and delivered a presentation on Role of HRM in Productivity Increase on 22nd February,2014.

Judge for a marketing event in “TECH INTELLECT 14” (State Level Technical Symposium), held on 15th February 2014 at MMES arts and science college Melvisharam.

Resource person in “ENTREPRENEURSHIP AWARENESS CAMP” 2013 -14,2015-16 sponsored by department of science and technology, GOI, NW Organized by D.K.M College for women (Autonomous), Vellore on 31st January 2014 and March 3rd 2016.

Resource person in the ICSSR New Delhi, Sponsored 10 day national Level Training programme on research methodology for PhD scholars in social sciences held during 20th January 2014 to 29th January 2014 organized by department of studies and research in commerce at **University of Mysore, Mysore.**

Chairperson in the AICTE sponsored International Conference on ECONOMICS, BUSINESS, FINANCE, HUMAN RESOURCE and TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT (IEBFHT’13) held during December 20th& 21st, 2013 at Sri Sai Ram Institute of Management Studies, Chennai.

Judge in “Emerging Executive Meet” -2012” in the event Best Manager and Paper presentation held on 25th January, 2012 at Auxilium College (Autonomous), Vellore.

Chairperson in the International Conference on COMPETENCY BUILDING STRATEGIES IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT held during September 22nd& 23rd, 2011 at Sri Sai Ram Institute of Management Studies, Chennai.

Participated in the UGC sponsored sensitization and awareness raising workshop on ‘Capacity Building Programmed for Woment Managers in Higher Education’ held at Avinashilingam Deemed University, Comibatore, TN during 16th to 21st December 2004.

Awarded Six Sigma Yellow Belt after completion of examination on 10th September 2006 awarded by benchmark sixsigma.

Participated in the national seminar “ENHANCING HR COMPETENCIES FOR THE HIGH-TECH SECTOR” from 29th to 30th September 2006 at Indian Institute of Technology, Chennai,

Participated in the AICTE sponsored one week workshop on “DATA ANALYSIS FOR MANAGEMENT RESEARCH” from 21st to 26th of May 2007 at Indian Institute of Management, Kozhikode, Kerala.

Date: 03.10.2020

Place: Chennai