

Jeyalakshmi R

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Vision:

To become an expert in the field of management and analytics which in turn would help to achieve my goal of producing better managers and entrepreneurs to meet the industry needs.

Experience:

1) **Associate Professor** in Sri Sairam Institute of Management Studies from 1.9.2022 to till date

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

Period: 1st June 2011 to 31.8.2022. 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: 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.

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

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% results in Security analysis and portfolio management.

Educational qualification:

- **Ph.D(Finance)** –Completed Ph.D with Highly Commended in the title “ Impact of selected macroeconomic variables on stock market – A Study w.r.to India and China” in Bharathiar University, April 2019.
- **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.

Awards Received

- Received "**Lilavati Award**" with a prize money of ₹75,000 from AICTE under the category Women Entrepreneurship on March 8, 2022.

Doctoral Committee Member

- Doctoral Committee member for the Ph.D Candidate- Mr.R.Kaushik, of Vels University
- Doctoral Committee member for the Ph.D Candidate- MrManoPriyaRanjan, of Vels University
- Doctoral Committee member for the Ph.D candidate W. Hannah Rubavathi (D21BA002) , of Bharath University.

Member of Academic Board

- Appointed as Board member for confidential academic work in Anna University Distance education from December 2018.
- Member Secretary of Governing Council of Department of Management Studies, Sri Sairam Engineering College, Chennai

Edited Books

- Edited a book titled, “ Facets of marketing in Changing Environment”, March 2022, ISBN: 978-81-947149-3-4
- Edited a book titled, “ Impact of Covid-19 on Indian Economy”, September 2020, ISBN: 978-81-947149-0-3
- Edited a book titled, “Impact of Covid-19 on manufacturing and services”, September 2020, ISBN: 978-81-947149-6-5
- Edited a book titled , Management and Engineering-Research Tome, August 2020, ISBN : 978-93-89515-20-6

Book Chapter

- Authored a Chapter titled, “Leadership among Indian Business Icons” in the book, Contemporary issues in Organisational behaviour published and printed by The Bhopal School of Social Sciences, ISSN: 978-93-91410-00-1, pp: 73-82
<https://online.fliphtml5.com/jhnr/hiaj/#p=1>
- Authored a Chapter titled, “Diversity at workplace” in the book, Contemporary issues in Organisational behaviour published and printed by The Bhopal School of Social Sciences, ISSN: 978-93-91410-00-1, pp: 171-180
<https://online.fliphtml5.com/jhnr/hiaj/#p=1>
- Authored Chapter titled “Traceability of manufactured parts in supply chain” in Book named – Holistic Research Perspectives Volume 4, Published by Bonfring DOI: 10.9756/BP2019.1002/16, ISBN: 978-93-87862-82-1, PP 188– 193.
- Authored a chapter titled “Productivity changes due to pandemic and lockdown” on Impact of Covid-19 on Education, Technology and Agriculture, published by Sri Sairam Institute of Management Studies, ISBN: 9788194714972
- Authored a chapter titled “AN IMPACT OF COVID-19 ON THE INDIAN LABOUR MARKET, published by Sri Sairam Institute of Management Studies, ISBN: 9788194714972
- Authored Chapter titled “Common Mental Hitches of College Students – An Overview ” in book named The National Education Policy 2020: Meeting Goals of 21 st Century Education published by ABS Books, ISBN: 978 – 93 – 87229 – 73 – 0, Edition 2020, PP:57 – 63.
- Authored Chapter titled “A Road From Takshashila to Holistic Higher Education” in book named The National Education Policy 2020: Meeting Goals of 21 st Century Education published by ABS Books, ISBN: 978 – 93 – 87229 – 73 – 0, Edition 2020, PP:57 – 63.

Research Articles Published

1. Published a paper titled,, “A STUDY ON CUSTOMER’S PERCEPTION TOWARDS WEB APPLICATION FIREWALL”
2. Published a paper titled, “ Influence of training and development on Productivity improvement among Insurance agents”, on The Journal of Asiatic Society of Mumbai, vol-95, ISSN: 0972-0766, 2022, pp-57-66
3. Published a paper titled, “ Attitudinal Changes Due to Unanticipated Transition to Remote Work” on Atlantis Highlights in Social Sciences, Education and Humanities, volume 2, ISSN:978-94-6239-515-2, pp:138-146
4. Published a paper titled, “ Longitudinal relationship of Macroeconomic indicators and stock rate volatility” on Journal of Xydian University, ISSN 2348-8301, Vol-15 Issue-12, 2021, pp: (Scopus indexed ,UGC Care List Group II). (UGC Care List)

5. Published a paper titled, "Impact Of Interest Rate And Inflation In Stock Price Of Fmcg Companies" on Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 1): pp. 4718-4728 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2021.01.509 (UGC Care List)
6. Published a paper titled, "Customer Relationship Practises In Indian Supermarket" on Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 4): pp.6555-6560,<http://ilkogretim-online.org> doi: 10.17051/ilkonline.2020.04.765060. (UGC Care List)
7. Published a paper titled, Influence Of Brand Awareness On Customers Buying Behaviour" on Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 2): pp. 2133-2143 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2020.02.696797(UGC Care List)
8. Published a paper titled, " Modus Operandi Evolvment of select process in forging industry" on International Journal of humanities, Law and Social Sciences, ISSN 2348-8301, Vol-VIII, Issue-10, 2021, pp:43-48(UGC Care List Group I)
9. Published a paper titled, "A Study on anxiety regulation of male cricketers using Jacobson deep relaxation method" on Indian Journal of physical education, sports & Applied sciences, Vol- 11, Iss(1), Jan 2021, ISSN: 2229-550X (p); 2455-0175(e), doi no.:05-2016-44975451, DOI Link :<http://doi-ds.org/doi/10.29155995/IJPESAS/2021/JAN/V11/I1/A11>, Impact factor: 5.684, pp: 70-76
10. Published a paper titled, " A Study on Receivables Management With Reference To Castwel Autoparts Pvt Ltd, Chennai", on Studies in Indian Place Name, ISSN: 2394-3114 Vol 40 issue 40 (s1) March 2020, pp: 23-32.
11. Published a paper titled, " Correspondence between Monetary Policies and Stock Prices" on International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278 -3075,Volume-9 Issue -4,February 2020, pp: 2809-2811.
12. Published a paper titled, "A Study on Statutory Compliance with Reference to Human Resource Department for proconnect supply chain solution" in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.
13. Published a paper titled, "A Study on Customer Behaviour Towards Shopping Mall" in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.
14. Published a paper titled, "Comparative analysis of volatility of share price of Banking Sector",in Journal of the Gujarat Research society, vol-21, Iss- 17, 2019.
15. Published a paper titled " Impact of Direct-To-Home (DTH) on Indian Television Viewers on International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019, pp: 3064-3068.

16. Published a paper titled “ An Empirical Analysis on Promotional Strategies of Packed Savouries With Reference to Retailer’s Brands” in the International Journal on Global Business Management and Research, Volume 8, Issue 2, August 2019, ISSN 2278 8425, pp- 53-59.
17. Published a paper titled “ Nexus between new age marketing tools and buying behaviour of Echo boomers”, in International Journal for Research in Engineering Application & Management(IJREAM), ISSN:2454-9150, Vol-05, Issue-02, May 2019, pp: 96-100.
18. Published a paper titled “ Effect of TQM practices in Large and Small Medium Electronic Companies in TamilNadu” in International Journal of Mechanical Engineering and Technology(IJMET), vol-9(4), April 2018, pp-802-808;, Journal impact factor(2016):9.2286.
19. 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.
20. 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.
21. 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
22. 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.
23. Published a paper titled “Macroeconomic Variables And Stock Market Volatility In China -A Study With Reference To Shanghai Stock Exchange Composite Index” in International Journal On Advanced Research, Special Issue, ISSN-2347-8446, October 2015,pp -165-169.
24. 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.
25. Published a paper titled “A Study on Consumer Perception & Awareness towards Mitsubishi” in Sankhya International Journal of Management & Technology, ISSN 0975-3915, Vol 4, Issue 1, June 2013, pp-48-51.

26. 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.
27. 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 a resource person for one day Invited Talk on IIC Lean Startup and Minimum Viable product and Business mentoring session organised by Department of Business Administration, Theivanai Ammal College for women(Autonomous), Villupuram on 06.09.2022
- Acted as a resource person for one day Workshop on Statistical Analysis Using SPSS conducted by the Department of Artificial Intelligence and Data Science of Sri Sairam Institute of Technology, Chennai on September 7, 2021.
- Acted as a resource person for Five days FDP on Open Source tools for Data Analytics organised by the Department of computer Science Engineering of Sri Sairam Engineering College from May 24 to 28, 2021.
- Acted as Judge for Annual National Level Student Paper Presentation Competition conducted by BBA department of M.O.P vaishnav College for Women Feb 24, 2021.
- Acted as resource person for "Workshop on Statistical Analysis" on 20th February, 2021 organised by Punjab Association's Anna Adarsh College for Women.
- Acted as Judge for the Annual National level paper presentation competition 2021, The Great Economic Reset, on Feb 24,2021 organised by M.O.P Vaishnav College for Women.
- Acted as a resource person for a workshop on "Research Proposal writing and collection of literature reviews " on 12th Januray 2021 organised by PG Department of Social work, SDNB Vaishnav College for Women, Chennai.
- Acted as a resource person for a on "Glimpses of Technical Analysis" on 2.12.2020 organised by SKP Engineering College, Tiruvannamalai,
- Acted as a resource person for Virtual Faculty Development Programme on " Total Quality Management"on 15 September 2020 organised by Annai Velankanni Engineering college Chennai.AActed as a resource Person for a one day online webinar on " Empower Yourself" on 31st August 2020 organized by Viswa Chethena Degree College, Anekal, Bangalore, Karnataka
- Acted as a resource person for an online workshop titled "Statistical Analysis using SPSS" on 6th June 2020 organised by PG and Research Department of commerce, DRBCCC Hindu college, Chennai.
- Delivered a speech titled " Job opportunities in digital era" in a career development program on 9th January 2019 organised by Mohammed sathak college of arts and science, sozhinganallur, chennai.

MOOC Courses

- Completed a MOOC on Orientation Towards Technical Education and Curriculum Aspects in NITTT in 2022

- Completed a MOOC on Institutional Management and Administrative Procedures in NITTT in 2022
- Completed a MOOC on Professional Ethics and Sustainability in NITTT in 2022

FDP's and Seminars Attended

- Participated in 7 Days Online FDP on the topic “Emerging Trends in Quality Education - NAAC perspective, organised by Government Arts and Science College for Women, Kodaikanal during 9.5.2022 - 16.5.2022
- Participated in 5 Days Online FEP on Examination reforms - Outcome Based Teaching, Learning and assessment strategies organised by the Academic Staff college, Dr.M.G.R University during 25.4.2022 and 29.4.2022
- Participated in 5 Days International FDP on Management of Emotions for Success in Career and Life held on 29.3.2022 organised by School of Humanities & IQAC, Guru Nanak College
- Participated in ISTE and CSI Sponsored 5 Days virtual FDP on “Big Data Analytics and Security with BlockChain - The Future from 24.01.2022 to 29.01.2022 organised by Department of Computer Science Engineering , Sri Sairam Engineering College.
- Participated in AICTE Training And Learning (ATAL) Academy Online FDP on "Visual Communication" from 2021-3-1 to 2021-3-5 at S R Engineering College.
- Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "LIFE SKILLS: PERSONAL EFFECTIVENESS" from 21/06/2021 to 25/06/2021 at International Institute of Health Management Research, Delhi.
- Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Quantification of Human Resource with HR Analytics" from 19/07/2021 to 23/07/2021 at DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES.
- Participated in 5 days Faculty Development Program- Webinar Series conducted by Sathyabama institute of Technology held on May 9, 2020 to May 13, 2020
- Participated in one day online webinar on Fine tuning Research skills for effective writing(thesis, article and proposal) organised by PG Research Department of Commerce held on 3 May, 2020.
- Participated in a workshop on “Case Analysis and Development’ organised by Sri Sairam Engineering College from 18.12.2020 to 23.12.2020.
- Participated in India’s First Leadership webinar Talk with Prof D. P. Singh, Chairman UGC Broadcasted on 9th May, 2020 by MHRD's Innovation Cell.
- Participated in one day FDP on “Machine learning and Artificial Intelligence for Business Solutions” Organised by SRM School of Management , Chennai on 20.9.2019
- Participated in the two weeks FDP on Data Science and Exploratory Data Analytics with R and Python organised by Department of Computer Science Engineering, Sri Sai Ram Engineering College, chennai from 07.06.2019 to 20.06.2019.
- 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 Structural Equation modelling(SEM) using SPSS & AMOS for quantitative data analysis organised by Sri Sai Ram Engineering College held on 21st & 22nd November, 2016.

- Participated in the One day Workshop on Enhancing QWL: Role of Soft Skills organised by Tamil Nadu Open University on 30th 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 17th April 2015.
- Participated in the two day national level workshop on Structural Equation Modelling(SEM) using AMOS and SPSS organised by Sri Sairam Institute of Management Studies on 16th & 17th April, 2014.
- Participated in the Doctoral Colloquium organised by Easwari Engineering College on 25th October 2013.
- Participated in the National level FDP on Retailing Strategy for retention of customers organised by Sri Sai Ram Engineering College held on 12th & 13th August, 2013.
- Participated in the AICTE Sponsored Entrepreneurship Summit organised by ED Cell of Sri Sai Ram Engineering College on 8th -10th 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 to teaching –learning” organised by M.O.P. Vaishnav College for women (Autonomous) on 24th & 25th January, 2012.
- Participated in the National Level FDP on Research Report Writing organised by Sri Sairam Institute of Management Studies on 10th March 2011
- Participated in the Staff Development Program on Recent Development in Manufacturing and Management organised by Sri Sairam Engineering College on 25th – 30th July 2011
- Participated in the International FDP on Global Education Strategy for Business & Technology organised by Sri Sairam Institute of Management Studies on 26th July 2011.
- Participated in a training program on “Winning a habit” conducted by Career Cell on 13.3.2010.

CASE PRESENTATION

Presented a case titled “Case Study On A Study On Privatisation Of BPCL In India” in the National level case Management case conference organised by Sri Sairam Engineering College held on 10th January 2022

PAPERS PRESENTED IN CONFERENCES

1. Presented a paper titled, Presented a paper titled “ Modus operandi evolvement of select process in forging industry” in the 4th International e-conference on incipient research in information technology, commerce, management and linguistics - 2021 organised by The Quaide Milleth College for Men in collaboration with Dambi Dollo University, Ethiopia on 17 & 18th September 2021.

2. Presented a paper titled “ Six Sigma - A Tool for process enhancement” at the International Virtual Conference on Impact of Industry 4.0 on Maritime Business opportunities organised by AMET Business School, Academy of Maritime Education and Training(AMET) on 22nd and 23rd June 2021.
3. Presented a paper titled “ Impact of covid-19 on Indian labour market on the 10th International conference on Impact of Covid-19 on local & Global economy & Recovery Strategies on 16th & 17th June 2020.
4. Presented a paper titled “ Potential market for Petroleum Coke in South India” in the AIMS Regional Conference on Management Practices for Sustainable Development” held on 5th May, 2018.
5. 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 7th International Conference on Social Science Research for Sustaining Business & Economy in Global Market (ICSRSBEGM-17) held on 20th & 21st September, 2017.
6. Presented a paper titled “ Marketing Strategies and Consumer Satisfaction – A Study with reference to Auto Component vendors in Chennai” in the 4th International Conference on Contemporary management organised by University of Jaffna, Sri Lanka on 25th -26th July, 2017.
7. 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 th and 17th February 2017.
8. 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 6th January 2017
9. Presented a paper titled “ Impact of global financial crisis on the level of financial integration between China & Indian Stock market” in the UGC Sponsered 11th International seminar on Financial Markets-Issues and Challenges-(FIMIC-2016) held between 9th January and 10th January 2016.
10. 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.
11. 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 9th January 2016.
12. Presented a paper titled” the impact of macroeconomic factors on Indian Stock Market” in the 5th International Conference on Unleashing Opportunities at Bottom of the Pyramid organised by Annamalai University held during 17th & 18th April 2015.

13. Presented a paper titled “Macroeconomic variables and stock market volatility in China- A Study with reference to Shanghai Stock Exchange Composite Index” in the 6th 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 9th -10th October, 2015.
14. Presented a paper titled “A Study on Consumer Perception & Awareness towards Mitsubhi” in the International Conference organised by AMSA, Kulalampur held on 27th July 2013.
15. 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 27th December 2012.
16. 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 19th October 2012.
17. 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 5th April, 2012.
18. 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.
19. 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 2nd and 3rd June 2010.

Academic Responsibilities

- Students Grievance Cell Secretary of Department of Management Studies, Sri Sairam Engineering college, Chennai Since 2015.
- Library Committee Secretary of Department of Management Studies, Sri Sairam Engineering college, Chennai Since 2016.
- Co-ordinator for 3 International conferences
- Co-ordinator for 3 Faculty Development Programs

Area of Excellence

- Data Analytics using SPSS & R
- Professional Skill Development
- Retailing
- Total Quality Management
- Soft Skill development
- Macroeconomics
- Security Analysis and Portfolio Management

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 puzzles

Place:

Date:

Dr. JEYALAKSHMI.R