



DR USMAN MOHIDEEN K S

ACADEMIC EXPERIENCE

Associate Professor Department of Management Studies, Sri Sai Ram Engineering College. - Period: 1st June 2022 to till date.

Assistant Professor (Grade III) in the Department of Management Studies, Sri Sai Ram Engineering College. - Period: 1st June 2010 to 28th February 2014

Assistant Professor (Grade II) in the Department of Management Studies, Sri Sai Ram Engineering College. - Period: 1st March 2014 to 31st May 2014

Handled classes on Principles of Management, Legal Aspects of Business, Business Research Methods, Human Resource Management, Business Communication, Services Marketing, Labour Law, Services Operations Management

Attended Paper Valuation for TQM Board and MBA Board in MIT from 2010 to 2020.

INDUSTRIAL EXPERIENCE

Worked as Accounts Assistant and Accounts In-Charge from 14th June 2004 to 19th August 2006 and 2nd January 2008 to 30th May 2010 respectively in Reliance Trading Corporation.

EDUCATIONAL QUALIFICATION

- S.S.L.C – Guru Nanak Matriculation Higher Secondary School - Tamil Nadu Matriculation Board of Examination – 1999.
- H.S.C - Guru Nanak Matriculation Higher Secondary School - Tamil Nadu Board of Higher Secondary Examinations – 2001
- B.Com – Guru Nanak College – Madras University – 2004
- M.B.A – St. Joseph's College of Engineering – Anna University – 2008
- M.Sc. Psychology - Institute of Distance Education, University of Madras – 2012

- M.Com – Tamil Nadu Open University – 2016
- M.H.R.M - Institute of Distance Education, Bharathidasan University – 2014
- M.A Economics - Tamil Nadu Open University – 2021
- Doctorate of Philosophy in Management awarded on 17th September 2018 by Bharathiar University - Title of the Thesis: A Strategic Approach to Employee Retention with a mediating role of Organizational Commitment in Information Technology Industry.

NATIONAL ELIGIBILITY TEST (NET) QUALIFIED

- Cleared CBSE UGC NET (Commerce): UGC Ref No: 7861 (OBC/PWD) NET – JULY 2016 Roll. No: 69006010. E Certificate No: 161007861
- Cleared UGC –NET (Management): UGC Ref No: 28191/ (PWD) (NET JUNE 2012) Roll No: 36172070. E Certificate No.121028191
- Cleared CBSE UGC NET (Labor Welfare/PM/IR/Labor & Social Welfare/HRM): UGC Ref No: 35184/ (OBC/PWD) (NET – NOV-2017) Roll. No: 70010251. E Certificate No. 172035184

CERTIFICATION

COURSES NPTEL

- Leadership for India Inc: Practical Concepts and Constructs with 87% - Silver Topper Category
- Organizational Behaviour: Individual Dynamics for Organization with 99% - 1% Gold Topper Category.
- Completed NPTEL Marketing Domain with 4 Gold Topper category and 4 Silver Topper category.
- Received following recognition in NPTEL Discipline Star, NPTEL Super Star, NPTEL Enthusiast.
- Marketing Management with 77% - Silver 1% topper during August - October 2024
- Customer Relationship Management with 78% - Silver 1% topper during August - October 2024
- Marketing Research & Analysis with 90% - Gold 2% Topper during August - October 2024
- Managing Services (8 weeks) with 85% - Silver 1% Topper during July - September 2024
- Recognised as NPTEL Discipline Star in Management Domain during January - April

2024.

- Integrated Marketing Communication (12 weeks) with 90% score - Gold 1% Topper during January - April 2024.
- Marketing Management - II (8 weeks) with 86% - Silver 2% Topper during February - April 2024.
- Consumer Behaviour (8 weeks) with 91% score - Gold 1% topper during January - March 2024
- Training for Trainers (12 weeks) with Gold 2% topper category with consolidated score of 90% during July – October 2023.
- Managerial Skills for Interpersonal Dynamics with Elite Silver Category and National Level 5% topper with score of 86% in July-October 2022.
- Emotional Intelligence – January – March 2020.
- Enhancing Soft Skills and Personality with Elite Category along with Gold Medal and National Level Topper with consolidated score of 96% in February – April 2019 NPTEL Online Exam.
- Completed NPTEL Online Certification Course in Services Marketing: A Practical Approach with Elite along with Gold Medal and National Level Topper with consolidated score of 90% in January – February 2019 NPTEL Online Exam.
- Completed NPTEL Online Certification course in Research Writing (Elite Category) with consolidated score of 80% in Principles of Human Resource Management (Elite & Topper category) with consolidated score of 87% in January – April 2018 NPTEL Online Exam.

NITTT

Completed NITTT MODULE 1 – MODULE 8 IN SEPTEMBER 2023.

ISO Certification

Qualified Internal Auditor for ISO 9001: 2015, attended training program on 8th June 2018.

Udemy Certification

Completed 32 hours of Logistics and Supply Chains – Fundamental, Design, Operation Online Certification Course by Udemy on 15th April 2020.

Completed 51 hours of Diploma in Modern Applied Psychology Online Certification Course by Udemy on 15th April 2020.

Completed 23.5 hours of Digital Marketing Online Certification Course by Udemy on 7th November 2019.

CourseEra Certification

Completed 6 weeks Online Certification Course on Leading Transformations: Manage Change in Course Era on 11th May 2020.

ICT Academy Certification

Completed 1 week Online Certification Course on Digital Teaching Techniques organized by ICT Academy from 29th June 2020 to 4th July 2020.

EXTERNAL ROLE

Member of Board of Studies on Commerce, Tamil Nadu Open University for a period of three years with effect from 11th March 2020.

External Examiner for Anna University Distance Education and St. Joseph's College of Engineering Project Evaluation.

Question Paper setter for End Semester Examination for St. Joseph's College of Engineering and St. Joseph's Institute of Technology, Shri Venkateswara Hi-Tech Engineering College and Prince Shri Venkateshwara Padmavathy Engineering College, Hindustan College of Engineering and Technology, Arunai Engineering College, Care Engineering College, Gnanamani College of Technology, Mohamed Sathak Engineering College, Rohini College of Engineering and Technology, St. Peter's College of Engineering and Technology, V.S.B Engineering College.

JOURNAL EDITORIAL BOARD MEMBER

- Impact: International Journal of Research in Business Management, (IJRBM), ISSN Print: 2347 - 4572, ISSN (Online): 2321 - 886x, Impact factor: 6.5848
- People behaviour Analysis, E-ISSN : 2986-9803 P-ISSN : 2988-0424, <https://journals.researchsynergypress.com/index.php/pba>,

RESEARCH PUBLICATIONS IN NATIONAL/INTERNATIONAL JOURNALS AND CONFERENCE PROCEEDINGS

1. A Study on Customer Attitude towards multi brand retail, International Journal of Literacy and Education, 4(2), December 2024, pp: 270-275, E-ISSN: 2789-1615, P-ISSN: 2789-1607, Impact factor: 5.7, <https://doi.org/10.22271/27891607.2024.v4.i2d.237>
2. A Study on Quality Work Life Among Women Employees in Banking Industry, International Journal of Progressive Research in Engineering and Management and Science (IJPREAMS), Vol,5, Issue.01, January 2025, pp: 65 - 70, ISSN: 2583-1062, Impact factor: 7.001, DOI: <https://www.doi.org/10.58257/IJPREAMS37994>

3. A Study on Integration of 4PL with Smart Manufacturing Process, International Journal of Advanced Research in Education and Technology (IJARETY), Vol. 11, Issue: 6, November-December 2024, Impact factor: 7.934, ISSN: 2394-2975, DOI:10.15680/IJARETY.2024.1106103
4. A Study on the Muster Management through HRIS, International Journal of Research Publication and Review, 5(12), ISSN: 2582-7421, pp: 5358-5362, December 2024, Impact factor: 6.844
5. The Gig Economy and Human Resource Challenges, International Research Journal of Modernization in Engineering Technology and Science, 6(12), December 2024, e-ISSN: 2582-5208, Impact factor: 8.187, DOI : <https://www.doi.org/10.56726/IRJMETS65736>
6. Impact of Online Trading Tips and Social Media Hype on Retail Investor Losses in Future & Options (F&O) Markets, International Journal of Financial Management and Economics, 7(2), pp: 653-657, Impact Factor: 5.15 DOI: <https://doi.org/10.33545/26179210.2024.v7.i2.433>
7. Fundamental and Technical Analysis of Reliance JIO Communication, Asian Journal of Management and Commerce, 5(2), November 2024, pp: 740-743, Impact Factor: 5.13, DOI: <https://dx.doi.org/10.22271/27084515.2024.v5.i2i.421>
8. A Study on Job Satisfaction on Select Manufacturing Company, International Journal of Literacy and Education, 4(2), December 2024, pp: 257-260, E-ISSN: 2789-1615, P-ISSN: 2789-1607, Impact factor: 5.7, DOI: <https://dx.doi.org/10.22271/27891607.2024.v4.i2d.234>
9. A Study on Strategic Asset Allocation in an Inflationary Environment, International Journal of Research in Finance and Management (IJRFM), 7(2), November 2024, pp: 572-575, P-ISSN: 2617-5754, E-ISSN: 2617-5762, DOI: <https://doi.org/10.33545/26175754.2024.v7.i2f.412>
10. A Study on Stress Management among IT employees, International Journal of Applied Research 2024 (IJAR 2024), 10(12), November 2024, pp: 180-183, P-ISSN: 2394-7500, E-ISSN: 2394-5869, Impact Factor: 8.4, DOI: <https://doi.org/10.22271/allresearch.2024.v10.i12c.12230>
11. A Study on Mental Health in Workplace with special reference in IT Industry, International Journal of Research in Human Resource Management (IJRHRM), 6(2), pp: 353-357, November 2024, DOI: <https://doi.org/10.33545/26633213.2024.v6.i2d.238>

12. Employee Engagement and Retention: Strategies for Success, Journal of Informatics Education and Research, 4(2), ISSN: 1526 - 4726, July 2024, 3400-3409, ABDC - Category C, <https://jier.org/index.php/journal/article/view/1263/1063>
13. Process of Acquisition to Destination - A Bang on Economic Prudence with Reference to Indian Logistics Industry, International Journal of Accounting and Business Finance, 10(1), June 2024, 117-129, e-ISSN 2583-2123, DOI: <https://doi.org/10.4038/ijabf.v10i1.154>, Impact factor: 2.709, ABDC - Category C
14. Performance Appraisal System and its Effectiveness with Reference to a Select Automobile Firm in International Journal of Research Publication and Reviews (IJRPR), 5(6), June 2024, 3484-3489, ISSN: 2582-7421, DOI: <https://doi.org/10.55248/gengpi.5.0624.1617>, Impact factor, 7.662
15. "Endowments of women entrepreneurs: A literature review" in Asian Journal of Management and Commerce, Peer Reviewed Journal, Refereed Journal, Indexed Journal, 5(1), 578-581. P-ISSN: 2708-4515, E-ISSN: 2708-4523, Impact Factor: RJIF 5.13, DOI: <https://doi.org/10.22271/27084515.2024.v5.i1g.307>, June 2024, Impact factor: 1.026
16. Exploring The Role Of AI In Redefining Diversity And Inclusion Initiatives In Marketing HR Practices (2024), Educational Administration: Theory and Practice, May 2024, 30(5), 2909-2913. <https://doi.org/10.53555/kuey.v30i5.3367>, Impact factor: 0.81
17. Case Study titled "Uprightness of Employee Engagement in Minimizing Absenteeism in Automobile Sector" in Contemporary Management Cases published by Sri Sai Ram Institute of Management Studies, PP: 263 - 265 ISBN: 978-81-947149-4-1, May 2024.
18. Case Study titled "Navigating Workforce Challenges: Vistara Airlines' Response to Pilot Protests and Merger Pressures", in Contemporary Management Cases published by Sri Sai Ram Institute of Management Studies, PP: 373 - 375 ISBN: 978-81-947149-4-1, May 2024.
19. Diversity And Inclusion In The Workplace: Best Practices For HR Professionals (2024), Educational Administration: Theory and Practice, 30(6), 2146-2153. ISSN: 2148-2403, <https://doi.org/10.53555/kuey.v30i6.5672>, Impact factor: 0.81
20. Sustainable Finance and the Evolution of Green Banking: A Comprehensive Review with Reference to Chennai City, Emperor International Journal of Management, 4(4), April 2024, ISSN: 2583-1267, 82-92.

21. An Overview of Sustainable Development through Green Logistics, International Journal of Business and Management Invention (IJBMI), 13(4), ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X, April 2024, 146-148 (UGC Indexed Journal), Impact factor: 0.74, [https://www.ijbmi.org/papers/Vol\(13\)4/1304146148.pdf](https://www.ijbmi.org/papers/Vol(13)4/1304146148.pdf)
22. An Empirical Study on Impact of Fintech on Banking Industry” in Proceedings of Twenty First AIMS International Conference on Management organized by AIMS International and Symbiosis University of Applied Science, Indore during 1st to 3rd March 2024. ISBN:978-1-943295-22-7, PP: 78-84.
23. Abstract titled “Resilience Savvy of Redefined and Re-innovative Women Entrepreneurs – A Literature Review” in Proceedings of 2nd International Conference on Resilience, Reinvent and Way Forward organized by Department of Management Studies, M.O.P Vaishnav College for Women (Autonomous), held on 4th & 5th January 2024. ISBN:978-8119-716029 , P.61
24. Impact of Big Data Analytics in Global Business for Sustainable Development, in Proceedings of First International Conference on Intelligent Computing and Control for Engineering and Business Systems (ICCEBS’23), ISBN:| 979-8-3503-9458-0, | DOI: 10.1109/ICCEBS58601.2023.10448867, December 2023.
25. Abstract titled “Impact of Logistics on Growth of Indian Economy” in the Proceedings of XXVI Annual International Conference on Society of Operations Management (SOM 2023), organized by Indian Institute of Management, Shillong on December 14th -16th 2023, ISBN: 9-789360-767587, P.92.
26. An Inquisitive Study on Employee Debilitation – An Instance of Indian Cement Industry, in Proceedings of International Seminar on New Economy – Towards Digital and Sustainable Development, ISBN: 978-93-95054-63-8, pp: 23 - 27
27. Energy Management in electric vehicles using machine learning in AIP Conference Proceedings, **2523**, 020086 (2023); <https://doi.org/10.1063/5.0110294>, Published Online: 30 January 2023, 020086-1 – 020086-5.
28. A Study on financial performance analysis of Credit Company with reference to Chennai, International Journal of Accounting and Financial Management Research (IJAFMR), Vol.2, Issue.2, December 2022, 47-52. E-ISSN: 2249-7994, ISSN:2249-6882, Impact factor: 2.81

29. A Study on Work life Balance Among IT employees, International Journal of Accounting and Financial Management Research (IJAFMR), Vol.2, Issue.2, December 2022, 67-72. Impact Factor: 2.81, E-ISSN: 2249-7994, ISSN:2249-6882, Impact factor: 2.81.
30. A Study on Work Life Balance of Women Employees with reference to Indian Overseas Bank, International Journal of Accounting and Financial Management Research (IJAFMR), Vol.2, Issue.2, December 2022, 61-76. E-ISSN: 2249-7994, ISSN:2249-6882, Impact factor: 2.81.
31. Case study titled “Untapping Untouched HR Analytics for Pressure in Revamped HR Practices” in Management Case Conference Proceedings published by Sri Sairam Institute of Management Studies, ISBN: 978-8194-714-910, January 2022, pp: 85-86.
32. A Comparative Study on Inventory Control Techniques Between Select Steels & Alloy Units in Proceedings of the International Conference on Digital Transformation in Finance, Insurance and Corporate Sectors (ICDFICS), ISBN: 978-93-92032-15-8, pp: 48-51.
33. An Exploratory analysis of Process improvement through Warm Forgings, International Journal of Humanities, Law & Social Science – UGC Approved Journal, Vol 8, Issue.10, 2021, pp: 29 – 35, ISSN: 2348-8301. Impact factor 7.52
34. Longitudinal Relationship of Macroeconomic Indicators and Stock Rate Volatility, Journal of Xidian University, Vol. 15, Issue 12, 2021, ISSN No: 1001-2400, Impact factor: 0.42. Impact factor 5.4, <https://doi.org/10.37896/jxu15.12/051> PP:505-514
35. Modus Operandi Evolvment of select process in Forging Industry - International Journal of Humanities, Law & Social Science – UGC Approved Journal, Vol 8, Issue.10, 2021, pp: 43 – 48, ISSN: 2348-8301. Impact factor 7.52
36. Gender Inequalities with reference to work life balance practices, Journal of Research and Development, Vol.12, Issue. 13, October 2021, pp: 98-102, ISSN: 2230-9578, Impact factor: 1.266.
37. A Study of Effect of Advertisement on Consumer Brand Preference, Ilkogretim Online – Elementary Education Online - UGC Indexed, Vol.20, pp: 4837-4846, Issue: 1, 2021 - doi: 10.17051/ilkonline.2020.02.696776, Impact factor: 0.36.
38. A Study on Impact of Social Media on Online Shopping Behavior of Youngsters,

Ilkogretim Online – Elementary Education Online - UGC Indexed, Vol.19, Issue: 2, pp: 1914-1925, - doi: 10.17051/ilkonline.2020.02.696776, 2020, Impact factor: 0.36.

39. An Empirical Analysis on Role of Job Satisfaction on Organizational Commitment with Reference to Teaching faculties in Private Colleges, Ilkogretim Online – Elementary Education Online - UGC Indexed, Vol.19, Issue: 4, 2020, pp: 6678-6686 - doi: 10.17051/ilkonline.2020.02.696776, Impact factor: 0.36.
40. Neutralizing the disparities between Curriculum and Industry Expectation – with Special Reference to Management Graduate’s Perception Towards Future Employment Market, International Journal of Future Generation Communication and Networking, Vol.13, Issue: 3, Sep. 2020, pp: 2211 – 2218, ISSN: 2233 – 7857, Web of Science Indexed.
41. An Analytical Study on Consumer Buying Behaviour towards Men’s Branded Apparel, Purakala – UGC Care Journal, Vol. 31, Issue. 21, May 2020, pp: 967 – 975, ISSN: 0971 – 2143. Impact factor: 6.3
42. Bridging the Gap of Digital Exclusion, Global Journal of Business and Management Research, Vol. 6, Issue– 1, February 2020, pp: 119 – 122, ISSN 2347 – 7814, Impact factor: 3.97.
43. Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company - Studies in Indian Place Names (UGC Care Journal), Vol. 40, Issue. 27, February – 2020, pp: 117 – 123, ISSN: 2394 – 3114. Impact factor: 4.236
44. A Study on Recruitment and Selection Process - Journal of The Gujarat Research Society (UGC Indexed) - Vol.21, Issue 17, December 2019, pp: 1556-1568, ISSN: 0374 – 8588, Impact factor: 4.3.
45. A Study on Custom Broker Agents Perception towards Export and Import Documentation process with reference to Triway Forwarders Pvt Ltd, Journal of The Gujarat Research Society (UGC Indexed) - Vol.21, Issue 17, December 2019, pp: 1545- 1555, ISSN: 0374 – 8588, Impact factor: 4.3.
46. A Study on Consumer Buying Behaviour Towards Real Estate Properties, Journal of The Gujarat Research Society (UGC Indexed) - Vol.21, Issue 17, December 2019, pp: 1534- 1544, ISSN: 0374 – 8588, Impact factor: 4.3.
47. A Study on Employee Life Cycle of Dalmia Bharat Cements (Pvt), Journal of The

Gujarat Research Society (UGC Indexed) - Vol.21, Issue 17, December 2019, pp: 1520-1534, ISSN: 0374 – 8588, Impact factor: 4.3.

48. A Study on Cash Management, Journal of The Gujarat Research Society (UGC Indexed) - Vol.21, Issue 17, December 2019, pp: 1511-1520, ISSN: 0374 – 8588, Impact factor: 4.3.

49. A Factual Research on Employee Green Behaviour in Select Medical Research Centres – Medical tourist staff's perspective, International Journal of Recent Technology and Engineering (IJRTE) Scopus Indexed, Vol. 8, Issue 2S11, September 2019, pp: 3059 - 3063, ISSN: 2277- 3878. Impact factor: 0.107.

50. KSA – Research of Gap analysis towards Management graduates' deliverables and Industry expectations – A contemporary Perspective of Human Resource Professionals, International Journal of Recent Technology and Engineering (IJRTE) Scopus Indexed, Vol. 8, Issue 2S11, September 2019, pp: 2876 - 2879, ISSN: 2277- 3878. Impact factor: 0.107.

51. An Empirical Analysis on Promotional Strategies of Packed Savouries with Reference to Retailer's Brands, International Journal on Global Business Management and Research, Vol. 8, Issue 2, August 2019, ISSN: 2278 8425, pp: 53 – 59, Impact factor 0.781.

52. An Insight of Effectiveness of Generic Retention Strategies through Branding, Engaging and Developing Talented Employees – with reference to Information Technology Industry, International Journal of Management Studies – UGC Approved Refereed Journal, Vol. 6, Special Issue – 3, June 2019, pp: 63 – 67, ISSN Print 2249- 0302, ISSN Online – 2231 -2528, Impact factor: 2.26.

53. A Study on Effectiveness of Employee Retention through Employer Branding, Employee Engagement and Development – with reference to Information Technology Industry, International Journal of Management, Technology and Social Sciences, Vol.1, Issue:2, May 2019, pp: 67 – 72, ISSN: 2637-1278, Impact factor: 5.07.

54. Nexus between New Age Marketing tools and buying behavior of Echo Boomers, International Journal for Research in Engineering Application and Management – UGC Indexed, Vol.5, Issue 2, May 2019, pp: 96 – 100, ISSN: 2454 9150, Impact factor 3.106.

55. Issues and Challenges in Container Handling – An Empirical Study, International Journal

of Management and Technology- UGC Indexed Journal, Vol. 9, Issue. 5, May 2019, pp: 2727 – 2732, ISSN: 2249-7455, Impact factor: 1.160

56. ERP Implementation Issues and Challenges in Construction Industry, Journal of Emerging Technologies and Innovative Research- UGC Approved, Vol.6, Issue: 5, May 2019, pp: 142 – 146, ISSN: 2349- 5162, Impact factor: 5.87.
57. An Empirical Analysis to Measure Determinants of Consumer Based Brand Loyalty Towards Fast Moving Consumer Goods Industry in India – with Special Reference to Selected Metropolitan City, International Journal of Business Intelligence and Innovation, Volume.2, February 2019, pp: 18 – 26, ISSN: 2348 4705.
58. An Analytical Model for Supplier Selection using Fuzzy Inference System, International Research Journal of Engineering and Management Studies (IRJEMS), Vol. 3, Issue. 05, May 2019, pp: 1 – 8, ISSN: 2395 – 0126.
59. A Study on Impact of Select Time Tracking Tools in Software Project Development, International Multidisciplinary Quarterly Research Journal AJANTA – Peer Reviewed Refereed and UGC listed Journal, Journal No. 40776, Vol.8, Issue –1, January – March 2019, pp: 149 – 154, ISSN 2277 - 5730, Impact factor: 4.248.
60. An Empirical Evaluation of Interdependence between Underlying Facets Directing Consumer's Response Creation and Media Advertisement – A Special Focus on Consumer Packaged Goods in South Indian Instance, International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) – Scopus Indexed, Vol. 8, Special Issue 3, December 2018, pp: 985 – 991, ISSN (P): 2249 – 6890, ISSN (E): 2249 – 8001, Impact factor: 9.0.
61. QWL in Die Casting Industry – An Empirical Analysis, Sankya International Journal of Management and Technology, Vol. 7, Issue. 3, October 2018, pp: 107 – 112, ISSN: 09753915.
62. Enablers for an Academician – An Employee Empowerment, Sankya International Journal of Management and Technology, Vol. 7, Issue. 3, October 2018, pp: 102 – 106, ISSN: 09753915.
63. A Study on Container Handling with reference to select container Freight Stations, Sankya International Journal of Management and Technology, Vol. 7, Issue. 2, October 2018, pp: 229 – 239, ISSN: 09753915.

64. An Evaluation of Effectiveness of Training and Development in Select Small Scale Software Companies in Chennai, M-Infiniti Journal of Management, Vol.12 Spl. Issue 3 March - April 2018, pp: 178 – 182, ISSN 0973-7197.
65. An Empirical Strategy to Scale the Mediating Effect of Organizational Commitment between Talent Management System and Sustainability of Talent with Special Reference to Indian Information Technology Industry, Vidyaniketan Journal of Management Research UGC Indexed Journal, Special Issue, March 2018, pp: 95 – 100, ISSN: 2320-3951, Impact factor: 1.942.
66. An overview of Online Sales Promotion Techniques in e- Marketing Era – An Indian Perspective, M-Infiniti Journal of Management, Vol.12 Spl. Issue 3 March - April 2018, pp: 65 - 68, ISSN 0973-7197.
67. A Measure of Customer Satisfaction through Application of SERVQUAL with special reference to Public Banks, M-Infiniti Journal of Management, Vol.12 Spl. Issue 2, March - April 2018, pp:104 - 112, ISSN 0973-7197.
68. An Empirical study on Retailer's Perception towards Bath Soaps – An Insight with special reference to Chennai City, M-Infiniti Journal of Management, Vol.12 Spl. Issue 1, March - April 2018, pp: 68 - 75, ISSN 0973-7197.
69. An Empirical Study on Effectiveness of Employee Welfare Measures with special reference to Automobile Industry, Shanlax International Journal of Management, Vol.5 Spl, Issue 1, April 2018, pp: 154 – 159, ISSN: 2321-4643, Impact factor: 1.5496.
70. An Empirical Analysis on Moderating Effect of Organizational Commitment on Virtual Workplace and Employee Retention in IT Industry, International Journal of Mechanical Engineering and Technology (IJMET) Scopus Indexed, Vol. 9, Issue: 3, March 2018, pp: 46 – 51 ISSN: 0976-6340, Impact factor: 0.209.
71. Impact of Food Advertisement on Captive Audience – An Empirical Study, International Research Journal of Business and Management – UGC Indexed Journal, Vol No. XI Issue. 1 January 2018, pp: 149 – 155, ISSN 2322 – 083X, Impact factor: 6.923.
72. Strategic Impact of Employee Empowerment and Motivation on Talent Retention Practices – A Study with reference to Selected IT Companies in Chennai City, International Research Journal of Business and Management – UGC Indexed Journal, Vol No. XI Issue. 1 January 2018, pp: 38 – 44, ISSN 2322 – 083X, Impact factor: 6.923.

73. An Investigation of Determinants of Customer's Shopping Behaviour towards select Hypermarket – An Empirical study with special reference to South India, International Journal of Management Studies UGC Indexed Journal, Vol. 4, Special Issue: 3 November 2017, pp: 77 – 84, ISSN: 2249 - 0302, EISSN: 22231- 2528, Impact factor: 0.684.
74. An Evaluation of Clearing and Forwarding Process in Perspective of Customs House Agent with special Reference to Selected Freight Forwarders, Annamalai International Journal of Business Studies and Research (AIJBSR) UGC Indexed Journal, Vol.8, Issue 2, Special Issue September 2017. pp: 65 – 71, ISSN – 0975- 749X, Impact factor: 0.277.
75. A Comparative Analysis of Loss Prevention & Shrinkage with reference to Retail Outlets in India and Selected Developed Countries, Proceeding of Fourth International Conference on Contemporary Management (ICCM-2017), Vol. 4, Issue: 1, pp: 516 – 524, ISSN – 2448 - 9883.
76. A Study on Strategic Human Resource Management in Select Life Insurance Companies, Proceedings of International Conference on Emerging Management & Technology for Economic Sustainability, pp: 343 – 348 ISBN – 978-93-5228-080-3.
77. Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era, International Journal of Current Engineering and Scientific Research, Vol.4, Issue 4, April 2017, pp: 145 – 150, ISSN: 2393-8374, Impact factor: 0.695.
78. A Study on Impact of Technology Transformation on Employee Monitoring Tool with Reference to IT Industry, GE- International Journal of Management Research, Vol.5, Issue 3, March 2017, pp: 1 – 11, ISSN: 2321-1709, Impact factor: 7.8012.
79. An Empirical Study on Effectiveness of Learning Organization – A Strategic Approach in dealing War or Talent in IT Industry, Sankalan International Multidisciplinary Peer Reviewed Research Journal, Vol.2, Issue 2, November 2016 – April 2017, pp: 226 - 230, ISSN: 2454-9266, Impact factor: 2.525.
80. A Strategic Integration between Emotional Intelligence and Organizational Commitment of Talented Employees: An Empirical Industry with special reference to IT Industry, Proceedings of Southern Regional Conference on Contemporary Trends in Management and Education, pp: 315 – 322, ISBN: 978-93-5268-071-9.
81. Online Shopping Attitude and Behaviour – An Empirical Study with Special Reference to Select Professionals in Chennai City, International Journal of Marketing, Financial

Services & Management Research, Vol.6, Issue 1, January 2017, pp: 49 – 57, ISSN 2277-3622.

82. A Study on Stress and its consequences among women employees in select Garment Companies – with reference to Garment Industry in Chennai City, International Research Journal of Human Resources and Social Sciences, Vol.3 Issue 12, December 2016, pp: 132 – 143, ISSN (O): 2349 - 4085, ISSN (P) 2394- 42118, Impact factor: 5.414.
83. Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, International Journal of Engineering & Management Research, Vol-6, Issue-6 First Edition, November - December 2016. pp: 81 – 86, ISSN Online: 2250 - 0758, ISSN (Print): 2394-6962, Impact factor: 0.564.
84. A Study on Effectiveness of E- Business on Supply Chain Management with Reference to Small and Medium Enterprises in Chennai, Splint International Journal of Professionals, Vol-3, Issue-11, November 2016, pp: 17 – 21, ISSN: 2349-6045, Impact factor: 6.37.
85. Talent Management: A Need of the Hour for Information Technology Industry in India, Pezzottaite Journals, International Journal of Trade and Global Business Perspectives, Vol-5, Number 3, July- September 2016, pp: 2706 – 2711, ISSN (P): 2319-9059 ISSN (O): 2319 – 9067.
86. A Study on Factors Affecting Visitor’s Attitude Towards Phoenix Market City, Chennai, Journal of Advanced Management Research, Vol-4, Issue-1, January – April 2016, pp: 41 – 49, ISSN No: 2393-9664.
87. Human Resource Management Strategy for Curbing Talent Turnover in Entertainment Industry, An EP Journal of Human Resources, Vol.4 Issue 1, Jan-April 2016, pp: 1 – 8, ISSN No: 2348-5973.
88. A Study on Adoption of Lean Manufacturing Practices with Special Reference to Auto Components Firms in Chennai, Splint International Journal of Professionals, Vol.3, Issue.1, ISSN: 2349-6045, January 2016, pp: 41-47, Impact factor: 6.37.
89. Employee Value Proposition: A tool to Enable, Engage, Enrich and Empower Talent and Talent Retention in IT Industry, International Journal of Business Intelligence & Innovation, Spl Vol Issue: 3, pp: 6 – 10, ISSN: 2348- 4705, January 2016.
90. An Overview of Retention Strategy in Logistics Industry with Special Reference to

Chennai City, International Journal on Management Science, October Issue 2015, Vol. 7, Issue 1, pp: 31 - 37, ISSN 2347-856, Impact factor: 3.08.

91. Talent Management – A Theoretical Framework for Talent Retention in Indian IT Sector, CKPIM Business Review, April Issue, 2015, Vol 3, Issue 4, pp: 38 – 50, ISSN 2347 – 5587.
92. An Analysis of Stress Among Employees in Fabrication Industry in Chennai City, Global Journal of Business and Management Research, Special Issue April 2015, ISSN 2347-7814, 284- 289, Impact factor: 0.125.
93. Balance Scorecard: Comparative Study between Modern and Traditional Design with Recommended Framework for Corporate, Conference Proceeding of National Conference on “Recent Advances on Science, Engineering & Management”, pp: 101 – 104, ISBN 978- 93-84389- 04-8.
94. A Study on Employee Perception towards Welfare Facilities with Reference to Chennai Port Trust, International Journal of Applied Management Research, Vol 6, Issue 1, Number 4 January – June 2014, pp: 95 – 98, ISSN: 0974 8709, Impact factor: 0.229.
95. Case Study on Organizational Practices – “Where end Matters”, Proceeding of International Conference on “Best Organizational Practices”, pp: 183 -184, ISBN 978-81- 926045-1- 0. (CASE STUDY)
96. A Study on Retailer’s Satisfaction level with special reference to Nagarjuna Herbal Concentrates Ltd, Annamalai Business Review, Vol 4, Special Issue 2 July- December 2013, pp: 104 – 106, ISSN 0974-1690, Impact factor: 1.253.
97. Viral Advertising, Proceedings of National Conference on “Managerial Challenges in Reinventing the Business Process, pp: 222 - 224, ISBN– 978-93-83241-07- 1.
98. A study on Effectiveness of Performance Appraisal System with reference to MMC Health Care Ltd, International Conference on Emerging Research paradigms in Social Sciences, pp: 99 – 105, ISBN 978-93-82951-32-2.
99. A Study on Consumer Perception & Awareness towards Mitsubhi, Sankhya International Journal of Management & Technology, Vol 4, Issue1, June 2013, pp: 48 – 51, ISSN 0975- 3915.
100. Advertisement in Marketing Management, Proceedings of International

Conference on Role of Management in Global Business, pp; 188 – 195, ISBN 978-93-80530-62-8.

101. An Analysis of Die Casting Supplier Selection with Special reference to Lucas TVS Pvt Ltd, National Conference on Opportunities and Challenges in Present Global Business Scenario, pp: 67 – 70, ISBN: 978-81-925376-0-2.
102. An analysis on Organizational Climate among Executives at SIMPSON, Proceeding of National Conference on Opportunities and Challenges in Present Global Business Scenario, pp: 86 – 90, ISBN 978- 81-925376-0-2.
103. CRM-Reliance Industries Ltd. A Study with respect to Chennai City, International Conference Application of Management and Technology Research in Global Economy, pp: 254 – 257, ISBN 978-93-81568-82-8.

BOOKS PUBLISHED

1. Published a Book titled “Business Research Methods”, ISBN -13: 978-8196256456, ISBN-10: 8196256450, Wisdom India Publications, April 2023
2. Published a Book titled “Human Resource Management: Building and Sustaining Talent, ISBN: 978-93-48325-77-8, Saliha Publications, March 2025.

BOOKS EDITED

1. Edited a book titled Emerging Trends in Global Business and Economics, ISBN: 978-81-964689-7-2 by Universal Research Academy, 2023
2. Edited a book titled “Management & Engineering Research Tome” ISBN: 978-93-89515-20-6 by Bonfring Intellectual Integrity, 2020
3. Edited a book titled “Impact of COVID - 19 on Manufacturing & Service” ISBN: 9788194714965 by Sri Sai Ram Institute of Management Studies, 2020.

CHAPTER CONTRIBUTION

1. Authored a chapter titled “Financial Literacy - A Pillar of Modern Economic Development” in Edited book - Emerging Trends in Global, Business, Economics, Science and Engineering, ISBN: 978-81-968844-8-2, March 2025, pp: 69 - 74, published by Universal Research Academy
2. Authored a chapter titled “A Study on Impact of Stress on Employees During COVID 19 with special reference to Information Technology Industry” in Edited book – Inclusive

Growth in Modern Business, Economics and Entrepreneurship, ISBN: 978- 81 – 964545 – 2 – 4, PP: 17 – 25, November 2023 published by Wisdom India Publications.

3. Authored a chapter titled “Examining and Quantifying the Moderating Repercussions of Corporate Fidelity on Retention Practices of Talented White-Collar Workers in Information Technology Industry” in Edited book – Inclusive Growth in Modern Business, Economics and Entrepreneurship, ISBN: 978- 81 – 964545 – 2 – 4, PP: 57 – 66, November 2023 published by Wisdom India Publications.
4. Authored a chapter titled “Examining the Importance of Green Warehousing in the Context of Supply Chain Management: A Study with Selected Logistics Firms” in Edited book – Inclusive Growth in Modern Business, Economics and Entrepreneurship, ISBN: 978- 81 – 964545 – 2 – 4, PP: 91 – 99, November 2023 published by Wisdom India Publications.
5. Authored a chapter titled “A Study on New Product Launch with Reference to Adyar Anandha Bhavan” in the Edited book - Contemporary Research in Social Science, ISBN: 978-81-956844-0-3, PP: 102-110, May 2022 published by Wisdom India Publications.
6. Authored Chapter titled “Common Mental Hitches of College Students – An Overview” in book named Academic Leadership: Essential to Turn Vision into Reality published by ABS Books, ISBN: 978 – 93 – 87229 – 66 – 2, Edition 2021, PP: 241 – 247.
7. Authored Chapter titled “A Road From Takshashila to Holistic Higher Education” in book named The National Education Policy 2020: Meeting Goals of 21st Century Education published by ABS Books, ISBN: 978 – 93 – 87229 – 73 – 0, Edition 2020, PP: 57 – 63.
8. Authored Chapter titled “The Mediating Role of Organizational Commitment in Relationship between Talent Management Practices and Talent Retention” in Book named – Holistic Research Perspectives Volume 4, August 2019, Published by Bonfring DOI: 10.9756/BP2019.1002/16, ISBN: 978-93- 87862-82-1, PP 174 – 187.
9. Authored Chapter titled “A-Z Necessitate Competencies for Women in Entrepreneurial World – Conceptual Review” in book named “Women Entrepreneurship – Problems and Prospects” published by KAAV Publications, ISBN: 978-93-889961, First Edition 2019, Chapter 25, Chapter ID: EB/WEPP/2019/CH-25, PP: 241 – 247. 31.10.2019.

AWARDS AND RECOGNITION

1. On 12th July 2024 received “National Faculty Excellence Award 2024 - Best Senior Faculty Award” by Lance Research Institute, MSME Registered ISO 9001-2015 certified Research Institute.
2. “Management Education – Excellence Award” of International Achievers 2024 for by

GyanUday Foundation, Rajasthan on 31st January 2024.

3. 1st Runner Up of AICTE Lilavati Award 2021-2022 for the sub theme “Women Entrepreneurship” on 8th March 2022.
4. Best Teacher Award in Teacher’s Day Celebration by Lions Club of Madras Egmore on 19th September 2021.
5. National Foundation for Entrepreneurship Development (NFED) on 10th National Teachers’ Day Awards 2019, awarded “Young Educator & Scholar Award” on 5th September 2019 in the field of Human Resource Management.

RESOURCE PERSON

1. On 20th December 2024 acted as Resource person for a seminar titled “Financial Literacy for Millennials and Gen Z: Encoding Modern Economy” organized by Department of Financial Planning, Dr M.G.R Educational and Research Institute, (Deemed to be University).
2. On 30th September 2024 acted as Resource Person for a seminar titled “Insights into Academic Projects” organized by Department of Management Studies, S.I.V.E.T College.
3. On 3rd July 2024, acted as a Resource Person for 5 days FDP on Research Roadmap: Methods, Analysis and Ethics on topic “Developing a Research Methodology Instrument” organized by Lance Research Institute from 3rd - 7th July 2024.
4. On June 12th June 2024 acted as Resource Speaker on “Marketing Strategies in Digital Age” for Workshop on Emerging Trends and Technologies in Digital Marketing, organized by Department of Financial Planning, Dr M.G.R Educational and Research Institute, (Deemed to be University).
5. On 17th May 2024 Acted as External Panel Member for 1st International Conference on Strategic Planning Towards Creativity, Innovation & Sustainability for Business Development “ICSPCISBD 2024” organized by Department of Management Studies, St. Peter’s College of Engineering and Technology
6. Acted as Guest Speaker for an Invited talk on “Market to Product Fit” organized by Department of Management Studies, Velammal College of Engineering and Technology (Autonomous), Madurai on 21st March 2024.
7. Acted as Resource Speaker for an International Webinar on “21st Century Parenting” organized by Institute of Global Professionals on 5th March 2024.

8. Acted as Resource Speaker for International Webinar organized by Institute of Global Professionals and delivered a lecture on “By-Laws of Research for Societal Development” on 1st January 2024.
9. Acted as Resource person for 3 days Faculty Development Program on Experiential Learning Methods Conducted by Department of Financial Planning, Dr M.G.R Educational and Research Institute, (Deemed to be University) and delivered lecture on “Promulgation of Principles & Types of Experiential Learning” on 19th December 2023.
10. Acted as Resource person for a Two weeks International inter/multidisciplinary Faculty Development program titled “Advancements in Pedagogical Sciences and Research” on topic “Statistical tools in Research and Data Analysis” on 29th November 2023 organized by I.N.M. PG College Meerut India in collaboration with International Council for Education Research and Training (ICERT).
11. Acted as Resource person and delivered lecture on title “Mantras of Psychology ” in National Level World Record Webinar Series on 23rd November 2023 organized by Shri Kumaraswami Mahavidyalaya, Ausa, Latur, Maharastra, India.
12. Acted as Resource person for Five days National Online Faculty Development Programme entitled “Methodology for Advanced Research and Quality Publication in Current Scenario” on topic “Findings, Suggestions and Conclusion” on 31st October 2023 organized by Department of Business Administration & IQAC, Theivanai Ammal College for Women (Autonomous).
13. Acted as Resource person for a workshop on “Ethics in Workplace” organized by Department of Management Studies, S.I.V.E.T College on 19th September 2023.
14. Acted as Panel member for a discussion in International Seminar on New-Economy – Towards Digital and Sustainable Development organized by Centre of Professional Excellence of Dr M.G.R Educational and Research Institute, (Deemed to be University) on 7th July 2023.
15. Acted as Resource Person for a Seminar titled “Imperatives for GenZ Entrepreneurs” conducted by Department of Management Studies, Saveetha Engineering College on 14th October 2022.
16. Acted as Resource Person in the International Conference on “Spiraling Digitalization – Transformation in Business and Management” Organized by Department of Management Studies, S.I.V.E.T College on 23rd April 2022.
17. On 4th March 2022 acted as Resource Person for a Seminar on Functionality of Market

- Surprising Realities, organized by Department of Management Studies, Saveetha Engineering College
- 18. On 10th August 2021 acted as Guest Speaker for One day National Webinar titled “Game Plan for Enthralling Employees” organized by Saradha Gangadaran College, Pondicherry.
- 19. On July 5th 2021 acted as a Guest Speaker for an Online Seminar titled “Scientific Research – A tool for Nation Building” conducted by S.K.P. Engineering College, Tiruvannamalai.
- 20. On 25th & 26th February 2021 acted as Keynote speaker for two days Webinar titled “Showcase your Talents towards Current Challenges” organized by Department of Business Administration, Sengamala Thayaar Educational Trust Women’s College.
- 21. On 28th July 2020, acted as resource for a Webinar titled “Surmounting Psychological Hitches” conducted by Department of Management Studies by S.I.V.E.T College.
- 22. Acted as resource person on 16th June 2020 for the Webinar titled “Alpha to Omega – Competencies of an Entrepreneur” jointly conducted by Entrepreneur Development Cell & IQAC of St. Joseph’s College (Arts & Science).
- 23. On 5th March 2020, chaired a session on Human Resource Management in a National Conference in Recent Trends in Management (NCRASEM) Conducted by Tagore Engineering College.
- 24. On 15th December 2016 and 23rd December 2016, Acted as a Resource Person for Faculty Development Programme on Entrepreneurship Development organized by Department of Science and Humanities, Sri Sai Ram Institute of Technology, Sponsored by National Science & Technology Entrepreneurship Development Board (NSTEDB) and Entrepreneurship Development Institute of India.

PAPERS PRESENTED IN NATIONAL/INTERNATIONAL CONFERENCE

1. Presented a paper titled “Data Analysis on Financial Performance of Public Sector Utility Corporations - A Study with reference to Oil Sector” in 2025 - 5th IEEE International Conference on Computing and Communication Technologies (ICCCCT’25), held on 16th & 17th April 2025 in Department of Information Technology, Sri Sairam Engineering College.
2. Presented a paper titled “Econometrics Analysis for Technology Start Up Performance with Reference to India” in 2024 International Conference on Power, Energy, Control and

Transmission Systems, held on 8th & 9th October 2024, conducted by Department of Electrical & Electronics Engineering, Sri Sai Ram Engineering College.

3. Presented a paper titled “Organizational Citizenship Behaviour - an Empirical Study in Selected IT Companies” in 8th International Conference on Contemporary Management (ICCM) - 2024 on Inspiring Change for Global Sustainability, held on 12th & 13th June 2024, organized by Faculty of Management Studies & Commerce, University of Jaffna, Srilanka
4. Presented a paper titled “An Overview of Sustainable Development through Green Logistics” in TRIMARD 2K24, International Conference on Digital Transformation in Business Navigating the New Frontier, organized by Dr M.G.R Educational and Research Institute, 26th April 2024
5. Presented a Case study titled “Navigating workforce challenges: Vistara Airlines Response to Pilots Protests and Merger Pressure” in National Level Management Case Conference 2024, organized by Sri Sairam Institute of Management Studies, Sri Sairam Engineering College on 4th April 2024
6. Presented a Case study on “Uprightness of Employee Engagement in Minimizing Absenteeism in Automobile Sector “in National Level Management Case Conference 2024, organized by Sri Sairam Institute of Management Studies, Sri Sairam Engineering College on 4th April 2024
7. Presented a paper titled “An Empirical Study on Impact of Fintech on Banking Industry” in Twenty First AIMS International Conference on Management, organized by AIMS International and Symbiosis University of Applied Science, Indore, 1st - 3rd March 2024.
8. Paper titled “An Empirical Study on Impact of Fintech on Banking Industry” in Twenty First AIMS International Conference on Management organized by AIMS International and Symbiosis University of Applied Science, Indoor during 1st to 3rd March 2024.
9. Paper titled “Impact of Big Data Analysis in Global Business for Sustainable Development” in First International Conference on Intelligent Computing and Control for Engineering and Business Systems (ICCEBS’23) organized by Department of EIE, ICE, CSBS and AI&DS, Sri Sairam Engineering College on 14th & 15th December 2023.

10. Paper titled “Resilience Savvy of Redefined and Re-innovative Women Entrepreneurs – A Literature Review” in the 2nd International Conference on Resilience, Reinvent and Way Forward organized by Department of Management Studies, M.O.P Vaishnav College for Women (Autonomous), held on 4th & 5th January 2024.
11. Paper titled “Impact of Logistics on the Growth of Indian Economy” at XXVI Annual International Conference of Society of Operations Management (SOMS 2023) held at Indian Institute of Management, Shillong during 14th – 16th December 2023.
12. Paper titled An Inquisitive Study on Employee Debilitation – An Instance of Indian Cement Industry, in International Seminar on New Economy – Towards Digital and Sustainable Development organized by Centre of Professional Excellence of Dr. M.G.R Educational and Research Institute, (Deemed to be University) on 7th July 2023.
13. Paper titled A Study on Effectiveness of Online Class with reference to Engineering College Students in 11th International Conference on Emerging Research in Business, Technology, Entrepreneurship and Economy for Sustainable Development organized by Sri Sairam Institute of Management Studies on 16th & 17th December 2022.
14. Paper titled An Exploratory Study on Axle App in International Conference on Spiraling Digitalization – Transformation in Business and Management organized by Department of Management Studies, S.I.V.E.T College on 23rd April 2022.
15. Paper titled A Comparative Study on Inventory Control Techniques between Select Steels & Alloy Units in International Conference on Digital Transformation in Finance, Insurance and Corporate Sectors (ICDFICS) organized by Department of Commerce, Rathinam College of Arts and Science on 6th April 2022.
16. Paper titled Modus Operandi Evolvment of Select Process in Forging Industry in 4th International e-Conference on Incipient Research in Information Technology, Commerce, Management and Linguistics - 2021 conducted by The Quaide Milleth College for Men & Dambi Dollo University, Ethiopia on 17th & 18th September 2021.
17. Paper titled An Exploratory Analysis of Process Improvement through Warm Forging in 4th International e-Conference on Incipient Research in Information Technology, Commerce, Management and Linguistics - 2021 conducted by The Quaide Milleth College for Men & Dambi Dollo University, Ethiopia on 17th & 18th September 2021.
18. Paper titled Six Sigma – A Tool for Process Enhancement in International Virtual Conference on Impact of Industry 4.0 on Maritime Business Opportunities conducted by AMET Business School on 22nd & 23rd June 2021.

19. Paper titled A Outer Race Warm Forging Process Improvement in Auto Component Manufacturing in International Virtual Conference on Impact of Industry 4.0 on Maritime Business Opportunities conducted by AMET Business School on 22nd & 23rd June 2021.
20. Paper titled A Diagnostic Study on NPA in Indian Public Sector Banks – A Conceptual Overview in National conference on Recent Advances in Science, Engineering and Management NCRASEM – 2020 conducted by Tagore Engineering College on 5th March 2020.
21. Paper titled Bridging the Gap of Digital Exclusion in 9th International Conference on Education, Advance Management and Technology for Sustainable Development conducted by Sri Sai Ram Institute of Management Studies on 25th & 26th February 2020.
22. Paper titled A Study on Effectiveness of Employee Retention through Employer Branding, Employee Engagement and Development with reference to IT Industry in International Conference on Management, Technology and Social Sciences conducted by Geneva Business School, Barcelona, Spain on 5th May 2019.
23. Paper titled A Study on Impact of Select Time Tracking Tools in Software Project Development in International Conference on Emerging Trends in Business Management – Opportunities and Challenges conducted by Vishwa Vishwani School of Business on 12th April 2019
24. Paper titled KSA – Approach of Gap Analysis towards Management Graduate's Deliverables and Industry Expectation – A Contemporary Perspective of Human Resource Professionals at International Conference on Advancements in Technology, Business and Management conducted by School of Management Studies, Sathyabama Institute of Science and Technology on 27th – 29th March 2019.
25. Paper titled An Empirical analysis to measure determinants of Consumer based brand loyalty in International Conference on “Indian Education System in 2020” conducted by Thiruthangal Nadar College on 16th February 2019.
26. Paper titled A Study on Container Handling with reference to select container Freight Stations in 8th International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development (ICEESD’ 18) by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 10th & 11th October 2018.
27. Paper titled an overview of Online Sales Promotion Techniques in e-Marketing Era – An Indian Perspective in AIMS Regional Conference on Management Practices for

Sustainable Development conducted by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 5th May 2018.

28. Paper titled An Empirical study on Retailer's Perception towards Bath Soaps – An Insight with special reference to Chennai City in AIMS Regional Conference on Management Practices for Sustainable Development conducted by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 5th May 2018.
29. Paper titled A Measure of Customer Satisfaction through Application of SERVQUAL with special reference to Public Banks in Chennai in AIMS Regional Conference on Management Practices for Sustainable Development conducted by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 5th May 2018.
30. Paper titled An Evaluation of Effectiveness of Training and Development in Select Small Scale Software Companies in Chennai in AIMS Regional Conference on Management Practices for Sustainable Development conducted by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 5th May 2018.
31. Paper titled An Empirical Study on Effectiveness of Employee Welfare Measures with special reference to Automobile Industry in National Conference on Recent Advances in Science, Engineering and Management (INCRASEM – 2018) conducted by Department of Management Studies, Tagore Engineering College on 28th March 2018.
32. Paper titled An Empirical Strategy to Scale the Mediating Effect of Organizational Commitment between Talent Management System and Sustainability of Talent with special reference to Indian Information Technology Industry in Two day International Conference on 5S – “Strategy, System and Service for Sustainability and Scalability of Business conducted by Department of Management Studies, School of Management, Pondicherry University on 23rd & 24th March 2018.
33. Paper titled An Evaluation of Clearing and Forwarding Process in Perspective of Customs House Agent with special Reference to Selected Freight Forwarders in 7th International Conference on Social Science Research for Sustaining Business & Economy in Global Market (ICSRSBEGM-17) conducted by Sri Sai Ram Institute Management Studies, Sri Sai Ram Engineering College, Chennai on 20th and 21st September 2017.
34. Paper titled A Comparative Analysis of Loss Prevention & Shrinkage with reference to Retail Outlets in India and selected Developed Countries in 4th International Conference on Contemporary Management (ICCM-2017) conducted by Faculty of Management Studies & Commerce, University of Jaffna, Srilanka on 25th & 26th July 2017.

35. Paper titled A Study on Strategic Human Resource Management in Select Life Insurance Companies In International Conference on Emerging conducted by Alhosan University, Abu Dhabi, UAE on 22nd & 23rd April 2017.
36. Paper titled An Empirical Study on Effectiveness of Learning Organization – A Strategic Approach in dealing “War for Talent” in Information Technology Industry on National Conference Confluence 2017 conducted by S K N Sinhgad School of Business Management on 16th & 17 February 2017
37. Paper titled A Strategic Integration between Emotional Intelligence and Organizational Commitment of Talented Employees: An Empirical Industry with special reference to Information Technology Industry on Southern Regional Conference on Management Education – A Global Perspective conducted by PSG Institute of Management on 6th January 2017.
38. Paper titled Talent Management: A Need of the Hour for Information Technology Industry in India in National Conference on Emerging Trends in Management conducted by Department of Management Studies, Prof. Dhanapalan College of Arts and Science on 23rd September 2016.
39. Paper titled Employee Value Proposition: A tool to Enable, Engage, Enrich and Empower Talent and Talent Retention in IT Industry in National Conference on Educate, Enable, Engage, Enrich & Empower Human Resources conducted by PG Department of HRM, SDNBVaishnav College for Women on 29th January 2016.
40. Paper titled Role of Human Resources Strategy in Talent Retention with reference to Hospitality Industry in UGC sponsored Eleventh International Seminar on Financial Markets: Issues and Challenges–(FIMIC – 2016) conducted by Bharathidasan University on 9th & 10th January 2016.
41. Paper titled An Overview of Retention Strategy in Logistics Industry with Special Reference to Chennai City on Sixth International Conference on “Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market (IBFBT 15)” conducted by Sri Sai Ram Institute of Management Studies on 9th & 10th October 2015.
42. Paper titled An Analysis of Stress among Employees in Fabrication Industry in Chennai City on 5th International Conference on Unleashing Opportunities at Bottom of the Pyramid conducted by Department of Business Administration, Annamalai University, 17th & 18th April April 2015.
43. Paper titled Balance Scorecard: Comparative Study between Modern and Traditional

Design with Recommended Framework for Corporate on National Conference on Recent Advances in Science, Engineering and Management conducted by Department of Management Studies, Tagore Engineering College on 20th March 2015.

44. Paper titled A Study on Employee Perception towards Welfare Facilities with reference to Chennai Port Trust at UGC Human Rights sponsored Seminar on “Human Rights & Media Ethics” conducted by PG & Research Department of Economics, Rajah Serfoji Government College on 25th July, 2014.
45. Case titled Case Study on Organizational Practices Where End Matters in International Conference ENCORE 2014 on Best Organizational Practices conducted by AMET Business School on 22nd February 2014.
46. Paper titled A Study on Retailer’s Satisfaction level with special reference to Nagarjuna Herbal Concentrates Ltd in International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development IEBFHT „2013, Sri Sairam Institute of Management Studies, 20th & 21st December 2013
47. Paper titled Viral Advertising in National Conference on Managerial Challenges in Reinventing the Business Process conducted by Department of Management Studies, Easwari Engineering College on 22nd November, 2013
48. Paper titled A study on Effectiveness of Performance Appraisal System with reference to MMC Health Care Ltd on International Conference on Emerging Research paradigms in Social Sciences conducted by Bharathiar University on 22nd - 24th August 2013
49. Paper titled A Study on Consumer Perception & Awareness towards Mitsubhi in International Conference on Innovative & Competent Business Strategies conducted by AMSA, Kulalampur, Malaysia on 27th July 2013
50. Paper titled Opportunities & Challenges - Advertisement in Marketing Management in One day International Conference on Role of Management in Global Business conducted by Department of Management Studies, Pavendar Bharathidasan College of Engineering and Technology on 1st March 2013.
38. Paper titled An Analysis of Die Casting Supplier Selection with Special Reference to Lucas TVS Pvt Ltd on National Conference on Opportunities and Challenges in Present Global Business Scenario conducted by Adhiparasakthi Engineering College on 27th December 2012.
39. Paper titled an analysis on Organizational Climate among Executives at SIMPSON on National Conference on Opportunities and Challenges in Present Global Business Scenario

conducted by Adhiparasakthi Engineering College on 27th December 2012.

40. 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 conducted by Karpagam College of Engineering on 19th October 2012.

41. 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 conducted by Department of Indian Studies, University of Malaya on 2nd and 3rd June 2012.

SEMINARS/FDP/WORKSHOPS ATTENDED

1. Online Professional Development Programme on Recent Trends in Marketing, organized by National Institute of Technical Teachers Training and Research (NITTTR), from 2nd - 6th December 2024 - **5 days.**
2. FDP by NPTEL - AICTE on Customer Relationship Management- August - October 2024 - **7 days.**
3. FDP by NPTEL - AICTE on Marketing Management I- August - October 2024 - **7 days.**
4. FDP by NPTEL - AICTE on Marketing Research & Analysis - August - October 2024 - **7 days.**
5. Professional Development Programme on Outcome Based Learning and Teaching, organized by National Institute of Technical Teachers Training and Research (NITTTR), from 21st - 25th October 2024 - **5 days.**
6. FDP by NPTEL - AICTE on Managing Services - July - September 2024 - **7 days.**
7. Faculty Development Program on "Research Methodology - Writing Content for Thesis" organized by Department of Business Administration, St. Joseph's College (Arts & Science), from 19th - 23rd August 2024 - **5 days.**
8. Faculty Development Program on "Empowering Educators: Nurturing Resilience and Well-Being for Faculty Excellence" organized by Happy Valley Business School from 24th - 29th April 2024 - **6 days.**
9. Faculty Development Program by NPTEL – AICTE on Integrated Marketing Communication - April 2024 - **10 days**
10. Faculty Development Program by NPTEL – AICTE on Marketing Management - I - April

2024 - **7 days**

11. Faculty Development Program by NPTEL – AICTE on Consumer Behaviour - March 2024 - **7 days**

12. NEP Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme, conducted by UGC - Malaviya Mission Teacher Training Centre, University of Kashmir, Srinagar, from 15th - 26th March 2024 - **12 days.**

13. One week Faculty Development Program on Opportunity to Leverage the Teaching Skills in Digital and Professional Landscape, organized by Department of Commerce – Finance & Taxation, Dwaraka Doss Govardhan Doss Vaishnav College from 18th December – 23rd December 2023 – **6 days**

14. Faculty Development Program by NPTEL – AICTE on Training for Trainers in October 2023.

15. International Faculty Development Program on Teaching, Learning and Assessing in 2030, organized by Department of Physics, SRM Institute of Science and Technology, Ramapuram Campus from 6th – 23rd June 2023 – **16 days.**

16. Faculty Development Program by NPTEL – AICTE on Managerial Skills for Interpersonal Dynamics in October 2022.

17. Eight Days Faculty Development Programme on “21st Century Development in Inventions and Innovations: A Quality Initiative in Teaching and Learning Strategies” organized by Department of Fashion Designing, College of Science and Humanities, SRM Institute of Science and Technology from 20th June 2022 – 27th June 2022 - **8 days**

18. Faculty Development Program on Emerging Trends in Quality Education – NAAC Perspective organized by Government Arts and Science College for Women from 9th May – 16th May 2022 - **7 days**

19. Faculty Development Programme on Examination Reforms – Outcome Based Teaching, Learning & Assessment Strategies organized by Academic Staff College, Dr M G R Educational and Research Institute from 25th April to 29th April 2022 – **5 days**

20. International Faculty Development Program (Online) on Management of Emotions for Success in Career and Life organized by Guru Nanak College from 24th March – 29th March 2022 – **5 days**

21. One week National Level FDP on Investor Awareness and Education conducted by Jamal

Mohamed College and Sraddha Academy for Financial Education from 18th March – 26th March 2022 – **7 days**

22.Design Thinking to Augment 21st Century Skills at R V College of Engineering, Bangalore from 7th December – 12th December 2021 – **6 days.**

23.Cricket Analytics Using Python by Mad About Sports from 8th August – 15th August 2021 – **8 days.**

24.National Level Online FDP on Digital Pedagogy: Online Teaching Modes, Tools & Techniques by Department of English and Foreign Languages, Bharathiar University and PG and Research from 23rd June – 29th June 2021 - **7 days.**

25.Refresher Course on Research and Publication Ethics by Baba Mastnath University from 22nd June – 5th July 2021 - **14 days.**

26.FDP on Cyber Security & Digital Forensics by Sree Saraswathi Thyagaraja College & ABG Cyber Solutions from 16th – 22nd June 2021 – **6 days**

27.Refresher Course (Online) on Teaching, Learning Pedagogy and Research for Excellence in Education by Sri Sai Ram Institute of Management Studies from 31st May – 14th June 2021 – **14 days**

28.Online FDP on Data Science and Business Analytics by Sri Sai Ram Institute of Management Studies from 18th May – 24th May 2021 – **7 days**

29.ATAL Online FDP on Soft skills at Workplace: Developing the Right Attitude, Etiquette and Communication by Indian Institute of Technology, Patna from 17th May – 21st May 2021 – **5 days**

30.ATAL Academy Online FDP on Organizational Behaviour by Santhigiri Institute of Management from 15th – 19th February 2021 - **5 days**

31.Workshop on Case Analysis and Development by Sri Sai Ram Engineering College from 18th to 23rd December 2020 –**6 days**

32.ATAL Academy Online FDP on Training for Social Connectedness & Inspiration by Sri Venkateshwara College of Engineering from 14th - 18th December 2020 – **5 days**

33.AICTE funded Online FDP on Outcome Based Education in Management Education – Objectives, Best Practices and Measurement of Outcomes by Saintgits Institute of Management, Kottayam from 16th – 28th November 2020 – **12 days**

34.Online FDP on Stress Management by ATAL Academy by Maulana Azad National Urdu University Polytechnic, Hyderabad from 2nd – 6th November 2020 – **5 days**

35.National level Webinar on “Innovation and Entrepreneurship Ecosystem in Educational

Institutes” organized by SIES College of Arts, Science and Commerce (Autonomous), Sion (West), Mumbai on 10th May 2020. - **1 day**

36. COVID – 19 Pandemic: Strategies for Effective Work – Life Balance of Academicians by Karpagam College of Engineering from 4th May – 8th May 2020 – **5 days**

37. MHRD sponsored E- Learning Resources and Teaching Methodology in Education & Research Development by Sri Sai Ram Engineering College from 27th April to 9th May 2020 – **12 days**

38. One day Online lecture on Empathy and Positive Frame of Mind by SRM IST Ramapuram Campus on 26th April 2020.

39. Three days FDP on Team Building and Managing by Guru Nanak College & ICT Academy from 20th – 22nd August 2019

40. Enhancing Soft Skills and Personality from NPTEL AICTE from February – April 2019.

41. Services Marketing: A Practical Approach NPTEL AICTE from January - February 2019.

42. FDP on Entrepreneurship Career Development Program by Sri Sai Ram Institute of Management Studies from 8th – 12th April 2019 – **5 days**

23. 2 days FDP on Decision Making Skills by New Prince Shri Bhavani Arts and Science College & ICT Academy on 20th & 21st February 2019.

24. FDP on Engineering Teaching Pedagogy and Effective Teaching Learning Process by Sri Sai Ram Institute of Management Studies from 3rd December – 7th December 2018 - **5 days**

25. Three days FDP titled FACTO2K17 – Funding, Authoring, Counseling, TQM & Opportunities in Entrepreneurship by Sri Sairam Engineering College, Bangalore, from 2nd to 4th August 2017.

26. One day FDP on Structural Equation Modeling & Preparation of Project Proposal for Funding on 4th February 2017 by School of Management Studies, Vels University.

27. Two Days National Level Workshop on Structured Equation Modeling (SEM) using SPSS & AMOS for Quantitative Data Analysis by Sri Sai Ram Institute of Management Studies on 21st & 22nd November 2016.

28. One day Seminar on Teaching in Internet Era: The Challenges Ahead (NSJJE-2016) on 4th March 2016 by Department of Management Studies & IQAC Cell, Tagore Engineering College.

29. One day Workshop on Enhancing QWL: Role of Soft Skills by Tamil Nadu Open University on 30th November 2015.

30. One day National Level Workshop On Social Science Research Analytics using SPSS by Sri Sai Ram Institute of Management Studies on 17th April 2015.
31. Two days National Level FDP on Engineering & Management Teaching Strategies For Excellence by Sri Sai Ram Institute of Management Studies on 29th & 30th December 2014.
32. One day Workshop on Creativity Pedagogy: Fostering Student Creativity and Innovation by Indian Institute of Technology, Madras on 28th November 2014.
33. Two days Workshop on Structural Equation Model using SPSS & AMOS by Sri Sairam Engineering College on 16th & 17th April 2014.
34. Three days'' Workshop on Social Science Research Methodology by Loyola College from 9th – 11th January 2014.
35. One day Doctoral Colloquium by Easwari Engineering College on 25th October 2013.
36. One day seminar on Contemporary Issues in Management by Tamil Nadu Open University on 22nd March 2013.
37. One day Workshop on Statistical Analysis and Interpretation using AMOS by Jerusalem College of Engineering on 19th December 2012.
38. One day FDP on Innovations in branding by Sri Sai Ram Institute of Management Studies on 28th July 2012.
- 39. Staff Development Program on Recent Development in Manufacturing and Management by Sri Sai Ram Engineering College from 25th – 30th July 2011 – 6 days**
40. One day International FDP on Global Education Strategy for Business & Technology by Sri Sairam Institute of Management Studies on 26th July 2011.
41. One day National Level FDP on Research Report Writing by Sri Sairam Institute of Management Studies on 10th March 2011.

MEMBERSHIP

Lifetime Member of Commerce and Management Association of India (CMAoI), Membership No: CMA/25/0744

CONSULTANCY

1. Consultancy for “Digital Media Marketing Strategies for Real Estate”. on 13th June 2024.
2. Consultancy for Reliance Steel Corporation on “Distribution of Graded Iron & Steel” on 21st October 2023.

3. Consultancy for Agaram Infotech Pvt. Ltd on Mental Well Being of Employees on 7th January 2022.
4. Consultancy for Sportalytics on Plant Design and Management on 27th January 2022.

FACULTY INTERNSHIP

1. Completed Three Days Internship on Training for Trainees in SIMTECH CNC from 25th August 2022 to 27th August 2022.

RESPONSIBILITIES HELD AT INSTITUTION

Coordinator for Criteria 6 in NBA

In charge for Criteria 6.3 in NAAC

Time Table In-charge since 2010.

Student Council Secretary since 2012.

Acted as Organizer for two International Conference & one regional conference, five Seminars/FDP/Workshop and for a CEO Conclave

Member of Alumni Meet Committee

,Member of Library Committee

Member of Purchase Committee

RESEARCH PROFILES

PublonsURL : <https://publons.com/researcher/4909730/dr-usman-mohideen-k-s/>

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Scopus Author ID 57201423219

Scopus Author Link : <https://www.scopus.com/authid/detail.uri?authorId=57201423219>

PERSONAL DETAILS

Gender : Male

Nationality : Indian

Religion : Muslim

Category : Backward

Caste Marital Status : Married

CONTACT DETAILS

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Date:

(DR. USMAN MOHIDEEN.K.S)