



Prof. Dr. V. SASIREKHA Ph.D

#10, Second Street, Dheiva Nagar,
 Tambaram West
 Chennai – 45.
 Mobile: 99400 19336
 E-mail: sasirekharamani@gmail.com

Public profile: <http://in.linkedin.com/pub/dr-sasirekha-v/43/275/329>
http://www.researchgate.net/profile/SASIREKHA_V/

CAREER OBJECTIVE

To become an inspirational leader (for creating a team) with a passion for excellence for building institutions of lasting value; To become an academician with a stellar track record in research; To impart value based knowledge to the students and guide them to enhance their employability skills thereby helping the parents, industry and society.

EXPERIENCE SUMMARY

TOTAL EXPERIENCE – Around 18 years

Industry Experience – Around 1.5 Years

- Programmer Trainee – **CBSI (India) Limited (Covansys)**, Chennai.
- Management Trainee & Lecturer – **Hindustan College of Engg.**, Chennai.
- Market Development Executive at **SOLUS RANBAXY PHARMACEUTICALS Ltd.**, Chennai .

Teaching Experience – Around 16.5 years

- Presently working as **PROFESSOR** at **Sri Sai Ram Institute of Management Studies** (A unit of Sri Sai Ram Engg. College) from April 2012 till date.
- Worked as **Assistant Professor** at **Sri Sai ram Institute of Management Studies** from Oct. 2000 onwards till March 2012.
- Lecturer – **Hindustan College of Engg.**, Chennai. (8 months)

CONTRIBUTIONS TO THE DEPARTMENT

- Chief Coordinator of our college Women Empowerment Cell
- Convener for TIES 2015, at our institute during Jan. – Feb. 2015.
- Instrumental in enabling students to win in the National Level Students Management Convention organized by Madras Management Association (continuously for the past 9 years).
- Conducted around 10 Internal Audits for our institute's quality management system.
- NAAC criterion coordinator of our college.
- Acted as NBA & ISO coordinator for the MBA department
- Acted as Placement Coordinator and helped students to secure placements in Pharmaceutical industry, Marketing, Teaching and HR functions in Top notch Organizations.
- Coordinated various International and National Level conferences, seminars and Faculty Development Program.
- Guiding students to participate in intercollegiate competitions and symposiums in various events viz. Business Plan, Paper Presentation, Block and Tackle and Ad-zap etc.

RESEARCH GUIDANCE

Presently guiding **Ph.D – Management Scholars** at the following Universities:

- **Bharathiar University, Coimbatore**
- **AMET UNIVERSITY, Chennai**
- Doctoral Committee member – BHARATH UNIVERSITY, Chennai
- Guided more than 360 regular and distance education MBA students for their projects.

AWARDS RECEIVED

- Received Best Women Achiever Award – 2014 from Education Today and Kalvichuder magazine on 15.03.2014.

TRAINING & GUEST LECTURES DELIVERED

I have been invited as a resource person to deliver guest lecture in the following institutions. The Details are mentioned below.

- **“Portrayal of Women in Media”** for **overseas participants** in a 50 days training programme titled **“Women Empowerment Through Technical and Vocational Education”** organized by **NITTTR** (National Institute of Technical Teachers Training and Research – Ministry of HRD), Taramani – Chennai.
- **“Time Management for Medicos”** for Doctors and Nurses of **Madras Medical Mission and Research Hospital** (MMM), Chennai.
- **“Time Management”** at **Tamil Nadu Police Academy** for **400 women commandos (2008 Batch)**.

ACADEMIC PUBLICATIONS & PRESENTATIONS

BOOK PUBLISHED

Authored a book titled **“TOTAL QUALITY MANAGEMENT”** published by Thakur Publishers, Lucknow. **ISBN 978-9382249-22-1. Dec. 2013.**

BOOKS – EDITED

- Compiled and edited a book on **Global Business Strategy in Competitive Environment** published by Kalaignan publishers. ISBN No. 978 – 93 – 80627 – 18 – 2.
- Compiled and edited a book on **Impact of Economic Crisis in Global Business scenario** published by Anuragam Publishers.

CASE STUDY PUBLISHED

1. **“Numbers Do The Magic: Fast Track-ing The Game”** – Teaching Case Study published in **IPBJ – International Post Graduate Business Journal** vol. 5 (Special Issues) (2), 99-112 (2013). published by Othman Yeop Abdullah Graduate School of Business (OYAGSB), **Universiti Utara Malaysia**
2. **“Sustaining the Sustainable Development – Case Study of ITC Ltd.”** published by AMET Business School, Chennai.

PUBLICATIONS IN JOURNALS

3. **A Study On The Role Of Social Commerce Constructs For Shopping Fashion Products**, International Journal of Civil Engineering and Technology IJCIET, Vol. 9, Iss.1, Jan. 2018 pp. 508 to 518 ISSN Print: 0976-6308 and ISSN Online: 0976-6316 (INDEXED IN SCOPUS).
4. **An Empirical Analysis On Policing Impacts-Is Cop's Facing Difficulty In Balancing Their Work And Life**, Jour of Adv Research in Dynamical & Control Systems, Vol. 9, No. 8, Aug. 2017, pp: 108 – 116. ISSN 1943-023X (INDEXED IN SCOPUS).
5. **Women Police: Challenges faced in Balancing Work and Life and its Influence on Marital Status and Job Stress**, Jour of Adv Research in Dynamical & Control Systems, Vol. 9, No. 6, June 2017, pp: 104 – 110. ISSN 1943-023X (INDEXED IN SCOPUS).
6. **Advertisements impact on body image investment practices of women in India**, Mass Communicator - International Journal of Communication Studies (ANNEXURE 1), Vol. 11 - Number 1, Jagannath International Management School, New Delhi, January - March 2017, ISSN No. 0973 – 9688, Pp : 33 – 36.
7. **A Study of Factors Influencing Customer Satisfaction in E-Retailing In India**, Nov. 2016 – April 2017, SANKALAN, Vol. 2, Iss. 2, pp: 1 – 5, ISSN No. 2454-9266.
8. **A Study on the Role of Social Media Networks for Online Retailers with Special Reference to Fashion Industry in India**, MIM International Journal Of Management Research, February 2017 Vol. – 3 Issue – 1 ISSN 2394 – 6997, pp: 85 – 90.
9. **An Empirical study on Work Life Balance of Women Police and its influence on work stress, non acceptance and working conditions**, Journal of Management and Science, Volume I, Special Issue on Prism of Possibilities – Business Opportunities and Challenges in the Global Era, ISSN (print) 2249-1260 and ISSN (Online) – 2250-1819, pp108-113.
10. **An Empirical Investigation on Work Life Balance among IT Employees at SIPCOT with Special Reference to Level of Management and Work Related Factors that affect Personal Life**, International Journal of Contemporary Commerce, Volume 5, Issue 1, September 16, ISSN: 2319 – 958X.
11. **An Empirical Study on Work Life Balance of Women Employees Working Among Various Service Sectors in Chennai With Special Reference to Age and Marital Status**, journal of Intercontinental Management Research Consortium, Intercontinental Journal of Human Resource Research Review, Volume 4, Issue 4 – Special Edition-I – September 2016, ISSN (online): 2320 – 9704, ISSN (Print): 2347-1662, Impact Factor: 1.615.
12. **Lights Camera 'Niche'**, Journal of Soft Skills in Management, Jan - April 2016 Vol. – 4 Issue – 1. Pp 67 – 74. Published by Enriched Publications, NewDelhi.
13. **Leveraging Social Media for Marketing in India - A Case Study Approach**, Journal of Soft Skills in Management, Jan - April 2016 Vol. – 4 Issue – 1. Pp 67 – 74.

14. **A study on customer perception towards electronic service quality of mobile application in online shopping**, International Journal of Business Intelligence and Innovation, March 2016, Vol. 2, Issue 4. ISSN 2348-4705.
15. **An Empirical Study on Job Satisfaction and Occupational Stress among Higher Secondary School Teachers** in MIM International Journal of Management Research, February 2016, Vol. 2, Issue 1. Pp 81 – 88. ISSN 2394-6997.
16. **Public Awareness and Perception towards Swacch Bharat Abhiyan – Clean India Movement** in Dynamics of Public Administration Journal, December 2015, Vol. 32, Issue: 2, pp. 171 – 177. ISSN: 0975-3907 Online ISSN: 0976-0733. **DOI: 10.5958/0976-0733.2015.00013.9**
17. **A Study On Emerging Trends In Retail Sector With Special Reference To Social Media** in International Journal of Business Intelligence and Innovation, Special Edition 29th & 30th July 2015, Vol. 1 Issue 2. ISSN: 23484705.
18. **A Study On Work Life Balance Of Female Nurses With Special Reference To The Factors Such As Job Stress And Job Satisfaction** in International Journal of Business Intelligence and Innovation, Special Edition 29th & 30th July 2015, Vol. 1 Issue 2. ISSN: 23484705
19. **Indian Education System – Issues and Remedies in Global Perspective** published in *Acme Intellects International Journal of Research in Management, Social Sciences & Technology*, ISSN 2320-2939(Print), ISSN 2320-2793(Online)
20. **A Study On The Work Life Balance Of Women Employees Working In Night Shifts With Special Reference To BPO Industry** in Unnayan Journal published by Bansal Management Group of Institutes, Bhopal.
21. **Analysis of Market Potential for Gold Savings Fund – A Research Inquiry** SRM – IMT Journal of Business and Management Research, Noida.
22. **Ballast Water Discharge And Its Impact On Environment – Ballast Free Shipping – The Way Forward** in AMET International Journal of Management published by AMET University Issue 7: ISSN 2231-6779 / Jan - June 2014
23. **A Study on Quality of Work Life with Reference to the Madras Pharmaceuticals**, International Journal of Applied Engineering Research, ISSN 0973-4562 Volume 9, Number 17 (2014) pp. 3605-3614 <http://www.ripublication.com>
24. **A Study on Work Life Balance of Women Employees with Reference to BPO Sectors in Chennai**, International Journal of Applied Engineering Research ISSN 0973-4562 Volume 9, Number 17 (2014) pp. 3615-3622 <http://www.ripublication.com>
25. **Public Perception and Attitude towards Solar Energy Harnessing System** in Uttaranchal Business Review published by Uttaranchal University. Vol. 3, Issue – 2, December 2013. ISSN – 2277 – 1816.
26. **Trainee Seafarers/Mariners Perception towards a Career in Sailing** in AMET International Journal of Management published by AMET University Issue 6: July-Dec. 2013. Vol.6 - No.3 ISSN: 2231-6779
27. **Information Technology and Information System for Effective Organizational Coordination – an Empirical Research Enquiry** in International Journal of Business Management and Information Technology published by Enriched publications, Delhi. Vol. 1, Issue – 2, Jul. – Dec. 2013, pp 91 – 104. ISSN No. 2321- 8703.

28. **Social, Health and Psychological Problems of Women Employee in IT Sector**, International Journal of Management Science, December 2013.
29. **A Study on Marketer's perspective of social media for Indian Banking Sector**, Annamalai Journal of Management, December 2013.
30. **"Requirements Analysis for Disaster Recovery Planning at Integral Coach Factory, Chennai"** in **The Journal of Institute of Public Enterprise**, Vol. 36, No. 1 &2 published by Institute of Public Enterprise, Hyderabad, January - June 2013. ISSN 0971-1836. Abstract available online: http://www.ipeindia.org/main/uploads/IPE/JIPE/JIPE_36_12_7.pdf
31. **"Productivity Improvement: A Work Study Analysis at the Audio Division of Hyundai Mobis India Ltd"** –in IUP Journal of Operations Management published by ICFAI University. Aug. 2013. ISSN. 0972-6888. Available online: http://www.iupindia.in/1308/Operations%20Management/Productivity_Improvement.html
32. **"A Study on Training Effectiveness for Entry Level Software Engineers in Chennai"** in SDIMT – Management Review, A Bi-annual Referred Journal published by S.D Institute of Management & Technology, Haryana. Vol. 1, Issue 2, Dec. 2013. pp 1 – 16. ISSN 2320-5814.
33. **"Profiling Of Stock Market Investors in Chennai"** – KHOJ Journal of Indian Management Research and Practices published BY MAEER – MIT SCHOOL OF MANAGEMENT, PUNE. ISSN 0976-8262.
34. **"Effectiveness of Japanese Manufacturing Techniques At Lucas TVS Ltd. – Chennai"** in the Journal of Management and Science Special issue on Modern Management Practices published by Department of Management Studies, Erode Sengunthar Engineering College. Issue No. 12, Vol. III April 2013. pp 150 – 157. Print ISSN: 2249-1260, Online ISSN: 2250-1819.
35. **"Effectiveness of Performance Management System at Defense Quality Assurance Organization – DGQA"** in the journal GJCM – Global Journal of Contemporary Management published by Doon Business School, Deharadun. ISSN 2249-1899, Vol. II, No. 2, December 2012.
36. **"Comparative Analysis of SHG - Bank Linkage Among Selected Banks In Tamil Nadu"** in QUEST bi-annual refereed Journal of Management and Research Published by Tolani Inst. of Mgt. Studies, Gujarat, Vol. III, Issue I, December 2012, pp 65 - 74. ISSN-0976-3317.
37. **Body Image Dissatisfaction among Married Women in India – Impact of Mass Media** in Journal of Media Studies Vol. 27(2): July 2012 149-165 © 2010 ICS Publications www.jms.edu.pk, PAKISTAN.
38. **"Advertisement Pressure And Its Impact On Body Dissatisfaction And Body Image Perception Of Women In India: A Review Of Current Research"** in Global Media Journal – Indian Edition, published by Kolkata University, Summer Issue / June 2012 Vol. 3/No.1. ISSN 2249-5835
39. Published a research paper titled **"Women in Advertisements – Content Analysis of Body Image & Beauty Representation in Aval Vikatan"** in M-Infiniti Journal of Management, Vol. 3, Issue 1, Oct. 08 – March 09, published by Sri Sai Ram Institute of Management Studies. ISSN No. 0973 – 7197.
40. Published a research paper titled **"Perception towards Social Implications of Advertising & Images of Women in Advertisements"** in SANGRAHANA, An International Bi-Annual Refereed Journal of Management, Vol. 3, Issue 1, Oct. 08 – March 09, Published by Dayanandasagar College of Engg. & Technology, Bangalore. ISSN No. 0973 – 7197.

41. Published a Research paper titled “**Advertisements Impact on Society – an Empirical Study**” in Hindustan Journal, published by Hindustan University, Yearly Journal Vol. 3, May 2010. **ISSN No. 0975 – 8445.**

PUBLICATIONS IN BOOKS

42. **A study on Work Life Balance among women police Constables for sustainable Development** in Innovation in the Business Harnessing Sustainability, MJP publishers, 2016. ISBN 978-81-8094-321-8.
43. “**A study on social media presence to occurrence: Social commerce**” published by Thiagarajar School of Management, Madurai. January 2014.
44. “**Rights of elderly women: Indian perspective**” published by Bharathidasan University. December 2013.
45. “**Combating Childhood Obesity – Role of Parents and Schools**” in book titled Responsibilities of Teachers in Creating Awareness among today’s Youngsters about Obesity and its Related Problems” published by Annammal College of Education for Women in association with Government Medical College, Thoothukudi. **ISBN 978-81-923842-0-7.** pp – B134 – B136. Feb. 2013.
46. Published a paper titled “**Impact of Portrayal of Women in Mass Media: A Critical Review of Advertisements**” in the book titled WWW World Women Wellness published by Dr. MGR University, March 2012. **ISBN 978–81– 910827-6-0.** pp 170 – 173.
47. Published a paper titled “**CSR in India: A Case Review**” in the book titled Nurturing Economic Development through CSR published by Krishnaswamy College for Women, Chennai, during Feb. 2012. **ISBN 978-93-81195-11-06** pp 296 – 298.
48. Published a paper titled “**Advertising Targeted at Children – A Critical Analysis**” in a book titled Innovative Business and Technology Strategies for Developing Countries published by Kalaignan Pathipagam, Dec. 2011. **ISBN 978-81-921764-4-4** pp 209 – 212.
49. Published a paper titled “**Creativity and Innovation for a Sustainable Business Future**” in a book titled Creativity & Innovation for Challenging Times published by Jaya Engineering College, Chennai, during Nov. 2011. **ISBN 978-93-81568-01-09** pp 163-166.
50. Published a paper titled “**Opportunities for Sustainable Innovations in Global Business – A Case Study Approach**” in the conference proceedings of International conference on Sustainable Innovations in Global Business Scenario, published by Madras Christian College, Chennai during September 2011. **ISBN – 978 – 93 – 81006 – 15 – 3.** pp 6 – 10.
51. Published a research paper titled “**Portrayal Of Women In Women’s Era Advertisements – An Empirical Analysis With Reference To Body Image & Beauty**” in the book Titled Impact of Economic Crisis In Global Business Scenario published by Anuragam Publishers September 2009. **ISBN No. 978 – 93 – 80627 – 18 – 2.**
52. Published a paper titled “**Portrayal of Women in Advertisements – Dignity and Decency**” in a book published by Kalaignan pathippagam titled “Global Business Strategy in Competitive Environment” during September 2007.
53. Published a paper titled “**Global Advertising Strategies – Opportunities And Challenges For Indian Multinationals**” in a book titled Indian Multinationals opportunities and

Challenges published by SRM school of Management, SRM Institute of Science and Technology, Chennai in association with Madras Management Association, Feb. 2006.

ARTICLES

52. Indigenous and Grassroot Innovations for Sustainable Development in MAGSAI 2015, Published by Sri Sairam Engineering College, Chennai.

53. **Vedic Education System – for all times** in MAGSAI 2016, Published by Sri Sairam Engineering College, Chennai.

PAPERS PRESENTED IN CONFERENCES

1. **An Empirical study on Work Life Balance of Women Police and its influence on work stress, non acceptance and working conditions, 19th & 20th January 2017**, organized by PG and Research Department of Commerce in the International Conference on Prism of Possibilities – Business Opportunities & Challenges in the Global Era.
2. **A Review of e-services quality and its effect on customer satisfaction and trust in online shopping**, 24th September 2016. Shri Krishnaswamy College for Women. September 2016. In National Seminar on Latest Innovations in Management Science – A Global Perspective.
3. **An Empirical Study on Work Life Balance of Women Employees Working Among Various Service Sectors in Chennai With Special Reference to Age and Marital Status**, 23rd September 2016, Organized by Department of Management, Prof. Dhanapalan College of Arts and Science, in the National Conference on Emerging Trends in Management.
4. **An Empirical Investigation on Work Life Balance among IT Employees at SIPCOT with Special Reference to Level of Management and Work Related Factors that affect Personal Life**, 14th & 15th September 2016. (Presented paper has been awarded as “Best Paper”), Organized by University of Madras in the conference on Opportunities for Innovation and sustainability in the present challenging world of Business.
5. **Customer perception towards Electronic Service Quality of Mobile Applications in Online Shopping, 18th & 19th March 2016**. UGC Sponsored International Seminar on Management Perspectives on Globalization, Technology and Innovation organized by Dept. of Mangement Studies, University of Madras.

6. **A Conceptual Study on Work Life Balance among Women Police Constables for Sustainable Development** in the International Conference on Innovative Trends in Business Practices for Sustainable Development organized by Dept. of Commerce, University of Madras, 4th March 2016.
7. **A Study On Emerging Trends In Retail Sector With Special Reference To Social Media** in queen marys college conference
8. **A Study On Work Life Balance Of Female Nurses With Special Reference To The Factors Such As Job Stress, Job Satisfaction And Marital Status** in queen marys college conference
9. **Sustaining the Sustainable Development – Case Study of ITC Ltd.**” presented at a conference organized by AMET Business School, Chennai, Feb. 2014.
10. **Social, Health and Psychological Problems of Women Employees in IT Sector**, presented at a conference organized by Sri Sairam Inst. Of Mgt. Studies, Dec. 2013
11. **A Study on Marketer’s perspective of social media for Indian Banking Sector**, presented at a conference organized by Sri Sairam Inst. Of Mgt. Studies, Dec. 2013
12. **Sustaining the Sustainable Development – Case Study of ITC Ltd.**” published by AMET Business School, Chennai.
13. **“A study on social media presence to occurrence: Social commerce”** presented at the National conference on Digital Marketing, organized by Thiagarajar School of Management, Madurai, 31st January 2014.
14. **“Rights of elderly women: Indian perspective”** presented at a UGC Sponsored Two Day National Seminar on Human Rights: Dynamics and Dialectics, organized by Department of Management Studies, Bharathidasan University, 10th & 11th December 2013.
15. Presented a paper titled **Effectiveness of Japanese Manufacturing Techniques At Lucas TVS Ltd. – Chennai** in National Conference on Modern Management Practices (NCMMP) organized by Department of Management Studies, Erode Sengunthar Engineering College during April 2013.
16. **“Combating Childhood Obesity – Role of Parents and Schools”** in UGC sponsored National Conference on Responsibilities of Teachers in creating Awareness among today’s youngsters about obesity and its related problems sponsored by Annammal College of Education for Women in association with Government Medical College, Thoothukudi. During March 2013.
17. **“CSR in India: A Case Review”** in a National conference organized by Krishnaswamy College for Women, Chennai, during Feb. 2012.

18. **“Creativity and Innovation for a Sustainable Business Future”** in a national conference on Creativity & Innovation for Challenging Times organized by Jaya Engineering College, Chennai, during Nov. 2011.
19. **“Opportunities for Sustainable Innovations in Global Business – A Case Study Approach”** in the International conference on Sustainable Innovations in Global Business Scenario, organized by Madras Christian College, Chennai during September 2011.
20. **“Portrayal of Women in Advertisements”**, presented in the International Conference on Sustainable Strategies in Technology and Management for Developing Countries jointly organized by Asian Council for Science and Management, Anuragam and Kalaignan Pathipagam, Chennai on May 2010.
21. **“Portrayal of Women in Womens Era Advertisements – An Empirical Analysis With Reference To Body Image & Beauty”** in the International Conference titled Impact of Economic Crisis in Global Business Scenario organized by Sri Sai Ram Institute of Mgt. Studies, Sept. 2009.
22. **“Advertisements Impact on Society – An Empirical Study”** in the International Conference titled Impact Of Economic Crisis In Global Business Scenario organized by Sri Sai Ram Institute of Mgt. Studies, Sept. 2009.
23. **“Advertising Research – Content Analysis Technique”** in the AICTE Sponsored National Seminar on Emerging trends in Management organized by KSR College of Engineering, Thiruchengode.
24. **“Cultural Globalization – The Mediated Image of Western Body Ideal”** in the National Conference organized by Madha Engineering College, Chennai, during April 2009.
25. **“Creating a Learning Culture”** in the National Symposium on Emerging Dimensions of Strategic Human Resource Management Organized by Aalim Muhammed Salegh College of Engg., Chennai during March 2008.
26. **“Portrayal of Women in Advertisements – Dignity and Decency”** in the International Conference titled “Global Business Strategy in Competitive Environment” Organized by Sri Sai Ram Institute of Mgt. Studies during September 2007.

27. **“Innovative and Novel Issues in Business Research – Emerging Trends”** at the National Seminar on “Research Methodology – latest Issues in Management” in association with SPSS – South Asia, Bangalore, organized by Rajalakshmi Engg. College, Chennai, during April 2006.
28. **“Social Relevance in Management Education – Paradigm Perspectives”** in the International Conference on “Socially Relevant Higher Education in India (SRHEI – 2006)”, organized by Cardamom Planters Association College, Tamil Nadu during Feb. 2006.
29. **“Global Advertising Strategies – Opportunities And Challenges For Indian Multinationals”** in the National Conference on Indian Multinationals opportunities and Challenges organized by SRM school of Management, SRM Institute of Science and Technology, Chennai in association with Madras Management Association, Feb. 2006.
30. **“Brand Rationalization – A Necessity”** in the National Seminar on “Innovative Management Concepts” organized by Bharath Institute of Higher Education and Research (BIHER) during April 2004.
31. **“Brand Extension”** at the Conference organized by St. Joseph’s College of Engg., Chennai on the theme “Forthcoming Trends in Management” during Feb. 2004.

Conference / Seminar Attended

- Higher education conclave – organized by The Hindu, 2016.
- Seminar on Gender Parity – Organized by CII – IWN, June 2nd, 2017.

CONFERENCE SCIENTIFIC REVIEW COMMITTEE MEMBER

* Reviewed two papers for the book on **INTERNATIONAL BUSINESS ETHICS AND GROWTH OPPORTUNITIES** to be published by **IGI Global International Publisher, Pennsylvania, USA**, to be published by June 2014.

* Member of the Scientific Committee for the **INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES (ICOSS) 2014**, 25th - 26th March, Colombo, Sri Lanka.

* Member of the Scientific Committee for the **INTERNATIONAL CONFERENCE ON POVERTY AND SUSTAINABLE DEVELOPMENT CONFERENCE (ICPSD) 2014**, 17th - 18th June, Colombo, Sri Lanka.

EDITORIAL MEMBER OF JOURNALS

- Member of Editorial Board for **Journal of Management and Sustainability**, an international, double-blind peer-reviewed, open-access journal published by the Canadian Center of Science and Education, CANADA.
- Member of Editorial Board for **ADRRI Journal** a double blind peer-reviewed, international journal published as the official journal of the *Africa Development and Resources Research Institute* (ADRRI), Ghana, AFRICA.
- Associate editor of the Editorial Board for **National Research Journal Of Sales & Marketing Management**, published by National Press Associates,
- Associate editor of the Editorial Board for **National Research Journal Of Business Economics**, published by National Press Associates,
- Member of Editorial Board for “**Global research journal on information and communication studies**” – <http://grjlis.wordpress.com/editorial-board/>
- Member of Editorial Board for Acme Intellects “**International Journal of Research in Management**” – <http://acmeintellects.org/index.php/board/74-board-of-intellects>
- Member of Editorial Board for “**Journal of Mass Communication**” published by Enriched Publications – New Delhi. www.enrichedpub.com
- Member of Editorial Board for “**Journal of Soft Skills and Management**” published by Enriched Publications – New Delhi. www.enrichedpub.com
- Editor for **M-Infiniti** – National Level Management Journal published by Sri Sai Ram Institute of Management Studies.
- Associate Editor for **Sankhya** – International Journal of Technology and Management published by Sri Sai Ram Institute of Management Studies.

ACADEMIC QUALIFICATIONS

- **DOCTOR OF PHILOSOPHY (Ph.D – Management) – September 2011** - Mother Teresa Womens University – Kodaikanal

- **MASTER OF BUSINESS ADMINISTRATION – MBA (Marketing) – I Class** –University of Madras, Chennai.
- **BACHELOR OF SCIENCE (B.Sc Chemistry) – I Class** – Madras Christian College (Autonomous), Chennai.
- Presently pursuing **POST GRADUATE DIPLOMA IN GUIDANCE AND COUNSELING** at Periyar University, Tamil Nadu.

COMPUTER PROFICIENCY

- MS – Office tools
- Working Knowledge of Research Software – SPSS
- Completed a course on UNIX, C and C++ (worked on NEC Bank – Japan, Project for CBSI (Covansys) on Unix and C)
- Oracle
- Project Management and Operations Management Application Software

VALUE ADDED CERTIFICATE PROGRAMS ATTENDED

1. **Certified Internal Auditor** – Attended 2 days Internal Auditor ISO 9001:2008 Quality Management System and Audit Training organized by Creative Management Consultants during October 2011 & May 2003.
2. Attended 21 days **Induction Training program in Management for Management Faculty** (Sponsored by AICTE) conducted by **IIM – KOZHIKODE**, Calicut, Kerala.

CONTRIBUTION IN EXTRA CURRICULAR ACTIVITIES

- ❖ Acted as Judge for various competitions (viz. Ad-Zap, Business Plan, Extempore, Essay Writing, Dance, Miming, Singing, Rangoli and Mehandhi) organized by other colleges and departments.
- ❖ Master of Ceremony for all the activities of our department.
- ❖ Cultural Coordinator for the Department
- ❖ Event coordinator for the interdepartmental cultural events.

PERSONAL DETAILS

Name : SASIREKHA V
Year of Birth : 1976
Nationality : INDIAN
Religion : HINDU
Linguistic Proficiency: ENGLISH / TAMIL / HINDI / TELUGU