

## **Jeyalakshmi R**

H, Utsav Blue Bells  
I Cross Street, 30 Ft. road, Balaji Nagar  
Anagaputhur, Chennai- 70  
**e-mail id:** [jeyalakshmi.mba@gmail.com](mailto:jeyalakshmi.mba@gmail.com)  
**Ph. No :** 9840537810

---

### **Objectives:**

To learn and update myself in the field of management and to impart the knowledge I gained to the student's 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-10<sup>th</sup> 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.

Constantly achieving 100% result in Retail Management, Business Ethics, Corporate Social Responsibility and Corporate Governance, Principles of Management and Total Quality Management.

#### **2) Lecturer** in Sri Sairam Institute of Management Studies

Period: 4<sup>th</sup> June 2010 to 31<sup>st</sup> 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.

#### **3) Lecturer** in St.Michael College of Engineering, Kalaiyarkoil

Period: 17.7.2009 to 31.5.2010

During this tenure handled classes on Security Analysis and Portfolio Management, Organisational Behaviour, Retail Management, International Business Management, Total Quality Management for B.E (C.S.E) & B.E( E.I.E) and Business application software. Has achieved 100% result in Security analysis and portfolio management.

## **Area of Excellence**

- Professional Skill Development
- Retailing
- Total Quality Management
- Soft Skill development
- Macroeconomics
- R Programming

## **RESEARCH PAPERS PUBLISHED**

- Published a paper titled “ Effect of TQM Practices in Large and Small Medium Electronic Companies in Tamil Nadu” in International Journal of Mechanical Engineering and Technology(IJMET), vol-9(4), April 2018, pp-802-808;ISSN Online: 0976-6359, Journal impact factor(2016):9.2286.
- Published a paper titled “ Potential Market identification for Petroleum Coke in South India” in M-Infiniti- Journal of Management, vol-12(1), April 2018, ISSN 0973-7197, pp-198-205.
- Published a paper titled ”Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby” in Annamalai International Journal of Business Studies and Research, vol-8(2), ISSN: 0975-749X, September 2017, pp-57-64.
- Published a paper titled “Credit Appraisal Process using Z-Score – A Study with reference to State Bank of India” in Sankalan International Multidisciplinary Peer Reviewed Research Journal, ISSN: 2454-9266vol-2(2), pp-594-597
- Published a paper titled “Monetary Policies and the Indian Stock Market” in International Journal of Trade and Global Business Perspectives , ISSN(p):2319-9059, vol-5(3), July-September’ 2016, pp-2714-2719.
- Published a paper titled “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,pp -165-169.
- Published a paper titled “The Impact of Macro Economic Factors- Indian Stock Market” in Annamalai International Journal of Business Science and Research, Special Issue, April 2015, ISSN- 0975-749X, pp-8-13.
- Published a paper titled “A Study on Consumer Perception & Awareness towards Mitsubhi” in Sankhya International Journal of Management & Technology, ISSN 0975-3915, Vol 4, Issue 1, June 2013, pp-48-51.

- Published a paper titled “A Study on CSR and Profitability- A Study with reference to P&G and HLL” in the Proceedings of National Conference held at Adhiparasakthi Engineering College, pp-45-49.
- Mobile Commerce in India” in A Compendium of essays on Opportunities and Challenges in the current global business scenario, pp-144-145.

## **RESOURCE PERSON**

- Acted as Resource Person for the “Job Opportunities in Digital Era” in the Career Development Program organised by PG Department of Commerce & Department of corporate secretaryship of Mohamed Sathak College of Arts and Science, sholinganallur, Chennai on 9.1.2019.

## **SEMINARS ATTENDED**

- Participated in the six days AICTE Sponsored Refresher Course on “The Challenges of teaching millenials and the changing role of teacher “ organised by Ethiraj College for Women, Chennai on 23.07.2018 to 26.07.2018
- Participated in the two day national level workshop on Structured Equation modelling(SEM) using SPSS & AMOS for quantitative data analysis organised by Sri Sai Ram Engineering College held on 21<sup>st</sup> & 22<sup>nd</sup> November, 2016.
- Participated in the One day Workshop on Enhancing QWL: Role of Soft Skills organised by Tamil Nadu Open University on 30<sup>th</sup> November 2015.
- Participated in the National Level Workshop on Social Science Research Analytics using SPSS organised by Sri Sai Ram Institute of Management Studies on 17<sup>th</sup> April 2015.
- Participated in the two day national level workshop on Structured Equation Modelling(SEM) using AMOS and SPSS organised by Sri Sairam Institute of Management Studies on 16<sup>th</sup> & 17<sup>th</sup> April, 2014.
- Participated in the Doctoral Colloquim organised by Easwari Engineering College on 25<sup>th</sup> October 2013.
- Participated in the National level FDP on Retailing Strategy for retention of customers organised by Sri Sai Ram Engineering College held on 12<sup>th</sup> & 13<sup>th</sup> August, 2013.
- Participated in the AICTE Sponsored Entrepreneurship Summit organised by ED Cell of Sri Sai Ram Engineering College on 8<sup>th</sup> -10<sup>th</sup> January, 2013.
- Participated in the national level seminar on Innovations in branding organised by Sri Sairam Engineering College on 28.7.2012.
- Participated in the FDP on “A Paradigm Shift in Management Education- A learner orientation t teaching –learning” organised by M.O.P. Vaishnav College for women(Autonomous) on 24<sup>th</sup> & 25<sup>th</sup> January, 2012.
- Participated in the National Level FDP on Research Report Writing organised by Sri Sairam Institute of Management Studies on 10<sup>th</sup> March 2011
- Participated in the Staff Development Program on Recent Development in Manufacturing and Management organised by Sri Sairam Engineering College on 25<sup>th</sup> – 30<sup>th</sup> July 2011

- Participated in the International FDP on Global Education Strategy for Business & Technology organised by Sri Sairam Institute of Management Studies on 26<sup>th</sup> July 2011.
- Participated in a training program on “Winning a habit” conducted by Career Cell on 13.3.2010.

### **PAPERS PRESENTED IN CONFERENCES**

- Presented a paper titled “ Potential market for Petroleum Coke in South India” in the AIMS Regional Conference on Management Practicces for Sustainable Development” held on 5<sup>th</sup> May, 2018.
- Presented a paper titled”Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby” in the 7<sup>th</sup> International Conference on Social Science Research for Sustaining Business & Economy in Global Market (ICRSBEGM-17) held on 20<sup>th</sup> & 21<sup>st</sup> September, 2017.
- Presented a paper titled “ Marketing Strategies and Consumer Satisfaction – A Study with reference to Auto Component vendors in Chennai” in the 4<sup>th</sup> International Conference on Contemporary management organised by University of Jaffna, Sri Lanka on 25<sup>th</sup> -26<sup>th</sup> July, 2017.
- Presented a paper titled “ Impact of Financial crisis on financial integration- A Comparative study between India and China in the National Conference on Emerging Business Paradigms: Present context and Future Perspectives organised by Sinhgad Technical Education Society’s S.K.N Sinhgad school of Business Management, Pune in association with Savitribai Phule Pune University, Pune on 16<sup>th</sup> and 17<sup>th</sup> February 2017.
- Presented a paper titled “Credit Appraisal Process using Z-Score – A Study with reference to State Bank of India” in the Southern Regional Conference on Management Education- A Global Perspective organised by PSG Institute of Management and Association of Indian Management Schools held on 6<sup>th</sup> January 2017
- Presented a paper titled “ Impact of global financial crisis on the level of financial integration between China & Indian Stock market” in the UGC Sponsered 11<sup>th</sup> International seminar on Financial Markets-Issues and Challenges-(FIMIC-2016) held between 9<sup>th</sup> January and 10<sup>th</sup> January 2016.
- Presented a paper titled” Monetary Policies and the Indian stock market” in the National Conference on Emerging Trends in Management organised by Prof.Dhanapalan College of Arts and Science held on 23rd September 2016.
- Presented a paper titled “A Study on Consumer Perception & Awareness towards Mitsubhi in International Conference on Innovative & Competent Business Strategies Opportunities & Challenges” organised by Bharathidasan University held on 9<sup>th</sup> January 2016.
- Presented a paper titled” the impact of macroeconomic factors on Indian Stock Market” in the 5<sup>th</sup> International Conference on Unleashing Opportunities at Bottom of the Pyramid organised by Annamalai University held during 17<sup>th</sup> & 18<sup>th</sup> April 2015.

- Presented a paper titled “Macroeconomic variables and stock market volatility in China- A Study with reference to Shanghai Stock Exchange Composite Index” in the 6<sup>th</sup> International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global market (IBFBT’15) organised by Sri Sai Ram Institute of Management Studies held on 9<sup>th</sup> -10<sup>th</sup> October, 2015.
- Presented a paper titled “A Study on Consumer Perception & Awareness towards Mitsubhi” in the International Conference organised by AMSA, Kulalampur held on 27<sup>th</sup> July 2013.
- Presented a paper titled “A Study on CSR and Profitability- A Study with reference to P&G and HLL organised by Adhiparasakthi Engineering College held on 27<sup>th</sup> December 2012.
- Presented a paper titled “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 organised by Karpagam College of Engineering held on 19<sup>th</sup> October 2012.
- Presented a paper titled “Capturing the potential of e-business” in the National conference on Advancements in Mechanical, Mechatronics and Management Systems organised by Department of Mechanical Engineering, Sri Sai Ram Engineering College held on 5<sup>th</sup> April, 2012.
- Presented a paper titled “Mobile Commerce in India” in the National Conference on Opportunities and Challenges in the current global business scenario organised by Rajalakshmi Engineering College held on December 18, 2010.
- Presented a paper titled “A Study on CRM practices with reference to Reliance Fresh Ltd” on International Conference Application of Management and Technology Research in Global Economy” organised by Department of Indian Studies, University of Malaya on 2<sup>nd</sup> and 3<sup>rd</sup> June 2010.

**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

Place:

Date:

JEYALAKSHMI.R