

Jeyalakshmi R

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Objectives:

To learn and update myself in the field of management and impart the knowledge I gained to the students community to nourish their entrepreneurial and managerial skills.

Educational qualification:

- **Ph.D(Finance)** – Pursuing Ph.D in the title “ Impact of selected macroeconomic variables on stock market – A Study w.r.to India and China” in Bharathiar University
- **MBA(Finance & Marketing)** with **76%** from Panimalar Engineering College, Chennai, June 2009
- B.Sc.,(Mathematics) with **67%** from Alagappa University, Karaikudi, April 2007
- HSC-+2(Physics, Chemistry, Maths, Biology) with **84%** from N.S.M.V.P.S Hr.Sec.School, Devakottai
- SSLC-10th with **93%** from St.Marys Girls Hr.Sec. School, Devakottai.

Experience:

1) Assistant Professor (Grade III) in Sri Sairam Institute of Management Studies

Period: 1st June 2011 to till date During this tenure handled classes on Integrated Marketing Communication, Retail Management, International Business Management, Written Communication, Principles of Management for B.E(E.C.E)& B.E(Civil), Total Quality Management for B.E (C.S.E) & B.E(E.I.E) and Business application software.

Has achieved 100% result in Principles of Management, Total Quality Management and Retail Management.

2) Lecturer in Sri Sairam Institute of Management Studies

Period: 4th June 2010 to 31st May 2011

During this tenure handled classes on Service Operations Management, Business Application Software, Engineering Economics and Financial Accounting B.Tech(IT). Achieved 100% result in above three papers.

SEMINARS ATTENDED

S.No	Name	Venue	Date
1	National Level FDP on Research Report Writing	Sri Sairam Institute of Management Studies	10 th March 2011
2	International FDP on Global Education Strategy for Business & Technology	Sri Sairam Institute of Management Studies	26 th July 2011
3	Staff Development Program on Recent Development in Manufacturing and Management	Sri Sairam Engineering College	25 th – 30 th July 2011
4	Innovations in branding	Sri Sairam Institute of Management Studies	28 th July 2012
7	Doctoral Colloquium	Easwari Engineering College	25 th October 2013
12	National Level Workshop On Social Science Research Analytics using SPSS	Sri Sai Ram Institute of Management Studies	17 th April 2015
13	One day Workshop on Enhancing QWL: Role of Soft Skills	Tamil Nadu Open University	30 th November 2015

CONFERENCES ATTENDED

S.No	Name	Venue	Date
1	International Conference Application of Management and Technology Research in Global Economy	Department of Indian Studies, University of Malaya.	2 nd and 3 rd June 2012.
2	Yukthi 12 National Conference on Conceptual Models for Business Excellence	Karpagam College of Engineering	19 th October 2012

3	National Conference on Opportunities and Challenges in Present Global Business Scenario	Adhiparasakthi Engineering College	27 th December 2012
5	International Conference on Innovative & Competent Business Strategies Opportunities & Challenges	AMSA, Kulalampur, Malaysia	27 th July 2013
7	International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development IEBFHT '2013	Sri Sairam Institute of Management Studies	20 th & 21 st December 2013
11	International Conference on Unleashing Opportunities at Bottom of the Pyramid	Department of Business Administration, Annamalai University	17 th April 2015
13	Sixth International Conference on "Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market (IBFBT 15)"	Sri Sai Ram Institute of Management Studies	9 th & 10 th October
14	UGC sponsored Eleventh International Seminar on Financial Markets: Issues and Challenges – (FIMIC - 2016)	Bharathidasan University	9 th & January 2016

PAPERS PRESENTED

S.No	Name	Venue	Date
1	A Study on CRM practices with reference to Reliance Fresh Ltd" on International Conference Application	Department of Indian Studies, University of Malaya	2 nd and 3 rd June 2010

	of Management and Technology Research in Global Economy		
2	A study on Retail loss and Shrinkage prevention with special reference to Reliance Fresh Ltd” on Yukthi 12 National Conference on Conceptual Models for Business Excellence	Karpagam College of Engineering	19 th October 2012
4	A Study on CSR and Profitability- A Study with reference to P&G and HLL	Adhiparasakthi Engineering College	27 th December 2012
5	A Study on Consumer Perception & Awareness towards Mitsubhi in International Conference on Innovative & Competent Business Strategies Opportunities & Challenges	AMSA, Kulalampur, Malaysia	27 th July 2013
6		Bharathidasan University	9 th January 2016
7	International conference on Social Sciences research for sustaining business & economy in global market(ICSRSBEGM-17)	Sri Sairam Engineering College	20&21 September 2017.

RESEARCH PAPERS PUBLISHED

S.No	Title	Journal	Volume No	Pages	Place of Publication
1	A Study on Consumer	Sankhya International	ISSN 0975-3915, Vol 4,	48-51	Chennai

	Perception & Awareness towards Mitsubhi	Journal of Management & Technology	Issue 1, June 2013		
2	A Study on CSR and Profitability- A Study with reference to P&G and HLL	Proceedings of National Conference held at Adhiparasakthi Engineering College		45-49	Chennai
3	“Macroeconomic Variables And Stock Market Volatility In China -A Study With Reference To Shangai Stock Exchange Composite Index”	in International Journal On Advanced Research,	Special Issue, ISSN-2347-8446, October 2015,	165-169	Chennai
4	“The Impact of Macro Economic Factors- Indian Stock Market”	Annamalai International Journal of Business Science and Research			

Extra Curricular Activities:

Had been the Secretary of Youth Welfare Association(2006-07) at Sree Sevugan Annamalai College. Organised a Blood Donation camp(October 2006) and Womens Day Celebration(March 2007) in the college premise.

Personal Details:

Gender : Female

Nationality : Indian

Religion : Hindu(BC)

Marital Status : Married

Hobbies : Reading books related to personality development, Interested in solving logical and analytical problems, Reading novels and listening to music.

Place:

Date:

JEYALAKSHMI.R