

## **CURRICULAM VITAE OF Dr.V.SAILLAJA**

**Dr.V.SAILLAJA**

**Assistant Professor- Sri Sairam institute of Management studies,**

Sri Sairam Engineering college, Chennai

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**Mobile:0091-(9344656582)**

**Educational Qualification:** **Ph.D.(Management)(2020)**

**M.B.A(2009)**

**Date of Birth:** 15.08.1982

**Total Teaching and Research Experience:** 9.9 Years

**Total Industrial Experience:** 4.5 Years

### **Field of Specialization**

People analytics, Business strategy, Marketing Management, Consumer Behaviour, Research Methods, Human resource management, Sales & Services Marketing, Advertising and sales promotion and Retail management

### **Subjects Teaching**

Operations management, People analytics, Professional ethics, Marketing Management, Consumer Behavior, Strategic management, Organizational behavior, Marketing Research, Human Resource management, Industrial relations and labour welfare, Principles of management, Research Methods, Services Marketing, Personality Development, Soft skills for development & Case lab.

### **Teaching and Industrial Experience:**

From January'22 working as Assistant Professor, Sri Sairam institute of

Management studies, Sri Sairam Engineering college, Chennai  
 Visiting Faculty– GNANAMSCHOOLOFBUSINESS,THANJAVUR  
 From January'21 till December '21 worked as Assistant Professor, Prince Shri Venkateshwara arts and science college,Chennai.4.  
 From August'18 till January '21 worked as Assistant Professor, BHARATH UNIVERSITY, Chennai.  
 From February'13 to March'16, Worked as Assistant Professor at PARKGLOBAISCHOOLOFBUSINESS EXCELLENCE, Chennai.  
 FromSept'09toAug'11 Worked as Assistant Professor at OXFORD ENGINEERING COLLEGE, Trichy.  
 From June'2008 to August'2009 worked as HR Head (TrichyDistrict) at M/sBirla sunlife insurance Co .Ltd.  
 Worked as Sales Manager from June'2005 to till May'2008atM/s INGVysya LifeInsurance Co. Ltd.(TrichyDistrict)

**ResearchGuidance :** Guided 53 Postgraduate students in Management and Commerce.

**ResearchProjects Undertaken :**

- 1 .Done Market Research for a confectionery concern.
- 2.Done Market Research in Digital Marketing.

**Faculty development Programs Attended:**

- 1.A Five Day National Level FDP on “CRYPTOCURRENCY, BLOCKCHAIN &CYBER SECURITY” organized by Department of Commerce and Department of Computer Science, KMM College of Arts and Science, Thrikkakara from 12th September 2022 to 16th September 2022.
- 2.“One Week Virtual FDP on Advanced Machine Learning Algorithms for Real Time Applications using R and Python” held at the RV Institute of Management during August 01-06, 2022.
- 3.One week FDP ON “ Essential dimensions of high quality research” from February 24 to 3March 2022 organized by VET Institute of arts and science
4. One-week National Level FDP on Investor Awareness and Education, conducted by Sraddha Academy for Financial Education in partnership with the PG & Research Department of Commerce, Jamal Mohamed College, Tiruchirappalli, Tamil Nadu, from 18th to 26th March, 2022.

5. Online Two Days National Workshop on "Development of Research Tools and Data Analysis using Statistical Package" held on 21st and 22nd February, 2022 organized by Department of Adult and Continuing Education, University of Madras, Chennai
6. "Effective Quality Research Paper Writing and Publishing in high impact journals" at SRM INSTITUTE OF SCIENCE AND TECHNOLOGY- School of management -25/04/20.
7. "Contemporary Research Techniques in Business Management"- 30/01/2015 & 31/01/2015.

## Management development Programs

### Attended:

1. International Management development programme on "Fintech: Disrupting the Financial sector"- SRM INSTITUTE OF SCIENCE AND TECHNOLOGY- School of management- 25 & 26/03/21

### Webinars conducted

1. Webinar workshop conducted on "Psychology Perspectives and challenges in Higher education in current scenario" on 23/05/20.
2. Webinar on Consumer awareness on Indian Products" on 18/01/21.

### Webinar attended

- "From Research Idea to publication in peer reviewed Journals" conducted by SRM School of Management, April'20.

### Papers Presented:

1. " Non performing asset with reference to asset quality management public sector banks in Chennai"-December 2022 at International conference on Emerging research in business, technology, Entrepreneurship and economy for sustainable development"-Sri Sairam Institute of Management studies, Chennai.
2. "A Study on repercussions of pandemic on change in mental health among IT employees in Chennai."-July 2022 at International conference on role of technology towards sustainable development, Innovation and information exchange in business and management. Saveetha School of Management.
3. "Impact of digital marketing as a tool of marketing communication: A behavioral perspective on consumers of South India"-April 2022 at International conference on 'Spiralling digitilisation-transformation in business and management', Department of management studies, S.I.V.E.T. College, Chennai.
4. "Customer Satisfaction towards Hero Bikes in Chennai City"- february'20 at National conference on New dimensions and dynamics in Indian Business, BHARATH University, Chennai.
5. "Consumer expectation in the performance of Premium motorcycles with reference to Chennai city" at International Conference on Innovative Business Strategies, Entrepreneurship and Management, SRM University- March'19.
6. "A Comparative study of TVS-Apache series with its competitors on customer preference and customer satisfaction level" at International conference on recent trends in Science and Management, BHARATH University, November'18

7. "Dynamic Marketing Strategies of Motorcycles Industry in India" at International Conference on Advanced Marketing organized by University of Kelaniya and Kalasalingam Academy of Research and Education, June '18.

8. "Factors Influencing Buying Decision of Premium segment Motorcycles customers in India" at International conference on Contemporary Challenges in Service and Manufacturing Sector, February '16.

#### **Published in Journals:**

1. Journal of the Asiatic society of Mumbai, UGC Care Group- I , Volume :XCV, No:5, 2022, ISSN: 0972-0766-Influence of training and development on productivity improvement among insurance agents.
2. International Journal of Innovative Technology and Exploring Engineering, Volume 8, Issue 7C2, Pages 345-347, Consumer expectation in the performance of premium motorcycles with reference to Chennai city , May 2019.
3. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.1338-1343, A study on impact of social media on consumer buying behavior, 2019
4. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.1350-1355, A study on luxury cars in India, 2019.
- Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.1390-1395, A study on service strategies used by online food apps and their impact on customers.
5. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.1396-1401. A study on trends in internet marketing with special reference to Kanchipuram district.
6. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.489-493, Global marketing management planning and organization.
8. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.482-488, The new phase of marketing Information system.
9. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp.112-116, A study on problems faced by the customers in online shopping.
10. Journal of Advanced Research in Dynamical and Control Systems, 11(9 Special Issue), pp. 15-21, A study on customer relationship management in big bazar Chennai
11. Review of research journal Ugc approved journal No.8514 (2019) The growth of premium motorcycle market in India
12. Journal of Interdisciplinary Cycle Research Volume XII, Issue III , March/20, Dynamic marketing strategies of motorcycle industry in India
13. International journal of science and research, October 2015, Study on two-wheeler market segmentation and its strategy in India.
14. International Journal of Innovative Technology and Exploring Engineering, Volume-9 ISSN:2278-3075, Issue-2S4, December 2019, Employing of Technical Assistants by Means of Micro Finance Factors.
15. International Journal of Innovative Technology and Exploring Engineering, Volume-9 ISSN:2278-3075, Issue-2S4, December 2019, Employing Women Technical Assistants for Enhancing the Empowerment of Women in Society
16. International Journal of Innovative Technology and Exploring Engineering, Volume-9 ISSN:2278-3075, Issue-2S4, December 2019, Assisting Rural Women for using Basic Electronic Gadgets for Safety Purposes.
17. International Journal of Innovative Technology and Exploring Engineering, Volume-9 ISSN:2278-3075, Issue-2S4, December 2019, Improper Service Assistances for Capital Investments in Rural Areas
18. International Journal of Innovative Technology and Exploring Engineering, Volume-9 ISSN:2278-3075, Issue-2S4, December 2019, Validating and Examination Employees on Daily Basis using Simple Database Management System.

**Achievements:**

1. Authored book "BUSINESS ENVIRONMENT" with 220 pages, Publisher-Wisdom India Publication(14/10/2022) ISBN-819587522X and currently available in Amazon.in sale for 600 INR.
2. Application Patent published – A share of agriculture in Indian GDP in the year 2022.
3. Authored chapter "Impact of social media on children behavior"- in Emerging trends in business and technology for sustainable growth- Wisdom India Publications-ISBN-978-81-956844-1-0, 2022
4. Certified EOMS ISO Auditor -ISO 9001:2015, 19011:2018,21001:2018 from BUREAU VERITAS
5. Handling Internal quality auditing and audited M.Tech and IT departments of Sri Sairam Engineering College.
6. Industrial Trainer for SIDCO INDUSTRIAL ESTATE Company - AL ANGUSH FOODS, Trichy
7. Committee member of QS I GAUGE Ratings.
8. Have got appreciation award and 100 grams silver coin for record breaking and logged in the largest numbers of policies in ICICI PRUDENTIAL LIFE CO.LTD.
9. Research proposal submitted to MSME.

**Counselling and Preparation of Technical Reports:**

Under taken research and Process completed to form a Business establishment at Chennai ,India.

**Modules & Training Materials Prepared:**

- 1) Prepared Syllabus with course and program outcomes for all management papers of B.E-COMPUTER SCIENCE AND BUSINESS Systems course and People analytics -M.B.A electives paper
- 2) Question paper setter for university examination – PEOPLE ANALYTICS and BUSINESS STRATEGY
- 3) Committee Member of curriculum and syllabus formation- BHARATH University.
- 4) Chaired several committees for exam and syllabus review- PARKGLOBAL SCHOOL OF BUSINESS EXCELLENCE, Chennai.
- 5) A key planner and implementer with track record of implementing operational policies, norms, systems and control motivational schemes and education standards during the career span- PARK GLOBAL SCHOOL OF BUSINESS EXCELLENCE, Chennai.

**Educational Profile**

**Ph.D (Management) Bharathiar University, Coimbatore, Tamilnadu.**

TITLE: A STUDY ON CONSUMER BUYING BEHAVIOR OF PREMIUM SEGMENT MOTORCYCLES  
AT SELECT DISTRICTS IN TAMILNADU.

**Degree awarded year-2020**

Pursuing: Advanced certification in data analytics for business -IIT MADRAS

Have scored above 75% in four NITTTR courses.

**MBA (HR&Marketing)**

Shrimathi Indra Gandhi college, Bharathidasan University, Trichy Year of  
Passing-2009  
Marksobtained:76%

**BBA**

Shrimathi Indra Gandhi college, Bharathidasan University, Trichy Year of  
Passing-2003  
Marksobtained: 66%

**School Studied: St.Joseph's Anglo Indian Girls Hr.Sec. School, Trichy**

*Completed Secondary and Higher secondary level with excellent academic records.*

**Declaration**

*I hereby declare that the above information is true and correct to the best of my knowledge.*

*Place : Chennai -73*

**(Dr.V.SAILLAJA)**