

Dr.B. Keerthana,
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Objectives

To build a career in the field of education by teaching with dedication for enriching the knowledge of students and to work towards the growth of the institution.

Education

Degree	Institution	University/Board	CGPA / %	Year of passing
PhD	College of Engineering, Guindy	Anna University	8.75	2018
M.B.A (HR& SYSTEMS)	Thiagarajar School of Management, Madurai.	Madurai Kamaraj University	7.0	2010
B.E(CSE)	Alagappa Chettiar Govt College of Engg. & Tech, Karaikudi.	Anna University	70	2007
HSC	Muthiah Alagappa H.S.S, Karaikudi	TN State Board	76.7	2003
SSLC	Muthiah Alagappa H.S.S, Karaikudi	TN Matriculation	80	2001

Additional Qualifications

- Cleared NET in June 2012
- BEC Preliminary Certified

Area of Specialization

- Organizational Behavior
- Human Resource Management

Experience

S.No	Designation	Organization	Roles and Responsibilities	No of Years
1.	HR Executive	Vi Microsystems Pvt Ltd	Selection and Recruitment	Aug 2010 to Oct 2012- 2 years 2 months
2.	Assistant Professor	Vels Institute of Science & Advanced Studies	Teaching (OB, HRM,MIS, POM, HRD)	Feb 2019 to Oct 2019 9 Months
3.	Senior Research Analyst	TALAASH Consultancy	Editing, Paraphrasing, Consulting of dissertations and research manuscripts.	Jan 2020 to May 2023 3 years 4 months

Title of PhD

“A study on the impact of Psychological Capital and Innovative Behavior on Job Satisfaction and Organizational Commitment among the faculty members of engineering colleges.”

List of Publications

1. Baskaran, K., & Rajarathinam, M. (2017). Influence of Psychological Capital on Innovative Behaviour among the Faculty Teaching in Online Environment. Asian Journal of Distance Education, 12(1).
2. Baskaran, K., & Rajarathinam, M. (2018). Innovative Teaching Practices in Educational Institutions (ITPEI). International Journal of Educational Sciences, 20(1-3), 72-76.
3. Baskaran, K. and VISTAS, P.C., 2021. Factors Affecting Organizational Commitment of Faculty Members of Higher Educational Institutions of India.

List of Working Papers

1. Solid Medical Bio Waste Management strategies adapted during COVID 19 pandemic- Review from a global perspective.
2. Impact of ChatGpt on Education
3. A study on the Impact of Emotional Intelligence on Work Life Balance among IT professionals in India

List of Conferences

1. “National Seminar on Positive Psychological Capital and Role of Youth”, University of Madras, Chennai, 16th and 17th Dec 2016
2. “Creative and Innovative Teaching Methods in Management Education”, University of Madras, Chennai 5th Aug 2016
3. Data Analysis using SPSS & R, National Institute of Technology, Tiruchirapalli, 21st to 23rd April 2017
4. “Goods and Services Tax- A way to road ahead”, Thanthai Hans Rover College, Perambalur, 1st March 2019
5. Presented a paper on “The relationship between Innovative Behavior and Organizational Commitment”, Jaygovind Harigopal Agarwal Agarsen College, Chennai 10th Aug 2019
6. Presented and published a paper on “Factors Affecting Organizational Commitment of Faculty Members of Higher Educational Institutions of India”, Vels Institute of Science Technology and Advanced Studies, Chennai Dec 11th and 12th.
7. Presented a paper on “A Study on the impact of Emotional Intelligence on Work Life Balance among IT professionals in India”, Vels Institute of Science Technology and Advanced Studies, Chennai Dec 11th and 12th.
8. “Data Analytics for Non coders” Manipal Academy, 31st Oct 2020.
9. “Enhancing the Teaching Skills”, St Joseph College of Engineering, Chennai 29th May 2020

List of Reviewed Articles

1. Utilization of Digital Tools: Critical Analysis of College and University Professors in Tamilnadu, Asian Journal of Education and Social Studies
2. Challenges And Opportunities Of Digital Education In India, Asian Journal of Education and Social Studies
3. SSB Unibraw Non-Formal School Quality Management Improvement Strategy 82 Journal of Education, Society and Behavioural Science
4. Embracing The Unknown: Adaptability And Resiliency Of Out-of-field Teachers Teaching English In Public Schools, Asian Journal of Education and Social Studies
5. Redefining the Senses of "Model of Teaching" and "Teaching Strategy": An Alternative Approach, Asian Journal of Education and Social Studies

Personal Details

Date of Birth: 09-03-1986
Sex: Female
Marital Status: Married
Languages known: English, Tamil

Reference

Name Dr.R. Magesh,
Professor and Head, Department of Management Studies,
College of Engineering, Guindy, Chennai

Mobile No 8056193652

Name Mr. G. Dharmarajan,
Advocate & Notary Public, Thiruthuraipoondi

Mobile No 9443324649

Place: Chennai

Yours Sincerely

Date: 18/08/2023

B. Keerthana