

# Prof. Dr. V. SASIREKHA



- Google Scholar: [oF2u UVQAAAAJ](https://scholar.google.com/citations?user=oF2uUVQAAAAJ)
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## BRIEF SUMMARY:

Multifaceted Professor of Management, with more than two decades of experience in Academia, Research and in diverse organizations. Have published more than 85 papers in refereed National and International Journals, co-authored books on TQM and Marketing Management, and edited books, Conference publications and magazines. Excellent communication skills and Public Speaker; Addressed outgoing women police commandos of 2007 batch, Medicos, Agripreneurs, Research fraternity and students. Produced 3 PhD's in Management. Editorial board member of International Journals (Canada, Bangladesh, Africa) and refereed National Journals. Proud recipient of the awards – Top 20 Influential Women Educators in TamilNadu, Distinguished Educator and Scholar Award, Top 50 Research Guides in India and Women Achiever Award. NBA Coordinator, Criterion head of NAAC, NBA and NIRF. Certified Internal Quality Auditor and Proficiency in TQM practices. Coordinating the Institute's Women Cell activities and a Member of the Internal Complaints Committee (ICC).

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## EXPERIENCE SUMMARY

**Academic (Teaching & Training):** 22+ Years (MBA, Engineering) & Keynote speaker / Session Chair / Invited Talks / Guest Lectures (Including Research, Training & Development))

**Research:** 22+ Years (8 Years (PhD & M.Phil Research); 20+ Years (MBA Projects, Post- PhD Simultaneous)

**Editorial & Publication (Reviewing & Editing):** 11+ Years (In-house / Refereed & Indexed International & National Journals, Book Chapters / Edited Volumes, Conferences etc.)

## **ACADEMIC QUALIFICATIONS**

- **DOCTOR OF PHILOSOPHY (PhD – Management)** – September 2011 - Mother Teresa Womens University – Kodaikanal
- **MASTER OF PHILOSOPHY** – Bharathiar University, Coimbatore, 2007.
- **MASTER OF BUSINESS ADMINISTRATION** – I Class – University of Madras,
- **BACHELOR OF SCIENCE (Chemistry)** – I Class – Madras Christian College (Autonomous), Chennai.
- **POST GRADUATE DIPLOMA IN GUIDANCE AND COUNSELING**, 2015. I Class, Periyar University, Tamil Nadu.
- 21 days Residential Training Program sponsored by AICTE at **Indian Institute of Management (IIM Kozhikode)**, Dec 2001 – Jan 2002.

## **EXPERIENCE**

**TOTAL EXPERIENCE – Around 25 years**

**Industry Experience – 1.5 Years**

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

**Teaching Experience – 23+ years**

- Presently working as **PROFESSOR** in a reputed Engineering College at Chennai.

## ACADEMIC HONORS & RECOGNITIONS / INTERNATIONAL RECOGNITIONS

### **A.**      **PATENTS**

- Smart watch for workers to prevent major gas leakage accidents in India. Design Accepted and Published 2022. Patent No. 202241010125
- Machine Learning based paralytic patient health monitoring technology, Design Accepted and Published May 2022.
- A System to Analyze the Employee Performance and to Simulate the Leadership Quality of an Individual in an Organization. Application Number: 350114-001, CBR No. 207939. Design Accepted and Published, Journal No. 46/2021, 12.11.2021.

### **B.**      **AWARDS RECEIVED & SELECTED**

- **DISTINGUISHED EDUCATOR & SCHOLAR AWARD 2020** by National Foundation for Entrepreneurship Development (NFED) Coimbatore, Tamil Nadu.
- **TOP 20 INFLUENTIAL WOMEN EDUCATORS IN TAMILNADU, 2019**, ULektz Learning Academy.
- **TOP 50 RESEARCH GUIDES ACROSS INDIA Award 2019**, ULektz Learning Academy, Chennai.
- **WOMEN ACHIEVERS AWARD 2014**, Education Today - Karka Kalvi Chudar.
- **BEST PAPER AWARD:** 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 - September 2016 - University of Madras.

**C.**

**EXECUTIVE BOARD MEMBER**

- Centre for Research and Training (CRT), A Unit of National Foundation for Entrepreneurship Development, Coimbatore, India.

**D.**

**INTERNATIONAL ADVISORY BOARD / RESEARCH TEAM / SCIENTIFIC  
REVIEW COMMITTEE MEMBER**

- Technical Review Committee Member, INCON on Control and Automation 2023, 14-15 September 2023, Toronto, Canada.
- Technical Review Committee Member, INCON on Media, Communication and film, 2023, London, 13<sup>th</sup> & 14<sup>th</sup> May 2023.
- Technical Review Committee Member, INCON on Business Sustainability, Human Resource Development and Social Responsibility 2023, London, 13<sup>th</sup> & 14<sup>th</sup> May 2023.
- Technical Review Committee Member, INCON on Gender and Women's Studies 2023, Singapore, 11 & 12 March 2023.
- Technical Reviewer, INCON on Electrical, Electronics And Computer Science Technology, Singapore, 11 & 12 March 2023.
- Technical Review Committee Member, INCON on Drug Abuse Prevention And Illegal Drugs 2023, Singapore, 11 & 12 March 2023.
- Technical Review Committee Member, INCON on Education, Learning And Training 2023, Singapore, 11 & 12 March 2023.
- Technical Review Committee Member, INCON on Emerging Issues In Economics, Social Sciences And Business Management, Singapore, 11 & 12 March 2023.
- Technical Review Committee Member, INCON on Early Childhood Development 2023, Singapore, 11 & 12 March 2023.
- Technical Review Committee Member, INCON on Intelligent and Innovative Technologies in Computing, Electrical and Electronics (ICIITCEE 2023), BNM Institute of Technology, Bengaluru, India on 27 and 28 January 2023.

- Technical Review Committee Member, INCON on Contemporary Computing and Informatics, 14<sup>th</sup> – 16<sup>th</sup> December 2022, Amity University, UP, India.
- Technical Reviewer ICELT 2022: INCON on Education, Learning And Training 2022 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICEIESSBM 2022: INCON on Emerging Issues In Economics, Social Sciences And Business Management 2022, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICEECST 2022: INCON on Electrical, Electronics And Computer Science Technology, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICDAPID 2022: INCON on Drug Abuse Prevention And Illegal Drugs, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICECD 2022: INCON on Early Childhood Development, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICBLSS 2022: INCON on Business, Law And Social Science, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICBELC 2022: International Conference on Business Economics, Literature, and Culture, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer ICCH 2022: INCON on Culture And History 2022, 11-12 March 2022, Seoul, South Korea.
- Technical Reviewer, INCON on Cloud Computing and e Governance 2021, University of Greenwich, London, United Kingdom, 26th August 2021 and 27th August 2021.
- Technical Reviewer, INCON on Applied and Theoretical Computing and Communication Technology (iCATccT - 2018), 6<sup>th</sup> – 8<sup>th</sup> Sept, 2018. Alva's Institute of Engineering and Technology, Mangalore, Karnataka, India.
- Member of the research team participating on the '**FIRST GLOBAL ASSESSMENT ON THE CURRENT STATE OF ORGANIZATIONAL EXCELLENCE**', launched by the International Academy for Quality, CANADA.  
<https://organizationalexcellencespecialists.ca/team/>
- Chapter Reviewer – book, **INTERNATIONAL BUSINESS ETHICS AND GROWTH OPPORTUNITIES** published by **IGI Global International Publisher, Pennsylvania, USA**, June 2014.
- Scientific Committee Member, **INCON ON SOCIAL SCIENCES (ICOSS)**, 25-26 March 2014, Colombo, Sri Lanka. <https://tiikmconference.com>

- Scientific Committee Member, **INCON ON POVERTY AND SUSTAINABLE DEVELOPMENT CONFERENCE** (ICPSD), 17-18 June 2014, Colombo, Sri Lanka.  
<https://tiikmconference.com>

**E. NATIONAL ADVISORY BOARD / RESEARCH TEAM / SCIENTIFIC REVIEW COMMITTEE MEMBER**

- **National Advisory Board Member** – Technovate Educational and Consulting Service, Coimbatore, Tamil Nādu.
- **Jury Panelist - South India ASDF Awards**, April 2, 2022, Chennai, India.
- **National Advisory Board Member** - International Conference on Emerging Business Management 2021 on 26<sup>th</sup> November organized by SRM Institute of Science and Technology – Vadapalani Campus, Chennai.
- **Organizing Secretary** – INCON on Contemporary Researches in Engineering, Science, Management and Arts (ICCRE SMA) powered by National Foundation for Entrepreneurship Development (NFED), India scheduled on 28-29 Feb. 20 at Chennai.
- **National Advisory Board Member** of INCON on Recent Trends in Engineering, Management and Science-2019 (ICRTEMS-2019), September 26<sup>th</sup> - 27<sup>th</sup>, 2019 at Delhi Institute of Technology Management & Research (DITMR), Faridabad, Haryana.  
<http://icrtems.com/national.php>

**F. EDITORIAL MEMBER OF JOURNALS**

- **Journal of Management and Sustainability**, ISSN 1925- 4725 E-ISSN 1925-4733  
Published by **Canadian Center of Science and Education, CANADA.**
- **ADRRI Journal (Multidisciplinary)** - official journal of the *Africa Development and Resources Research Institute* (ADRRI), Ghana, AFRICA.
- **ADRRI Journal of Arts and Social Sciences** - official journal of the *Africa Development and Resources Research Institute* (ADRRI), Ghana, AFRICA.
- **International Journal of Entrepreneurship and Development Studies**, BANGLADESH. ISSN: 2079-2549
- **Global research journal on information and communication studies** –  
<http://grjlis.wordpress.com/editorial-board/>
- **International Journal of Research in Management** –  
<http://acmeintellects.org/index.php/board/74-board-of-intellects>

- **Journal of Mass Communication**, Enriched Publications – New Delhi.  
[www.enrichedpub.com](http://www.enrichedpub.com)
- **M-Infiniti** - Sri Sai Ram Institute of Management Studies.
- **Sankhya** – International Journal of Technology and Management - Sri Sai Ram Institute of Management Studies.

## **RESEARCH & GUIDANCE**

### **A. MBA PROJECTS - Guided more than 280 MBA projects – TILL DATE**

### **B. Ph.D's PRODUCED – 3**

- AN EMPIRICAL STUDY ON SOCIAL COMMERCE AS A PRECEDENT IN CONSUMER DECISION MAKING WITH REFERENCE TO FASHION E-TAILING – Bharathiar University, Coimbatore. July 2019.
- WORK LIFE BALANCE OF WOMEN POLICE AND ITS EFFECTS ON JOB SATISFACTION AND PSYCHOLOGICAL WELL BEING – AMET University, Chennai. October 2020.
- E-SERVICE QUALITY AND REPURCHASE INTENTION: INTERMEDIATION AND INTERACTION OF CUSTOMER SATISFACTION AND LOYALTY. Bharathiar University, Coimbatore – MAY 2022.

### **C. Ph.D THESIS REVIEWED**

AN EVALUATION OF INSTITUTIONAL SUPPORT TO SMEs – AN EMPIRICAL STUDY – DEPT. OF MANAGEMENT, JAIN UNIVERSITY, BENGALURU, 2017.

### **D. Ph.D DOCTORAL PANEL / COMMITTEE / EXPERT**

- JOB SATISFACTION LEVEL AMONGST SCHOOL TEACHER WITH SPECIAL REFERENCE TO HIGH SCHOOL TEACHER OF BANGALORE CITY, AMET UNIVERSITY, CHENNAI – **Awarded. Guide: Dr Alice**
- EMPLOYEE ENGAGEMENT PRACTICES - A SAMPLE SURVEY WITH REFERENCE TO SOFTWARE INDUSTRY IN CHENNAI, BIHER UNIVERSITY, CHENNAI. – **Awarded. Guide: Dr Mohan Kumar**
- AN EXPLORATORY STUDY ON EMPLOYEES WORK LIFE BEHAVIORAL CHANGE AND ITS IMPACT ON ORGANIZATIONAL AUGMENTATION – BEFORE AND DURING PANDEMIC PERIOD WITH SPECIAL REFERENCE TO CHENNAI

DISTRICT – SRM INSTITUTE OF SCIENCE AND TECHNOLOGY. – Guide: Dr Gajendran

- DC Member – SRMIST, Kattankalathur, Feb. 2023, Guide: Dr V Suganya

#### **E. Ongoing Ph.D Guidance – 1 (Bharathiar University, Coimbatore)**

##### **RESOURCE PERSON / CHAIRED SESSIONS CONFERENCES / INVITED TALKS)**

- **Session Chair** - 6th - 7th April 2023, 3rd INTERNATIONAL CONFERENCE ON MANAGEMENT, ENGINEERING AND SOCIAL SCIENCE (ICMESS-2023)
- **Session Chair** - 16th - 17th March 2023, INTERNATIONAL CONFERENCE ON RECENT ADVANCES IN TECHNOLOGY, ENGINEERING, SCIENCE AND MANAGEMENT (ICRATESM - 2023)
- 22.02.2023, **Guest Speaker** – No drug – Somangalam Model Government School, Chennai.
- **Keynote speaker** – International Seminar on Sustainable Development & Green Business Models – ASET College of Science and Technology in association with Institute of Rail Transport, New Delhi, Jan. 31, 2023.
- **Chief Guest – Paper Presentation** – COMMEX 2022 – National Level Inter-Collegiate Event – SRM Institute of Science and Technology – Ramapuram, Chennai – 23.09.2022.
- **Chief Guest** – Womens Day Celebrations – TIEMA – Thirumudivakkam Industrial Estate Manufacturers Association. 11.03.2022
- **Chief Guest** – Womens Day Celebrations – Sai Ram Homeopathy College, Chennai – 12.03.2022.
- **Valedictory Keynote Speaker** – International Conference on International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA) – 27-29 January 2022 – NFED, Coimbatore.
- **Session Chair – Technical Session**, "International Conference on Emerging Approaches in Business Management - Agile Interdisciplinary Practices" (ICEABM 2021) 26.11.2021, SRMIST Vadapalani, Chennai.
- **Impact Lecture series** on Entrepreneurship and Innovation, 30.10.2021, Organized by IIC & IQAC, Nazareth College of Arts and Science, Chennai.
- **Speaker** – Social Entrepreneurship, LEAP (Leadership Experience Action Program), 28<sup>th</sup> July 2021, Organized by LEAP, Coimbatore.
- **Session Chair** – 2<sup>nd</sup> International Conference on Emerging Trends in Science, Engineering and Management (ICETSEM), 15<sup>th</sup> & 16<sup>th</sup> July, 2021, organized by GM Institute of Technology, Davangere, Karnataka, India.



- **Session Chair** - ATAL FDP - organized by Gurukula Kangri Deemed University, Haridwar, Uttarakand. 21 - 25th May 2021.
- **Session Chair** at the 1<sup>st</sup> INCON on Technology Innovative Educational and Multidisciplinary Skills in the 21<sup>st</sup> Century (ICTEMR 2021), 27<sup>th</sup> – 28<sup>th</sup> March, 2021, organized by **Eastern Institute of Technology – Suvarnabhumi, Thailand.**
- **Addressed the volunteers of BHUMI NGO on Women in Leadership and Management** on account of International Womens Day celebrations on March 7<sup>th</sup>, 2021 on Zoom Platform.
- **International Keynote Speaker** for the **Global Web Conference on Impact of Engineering, Science & Management on Digital Transformation (IESMDT '2021)** on 29 & 30 January 2021 Organized by NFED, Chennai.
- **Implications of Marketing Strategies on Consumer Behavior – 29<sup>th</sup> January 2021,** Organized by SRM Institute of Science and Technology, Vadapalani Campus, Chennai.
- **Keynote Speaker** for the Third International Conference on Interdisciplinary Global Applied Research (ICIGAR-2020), Vellore, India.
- **Session Speaker - Women in Leadership and Management,** at St. Marys College, Thoothukudi - International Seminar on Women Empowerment and Entrepreneurship, 9th December, 2019.
- **Womens Day Address - #balanceforbetter,** at Caterpillar India Pvt. Ltd., Chennai, 8th March, 2019.
- **Session Speaker – Digital Marketing Strategies – 4P's for Agribusiness – NITTE** Deemed University, Manipal, 25<sup>th</sup> September 2018.
- **Session Chair - MARKETING** - 2<sup>nd</sup> INCON organized by MEASI Institute of Management. 19th August 2017
- Participated in **News7 Tamil KELVI NERAM LIVE** Program on June 14th, 2016 - Discussion on Engineering Colleges.
- **Resource person – Portrayal of Women in Media,** for overseas participants, organized by **NITTTR** (National Institute of Technical Teachers Training and Research – Ministry of HRD), Taramani – Chennai. 2010.
- **Resource Person – Time Management,** at Tamil Nadu Police Academy for 400 women commandos (2008 Batch).
- **Resource Person – Time Management for Medicos,** Madras Medical Mission and Research Hospital, Chennai. 2007.

## **ACADEMIC PUBLICATIONS & PRESENTATIONS**

### **A. BOOK PUBLISHED**

- **TOTAL QUALITY MANAGEMENT**, Thakur Publishers, Lucknow. **ISBN 978-9382249-22-1. Dec. 2013. REPRINT ISBN: ISBN – 9789387093317**
- **MARKETING MANAGEMENT**, Deccan International Academic Publishers. February 2023. **ISBN 978-81-962206-0-0**

### **B. EDITORIAL VOLUME / RESPONSIVE BOOK**

- **HOLISTIC RESEARCH PERSPECTIVES**, 4<sup>th</sup> Edition, Bonfring Publishers, Coimbatore, Tamil Nadu, India, August 2019 (ISBN: 978-938-78-6282-1).
- **GLOBAL BUSINESS STRATEGY IN COMPETITIVE ENVIRONMENT**, **Kalaigann publishers. ISBN No. 978 – 93 – 80627 – 18 – 2. Sept. 2009.**
- **IMPACT OF ECONOMIC CRISIS IN GLOBAL BUSINESS SCENARIO**, **Anuragam Publishers. Sept. 2011.**

### **C. CASE STUDY PUBLISHED**

1. **Numbers Do The Magic: Fast Tracking The Game – Teaching Case Study** published in IPBJ – **International Post Graduate Business Journal** vol. 5 (Special Issues) (2), 99-112 (2013). Othman Yeop Abdullah Graduate School of Business (OYAGSB), **Universiti Utara Malaysia**.
2. **Sustaining the Sustainable Development – Case Study of ITC Ltd.**, by AMET Business School, Chennai. Feb. 2014. ISBN: 978-81-926045-1-0.

### **D. PUBLICATIONS IN JOURNALS – Total - 66**

1. **Methods of Using Artificial Intelligence to detect the boundaries of Melanoma**, **Cardiometry Journal (Web of Science)** No. 26, Feb. 2023.
2. **An innovative and scalable SDN architecture for wireless sensor networks**, AIP Conference Proceedings 2523, 020083 (2023); <https://doi.org/10.1063/5.0110251>. **January 2023**. (SCOPUS)
3. **An Association Of Age With Purchase Frequency In E- Tailing**, Elementary Education Online, Volume 19, Issue, 4, pages 5247. Jan. 2022.
4. **A Study on Differences in Purchase Frequency for Social Commerce with Special**

**Reference to Education Background**, Elementary Education Online, Volume 19, Issue, 4, pages 6727. Jan. 2022.

5. **E-Service Quality Models: A Literature Review**, International Journal on Global Business Management and Research Volume 10, Issue 2, October 2021. ISSN 2278 8425. Pp 46 – 51.
6. **An Association of Education and Income with Convenient Payment Mode in the E-tail Industry during COVID Pandemic**, International Journal of Management Research and Social Science, 8(3),139-142.
7. **Consequence of Customer Loyalty: Repurchase Intention**, Shodhsamhitha: Journal of Fundamental & Comparative Research, Vol. VII, No. 6: 2021. ISSN 2277-7067. **UGC CARE.**
8. **Determination of e-service quality dimensions: An exploratory Factor Analysis**, Turkish Online Journal of Qualitative Inquiry, 12(7), 6945 – 6950
9. **Impact of Privacy and Security on Customer Satisfaction in Online Shopping in India**, ANVESAK – UGC Care Group I Journal, Col. 51, No 1(XIV), Jan. – June. 2021. ISSN: 0378 – 4568.pp 134.
10. **Dimensions of E-Learning service quality in India: A Conceptual Study**, ADALYA JOURNAL, Vol. 10, Iss. 1, January 2021, Page No: 231 – 236, ISSN: 1301-2746.  
<https://doi.org/10.37896/aj10.1/019>
11. **Social Commerce Constructs And Trust As Influencers Of Consumer Decision Making With Reference To Fashion E-Tailing**, International Working Conference on Transfer and Diffusion of IT, 371-383.
12. **Portrayal of Women in Advertisements With Reference To Body Image: Content Analysis Of Magazine Advertisements**, European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 10, 2020, pp: 3037 – 3047.
13. **A Study on Antecedents of Repeat Buying intention towards E-tailing in India**, TEST Engineering and Management Journal, Vol. 83, May / June 2020.
14. **A Study on the Usage of Social Networking Sites – Marketing Perspective**, Studies in Indian Place Names ISSN no. 2394-3114, Vol. 40, Issue 27, Feb. 2020.

#### **E. PUBLICATIONS IN BOOKS Total - 15**

1. **WOMEN AND POLITICS IN INDIA – A BRIGHT DISTANT STAR**, Book Chapter - Socio - Political Legal Cultural transformation of women in western Himalaya: Issues and Challenges, Career Point University, Himachal Pradesh, March 2022.

2. **E-Service Quality Strategies on E-Tailing in COVID Scenario**, Proceedings of the 2nd International Multidisciplinary Conference on Information Science, Management Research and Social Sciences (ICISMRSS – 2021) Volume 3 19<sup>th</sup> March 2021. Pp 147 – 149. 978-93-5473-722-0. Alpha Arts and Science College.

## **F. CHAPTER CONTRIBUTIONS**

1. **Stretching beyond Big Data for Successful Digital Marketing** – Accepted for Publication – Nova Science Publishers, USA. 2023.
2. **Smashing The Glass Ceiling For Women Empowerment**. Book Chapter – “Empowering Women”, Dr MGR Educational and Research Institute. March 2022.
3. **A Study on Work Life Balance Of Women Employees Working As Flight Attendants And Ground Handling Staffs In Aviation Sector'** - Edited Book: Women: Struggle, Survival and Success - March 2020.
4. **“A – Z” Necessitate Competencies for Women In Entrepreneurial World – Conceptual Review**, Women Entrepreneurship – Problems And Prospects, October 2019. KAAV Publications, Delhi.
5. **Social Implications of Advertising: A Perceptual Study**, Holistic Research Perspectives Vol. 4, 4th Edition, Bonfring Publishers, India, August 2019 (ISBN: 978-938- 78-6282-1).

## **G. ARTICLES PUBLISHED**

1. **Vedic Education System – *for all time***, in MAGSAI 2016, Published by Sri Sairam Engineering College, Chennai.
2. **Indigenous and Grassroot Innovations for Sustainable Development** in MAGSAI 2015, Published by Sri Sairam Engineering College, Chennai.

## **H. PAPERS PRESENTED IN CONFERENCES – Total - 44**

1. **E-Service Quality Strategies on E-Tailing in COVID Scenario**, Proceedings of the 2nd International Multidisciplinary Conference on Information Science, Management Research and Social Sciences (ICISMRSS – 2021), Alpha Arts and Science College.
2. **Management Lessons From The Epic Ramayana**, Incon on Mythology: In literature and Culture, Shankarlal Sundarbai Shasun Jain College for women, March 2021.

## **CAPABILITIES / EXPOSURE**

- ✓ **Bagged AICTE LILAVATI AWARD – 2020, 1<sup>ST</sup> Runner up – Self Defense and Literacy in WOMEN EMPOWERMENT.**
- ✓ **Heading the WOMEN EMPOWERMENT CELL (3500 students) AND ORGANIZING ACTIVITIES FOR WOMEN SKILL ENHANCEMENT AND DEVELOPMENT.**
- ✓ **CRITERION HEAD - (NAAC & NBA & NIRF)**
- ✓ **WORKING KNOWLEDGE ON TQM PRACTICES, TOOLS and TECHNIQUES**
- ✓ **CONTINUOUS LEARNER – MOOC COURSES, NPTEL, NITTTR**
- ✓ **Good Communication skills and Public Speaking**

## **PERSONAL INFORMATION**

E-mail : **prof.sasirekha@gmail.com**

Languages Known : English, Tamil, and Hindi