

## RESEME



**Prof. Dr.B.VENKATESWARA PRASAD, *PhD., MBA., MSc., (Psy) MA., (P.Admn.) PGDPMIR&LW***

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### **CARRIER OBJECTIVE**

**To achieve excellence in profession with 30 years of experience in academics and industry.**

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### **BRIEF PROFILE**

Dr.B. Venkateswara Prasad is presently working as Professor at Sri Sai Ram Institute of Management Studies, a unit of Sri Sai Ram Engineering College, Chennai. He is a PhD., and an MBA with post graduate degrees in MSc., (Psy), MA., Public Administration and Post Graduate Diploma in Personnel Management Industrial Relations & Labour Welfare. He has 29 plus years of extensive experience in teaching in management students since 1999 and experience incorporate environment at managerial level. He also worked as Deputy Director at BIMHRD, a renowned B- School in Pune.( Currently it has become a Private University ,named as Sri Balaji University, Pune) He has published 7 research papers ( scopus Indexed) in different Journals. He has published a Book on Human Resource Management, (Sitech Publications) in the year 2007 which has been recommended as a reference book for Phd., Courses in Bharathiar University, Coimbatore and Jawaharlal Nehru Technological University, Hyderabad. He has edited Books of TNOU and also prepared a monograph for Industrial Relations and Labour Welfare. He has been an editor of the Sankhya International Journal of Management & Tehchnology and M-Infiniti, National journal of Management, published by Sri Sai Ram Institute of Management Studies, He has been included as an editorial board member of the journal of “ Journal of Business Management” and “ An EP Journal of Human Resrouce Management”, published by Enriched Publications, New Delhi. Also reviewd script of Retail Management and Industrial

Relations for Tata Mcgraw Hill Publications in the year 2010. He is a receipt of Eminent Global Academician Award for the year 2020, He is also a receipt of Outstanding Scholar and Educator Award for the year 2022.

He was a resource person for Human Resource Management and Industrial Relations for Anna University MBA., Correspondence courses at MIT, Chennai. He has published 40 plus, research papers including ABDC, Scopus, UGC, National and International journals and presented papers in national and international conferences. He has coordinated national, international conferences, workshops and seminars conducted by the institute. He has also guided about 400 MBA projects in the areas of Human Resources and Marketing Management. His areas of interest including Organizational Behaviour, Human Resource Management, Industrial psychology, Educational Psychology & Counseling, Strategic Human Resource Management, Industrial Relations and Labor Welfare, Marketing Management and Retailing Management.

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### **DOCTORAL PROGRAM**

**PhD.,(Management) Awarded from Bharathiar University (2014)**

### **PROFESSIONAL QUALIFICATIONS:**

Obtained First Class Master's Degree in **MBA., specialized in Human Resource Management and Marketing Management** from **Shivaji University, Maharashtra, India.**

Obtained **First Class Post Graduate Diploma** in Personnel Management Industrial Relations and Labor Welfare (**PGDPMIR&LW**)(specialized in **Industrial Psychology**) from **Andhra Pradesh Productivity Council, Hyderabad. 1989-1990**

### **ACADEMIC QUALIFICATIONS:**

Obtained **First Class Master's Degree in MSc.,(Psychology)** TNOU, Chennai (**2005- 07**).

Obtained **Master's Degree in Public Administration (MA.,)** from **S.V. University, Tirupati (Specialized in Personnel Management)1989-1991.**

Obtained **Bachelors Degree in Economics** from **S.V. University, Tirupati (1985 – 1988).**

### **ONLINE COURSES:**

**Completed NPTEL- Swayam Certificate Course on Training for Trainees (12 Weeks) October -2023**

**Completed NPTEL – Swayam Certificate Course on Managerial Skills for Interpersonal Dynamics (8 week Course) July – Oct 2022**

As a part of continuous learning I have completed the **following courses** to enhance my knowledge and enrich my career

Completed Online Training Program for Mentors organized from 5<sup>th</sup> to 9<sup>th</sup> July, under National Initiative for Technical Teachers Training (AICTE)

Completed Online Diploma Course in **Applied Psychology (51 hrs.)** with **Udemy** June 2020

Completed Online Diploma Course in **supply Logistics & Supply Chain – Fundamentals Design Operations (32 hrs.)** with **Udemy** May, 2020

The Sustainable Development Goals – A **global, transformation disciplinary vision for the future an online non-credit course authorized by University of Copenhagen and offered through Coursera**

**COVID-19: What You Need to Know (CME Eligible)**an online non-credit course authorized by **Osmosis** and offered through Coursera

**Leadership and Emotional Intelligence** an online non-credit course authorized by **Indian School of Business** and offered through Coursera

**Introduction to Public Speaking aMOOC** from the **University of Washington** and offered through Coursera

Completed NPTEL Online Certificate Course on “**Research Writing (4 week Course)** 2018

Completed NPTEL – **Swayam** Certificate Course on **Enhancing Soft Skills and Personality (8 week Course)** 2019

#### **AREAS OF INTEREST:**

**Organizational Behaviour, Human Resource Management, Industrial Relations, Industrial Psychology, Behavioural Sciences, Retailing Management and Research**

#### **EMPLOYMENT SUMMARY:**

Presently working as **Professor at Department of Management Studies, Sri Sai Ram Engineering College, Chennai, since September, 2008.**

#### **PREVIOUS INSTITUTIONS:**

##### **ACADEMICS**

Officiated as **Deputy Director & Assistant Professor**, from **30/03/07 to 27/09/2008** at **BIMHRD** (Balaji Institute of Management & Human Resource Development, one of the renowned **Business Schools**,( **Currently Balaji University, Sri Balaji Society,Pune.**)

**Duties & Responsibilities:**

- To assist the Director in Operations and Administration of day to day
- Activities of the Institute and student counseling.
- To officiate in the absence of Director
- To supervise all administrative matters including staff, library and other faculty
- To ensure discipline in the campus by closely working with coordinators and take actions in consultation with Director on defaulting students and staff.
- To assist the Director in preparation of Placement and Admission Brochures for the Institute.
- To assist the Director in corporate interaction wherever required for inviting companies for Placements.
- Responsible for coordinating the pre placement talk during the corporate campus placements

Worked as **Senior Lecturer** at Department of Management Studies, **Sri SAIRAM ENGINEERING COLLEGE, CHENNAI (26/08 / 1999 to 20 /03 /2007).**

Handled management papers for MBA students since 1999, such as **Organizational Behavior, Human Resource Management, Industrial Relations, and Marketing Management & Principles of Management. Etc.,**

**INDUSTRY EXPERIENCE:**

Worked as **Commercial Manager at Vibromech Engineers and Services Ltd., Chennai from 5/06/96 to 20/08/1999.** Duties and responsibilities including dealing with Joint Director General of Foreign Trade, Engineering Export Promotion Councils and Coordinating with Clearing and Forwarding Agencies including International Air Transport Association for Shipments.

Worked at **Bhagyanagar Wood Plast Ltd., Hyderabad from 09/09/93 to 30/05/1996** as an **Executive Marketing.** Job involved with extensive touring in and around A.P and also posted in places like Delhi, Bombay and Pune.

**STRENGTHS:**

- Excellent Communication Skills
- Team Player
- Very adaptable and Amiable
- Analytical and Problem Solving Skills
- Leadership Skill and Organizing Skills
- Human Relations Skill

## **AWARDS RECEIVED**

**Outstanding Educator Scholar** received from National Foundation for Entrepreneurship Development (NFED) for the year 2021-2022

**Global Eminent Academician award** received from VJ Trust for the year 2020-2021

## **ARTICLES PUBLISHED IN ABDC, SCOPUS INDEXED JOURNALS:**

**Published in ABDC Journal titled as “Employee Engagement and Retention: Strategies for Success” Journal of informatics Education and Research** ISSN: 1526-4726, Vol 4 , Issue 2(2024)pp 3400-3408

**Scopus Indexed Article Published titled as “Cloud-controlled Global Warming Prediction and Management System using Internet of Things”** Proceedings of the Second International Conference on Edge Computing and Applications (ICECAA 2023) IEEE Xplore Part Number: CFP23BV8-ART; ISBN: 979-8-3503-4757-9

**Scopus Indexed Article published titled as ‘Creating a cost effectiveness network of operational resources for wireless network’** Recent Advancement in Mechanical Engineering And Industrial Management AIP Conference Proc.2523,020087-1-6, Published by AIP Publishing 978-o-7354-4301

**Scopus Indexed) Article published titled as “Employee Perception towards effectiveness of Induction Program” International Journal of Recent Technology and Engineering (IJRTE)** ISSN: 2277-3878, Volume-8, Issue-2S11, September 2019, Pp 2880-2882

**(Scopus Indexed) Article published titled as “Internet of Things Enabled Inclusive Business Model for an Indian Agriculture” International Journal of Recent Technology and Engineering(IJRTE)**ISSN:2277-3878, Volume-8, Issue-2S11, September 2019, Pp 2880-2882

Article Published titled as “Mechanical Engineers Satisfaction towards the Implementation of Internal Certification” – An Empirical Study, **International Journal of Mechanical Engineering and Technology (IJMET)** Volume 9, Issue 13, December 2018, pp. 516–520, Article ID: IJMET\_09\_13\_054

Article Published titled as “Rolling Resistance in Passenger Vehicle Tyres” **International Journal of Mechanical Engineering and Technology (IJMET)** Volume 9, Issue 13, December 2018, pp. 516–520, Article ID: IJMET\_09\_13\_054.

Articles published titled as “**Employee Job satisfaction And Intention to Attrition- An Empirical Analysis**” International Journal of Mechanical Engineering and Technology ((IJMET), Volume 8, Issue 12, December 2017, Pp856-861.**Scopus Inexed,IJMET\_98\_12\_092.**

Article published titled as **“A Study on Youth’s Level of Expectations on Leader’s Commitment towards Socio Economic Development”** “Journal of Adv., Research in Dynamical & Control Systems, 15-Special Issue, and November 2017- Pp725-727.Scopus Indexed Journal

**ARTICLES PUBLISHED IN NATIONAL, INTERNATIONAL JOURNALS& UGC JOURNALS:**

Article published titled as **“Employee Attrition and its Repercussions in Select Software Firms”** in International Journal of Future Communication and Networking, Volume -13 –No-2, 2020, Pp 1588-1594

Article published titled as **“Problems& Prospects of Self-help Groups Micro Enterprise Activities and Its Impact on Empowerment with reference to Tamilnadu”** in Pal Arch Journal of Archaeology of Egypt / Egyptology

Article published entitled **“An Exploratory Analysis of Process Improvement through Warm Forging”**, in International Journal of Humanities, Law and Social Sciences, Kanpur Philosophers ISSN 2348-8301, Volulme-8, Issue 10, 2021

UGC Care Journal (Article published as **“Effectiveness of Grievance Redressal Mechanism -An Empirical Study with Reference to Select Automobile Company”** ISSN: 2394-3114 Vol-40-Issue-27-February-2020

Article published titled as **“An Analytical Study Consumers Buying Behavior towards Men’s Brand Apparel’** Purakala UGC Care Journal ISSN 0971 -2143, Vol 31, Issue 21-May, 2020,pp 967-971

Article Published titled as **“Issues and Challenges in Container Handling – An empirical Study”** International Journal of Management & Technology, Volume 9, Issue 5 May 2019, pp2727-2732/

Article Published titled, as **“ERP Implementation Issues and Challenges in Construction Industry, Journal of Emerging Technology and Innovative Research”**, Volume 6, Issue 5, May, 2019, pp. 141-146.

Article Published titled as **“An Empirical Study on Effectiveness or Employee Welfare Measures With Special Reference to Automobile Industry”**, Shanlax International Journal of Management UGC Approved No44278, Issue No – 4843, Volume No 5, Special Issue 1, April,2018.

Article Published titled as **“An Investigation of Departments of Customer’s Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India”** International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83 with an **impact factor2.26. UGC Approved Journal No 44925.**

Article published titled as **“Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era”** International Journal of Current Engineering and Scientific Research (IJCESR) Vol. 4, Issue 4, April 2017, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697, Pp 145-150, 57 with an **Impact Factor 3.454**. Kolkata

Article published titled as **“Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City”** International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6, January 2017, Pp 49-57 with an **Impact Factor 3.454**, ISSN NO: 2277-3622,

Article published titled as **“A Study on Women Employee Stress and its Consequences in Select Garment Companies - With Reference to Garment Industry in Chennai City”**. International Journal of Human Resources and Social Sciences Volume 3, Issue 12, December 2016 with an **Impact factor 5.414**. ISSN No (o) 2349-4085

**Article** published titled as **“Succession Planning Avoids Inevitable Attrition – An empirical Insight**, GITAM Journal of Management, Vol, 11 July – Sep 2013

Article published titled as **“Impact of Demographic Factors on Employee Morale and Attrition”** – An empirical Analysis Vol.1, Issue 1, Jan June 2013, HR, EP Journal of Management.

Article published titled as **“Employee perception on Two Critical Components of HRD Practices with reference to a cement company in Chennai”**. Vol.1, Issue 1, Jan June 2013. HR, EP Journal of Management.

Article published titled as **‘Employee Engagement a Tool to Minimize Attrition with reference to E- publishing Firms, Chennai. ACADEMICIA – An international Multidisciplinary Journal**, Vol, 2, Issue, 9, July 2012.

**Case Study** published titled as **‘Kingfisher Fly or Fall’** in Sankhya International Journal of Technology and Management. , Vol, 3, Issue.1. May 2012.

Article published titled as **“A Study on the Training Effectiveness for Entry Level Software Engineering in Chennai.”**- SDMT – Management Review a Bi – Annual Referred Journal, Vol, 6, Issue 2. December 2013.

#### **PAPERS PRESENTED (PUBLISHED ) AT INTERNATIONAL CONFERENCES:**

Presented a research paper entitled **“An Exploratory Analysis of Process Improvement through Warm Forging”** in the 4<sup>th</sup> International Conference E Conference on Incipient research in Information Technology, Commerce, Management and Linguistics-2021 on 17<sup>th</sup> & 18<sup>th</sup> September 2021, organized by The QuaideMilleth College for Men.

Presented a paper on **“Advancements in Technology, Business and Management”**, School of Management Studies, Sathyabama Institute of Science and Technology, 27 – 29 March, 2019.

Presented a paper on **“Self-help Groups as a Channel Partner for Rural Markets in India, an UGC Sponsored International Conference on Development Goals at the Grass roots Policy Perspectives and Challenges”**, organized by Gandhigram Rural Institute – Deemed University, Dindigul, Tamil Nadu on **22<sup>nd</sup> and 23 June 2015**.

A Case Study presented as **“Best Hr Practices – Case Study of Honeywell Technology Solutions Lab”** International Conference on the theme of **“Best Organizational Practices”** on **22<sup>nd</sup> February, 2014**, Organized by AMET Business School, AMET University, Chennai.

Article presented, as **“Employee Perception Towards Effectiveness of Performance Appraisal System”**, International journal of Management Science, Vol,3 , Issue 4, **December 2013**, ISSN-2347-856.

Research Paper presented on **‘Employee Attrition and job Satisfaction – An empirical Study’** at an **International conference** organized by Annamalai University in association with Putra Intelek, Malaysia, held on 12 & 13 th of July, 2012.(with ISSBN Book)

Conceptual Paper presented on **‘Attrition and its Repercussions in software Industry’** at **International Conference** held 24 & 25 th September, 2009.

Conceptual Paper presented on **“Reshaping Management Education in Global Context”** held on 16<sup>th</sup> and 17<sup>th</sup> Nov 2003 at an International Conference organized by Institute of Management Studies, **Devi Ahilya Viswavidyalaya, Indore, M.P. INDIA**.

Conceptual Paper presented (in-absentia) on **“Management Principles, Policies, Procedures, Process in 21<sup>st</sup> Century”** on 20 & 21<sup>st</sup> May, 2005 at an International Conference organized by **Johnson’s School of Management, Coimbatore**

#### **PAPER PRESENTED AT NATIONAL CONFERENCES:**

Presented a paper on **“Advancements in Technology, Business and Management”**, School of Management Studies, Sathyabama Institute of Science and Technology, **27 – 29 March, 2019**.

Presented a paper on **“ Evaluation of Effectiveness of Training and Development in Select Small Scale Software Companies in Chennai”** at AIMS Regional Conference on Management on Management Practices for Sustainable Development held on 5<sup>th</sup> May, 2018, organized by Sri Sai Ram Institute of Management Studies ,SEC, Chennai.

Presented a paper on **“Consumer perceptions of private label brands within the retail supermarket sector of Chennai region on National Conference Confluence 2017 “**, S K N Sinhgad School of Business Management, Pune **on 16<sup>th</sup> & 17 February 2017**.



paper presented Titled as **“Challenges and Emerging Trends in Human Resource Management”** in a National Conference organized by Department of Management Studies, Tagore Engineering College on 12<sup>th</sup> March, 2015, ISBN No:978-93-84389-04-8

Paper presented on **‘Employee Engagement and Attrition – An empirical Study’** at National Conference, organized by Naraynaguru Institute of Management Studies, Coimbatore with ISSBN Book, held on February, 2012 .

Paper presented on **“Educational Leadership Development”** organized by Department of Management Studies, University of Madras. One day national level **U.G.C. sponsored programme** (March 2005).

### **BOOKS PUBLISHED, REVIEWED & EDITED& CHAPTER CONTRIBUTION**

Book Chapter Contribution Titled as **“Transformation of Women in Western Himalayas Issues and Challenges”** Contributed an article as a co - author article titled as **“Gender and Politics in India : Abright Distant Star (Tarunoday Prakashan ) PP no 9-16**

**Published a book on Human Resource Management (Co- Authored) SITECH Publications, 2007. (This book is prescribed as a reference book for PhD., course work in Bharathiar University, Tamil Nadu, and also as reference book for MBA syllabus for Jawaharlal Nehru Technology University, Hyderabad)**

Reviewed Manuscripts of **Retailing Management, Industrial Relations & Labour Legislations** for McGraw Publishing India (P) Ltd., 2014.

Edited course material on **“Management Principles – 2004”** published by Tamil Nadu Open University.

Edited **ISSBN Volume 2** titled as **Impact of Economic Crisis in Global Scenario** released on the event of **International Conference.2009.**

### **FACULTY DEVELOPMENT PROGRAMMES/SEMINARS/WEBINORS**

Participated in A 16 Day International online faculty development programme titled **“on Teaching Learning and Assessing in 2030”** Organized by Faculty of Management ,SRM Institute of Science & Technology, Ramapuram Campus from 06-06 to 23-06-2023

Participated in International Webinar titled **“ How to improve your article Acceptance Rate and publish Quicker”** , Organized by Faculty of Management ,SRM Institute of Science & Technology, Kattangalattur on 31<sup>st</sup> July 2023.

Participated in 5 days Online Faculty Development Program **“Examination Reforms- Outcome based Teaching, Learning & Assessment Strategies”** Organized by Academic Staff College, held during 24-04-2022 to 29-04-2022

Attended a **One-week National Level FDP on Investor Awareness and Education**, conducted online by **Sraddha Academy for Financial Education** in partnership with the PG & Research Department of Commerce, **Jamal Mohamed College, Tiruchirappalli, Tamil Nadu**, from 18th to 26th March, 2022.

**Participated in AICTE-ISTE approved Orientation/Refresher program o Design Thinking to augment 21st Century skills' during 07/012/2021 to 12/12/2021** organized by R.V. College of Engineering, Bangalore, Karnataka

**Attended National Level Webinar on Socio Political Legal and Cultural Transformation of women in Western Himalayas – Issues & Challenges"** sponsored by ICSSR organized by School of Legal Studies and Governance, Career Point University, Hamirpur on December 22, 2021

**Attended Online ATAL FDP on Academy Online Elementary FDP on "Social Enterprise Management"** from 2021-06-11 to 2021-06-15 at National Institute of Technology Jamshedpur

**Attended Online ATAL FDP on Academy Online Elementary FDP on "Academic Leadership & Management of Technical Education"** from 2021-05-17 to 2021-05-21 at Faculty of Engineering & Technology, Gurukula Kangri (Deemed to be) University, Haridwar.

**Attended Online ATAL FDP on "Innovation Management"** from **2021-2-22 to 2021-2-26** at Dr B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY

Attended, AICTE Training and Learning (ATAL) Academy **Online FDP on "Training for Social Connectedness & Inspiration"** from **2021-2-1 to 2021-2-5** at Ramakrishna Mission Vivekananda Educational & Research Institute Faculty of Disability Management and Special Education

Participated in one day Faculty Development Webinar Training Program on **“Design Thinking, Creative Thinking and Critical Thinking”** organized by NMAM Institute of Technology, Karnataka on 02/01/2021

Participated in 5 day in house FDP on **“Case writing and Case Development” workshop”** organized by SIMS, Sri Sai Ra, Engineering College, Chennai, from 17/12/2020 to 21/12/2020

Participated in one week AICTE –STEE SPONSORED Programme Faculty Development Webinar Program on **“ CSI (Cognitive Strategy Instructions) as Teaching Tool for 21<sup>st</sup> Century”** organized by Faculty of Management Studies, Karpagam College of Engineering, Coimbatore from 14/12/20 to 19/12/2020

Participated in one day Faculty Development Webinar Training Program on **“Train the Trainers Programme on Entrepreneurship”** organized by Department of Management Studies, Manonmaniam Sundaranar University, Turnerville on 04/12/2020

Participated in one week AICTE –STEE SPONSORED Programme Faculty Development Webinar Program on **“Risk Management for Small and Micro Small Medium**

**Enterprises (MSMEs)**” organized by from 16/11/20 to 21/11/2020 SSN School of Management,

Participated in one day Webinar Training Program on **“Challenges of Working from Home-2020”** organized by Rai University, Ahamedabad, Gujarth on 12/06/2020

Participated in the Webinar on **“Artificial Intelligence – Driven Human Resource Management”** Organized by Department of Management Sciences, Hindusthan College of Engineering and Technology, Coimbatore on 24th June 2020.

Participated in on 5 day Faculty Development Webinar Training Program International Webinar Series on **“COVID-19: Facing Challenges with Optimism”** from 8-6-2020 to 12-6-2020 ,organised by the PG and Research Department of Historical Studies, Quaid-E-Millath Government College for Women, Chennai, Tamil Nadu, India.

Participated in the International Webinar on **“ HR Challenges and Responses - Under Global Pandemic”** organized by the Internal Quality Assurance Cell(I.Q.A.C.) in association with Department of Commerce & Bachelor of Management Studies of the College. Tolani College of Commerce, Bombay on Saturday, 13th June, 2020.

Participated in the Virtual National Workshop on **“Behavioural Skills For New Normal”** Organized by the Department of Master of Computer Applications, College of Engineering, Bengaluru, Karnataka between 21st and 22nd October, 2020

Participated in one day Faculty Development webinar program on **“Empathy and Positive Frame of Mind” (21st Century Teachers Skills – Technology and Pedagogy)** organized by SRM IST Faculty of Engineering and Technology, Chennai, on 26-4-2020

Participated in one day Faculty Development webinar Program on **“Cognitive Dimensions of Learning” (21st Century Teachers Skills – Technology and Pedagogy)** organized by SRM IST Faculty of Engineering and Technology, Chennai, on 28-4-2020

Participated in one day Faculty Development **International webinar Program on “How to Publish our Research in Top Tier Journals** “organised by Department of Financial Planning, Dr.MGR Educational and Research Institute, Chennai on 30-4-2020

Participated in one day **“Impact of Covid 19 & How to Manage our Finance ”**organised by Department of Financial Planning Dr. MGR Educational & Research Institute and day Faculty Development Webinar Program on Research Institute, Chennai on 02-5-2020

5Participated in **5 days Faculty Development Webinar Program** on **“Covid-19 Pandemic: Strategies for Effective Work Life Balance of Academicians”** organised by Department of

Management Studies, Karpagam College of Engineering, Coimbatore, Tamilnadu, from 4-5-2020 TO 8-4-2020

Participated in one day Faculty Development Webinar Program on **“Emotional Intelligence”** organised by, Department of Business Administration, VeltechRangaSanku Arts College, on 20-5-2020

Participated in **7 days International Faculty Development** Webinar Program on **“360 Degree – Class Room Management – Teaching Methodology”** organised by Sri Sairam Engineering College, from 16-5-2020 To 22-5-2020

Participated in one day Faculty Development Webinar Program on **“Post Covid-19 Scenario – Strategies to Counter Its Impact on Human Resources”** organised by Stella Maris College (Autonomous) Chennai, on 25-5-2020.

Participated in one day Faculty Development Webinar Program of **“Creation of Google Sites and OER”** organised by Department of Business Management, RBVRR Women’s College for Autonomous, Hyderabad on 26-5-2020

. Participated in **4 days Faculty Development Webinar Program on “The New Normal in Media, Health Care, Entertainment and Education”** organised by PG Department of Social Work - Shift II in collaboration with World Vision India (Madras School of Social Work) from 26-5-2020 TO 29-5-2020

Participated in one day Faculty Development Webinar Program on **“Enhancing Teaching Skills”** organised by, Department of Management Studies, St., Joseph College of Engineering, Chennai, on 29-5-2020

Attended International ‘**FDP on global Education Strategy for business & a Technology**’ held on 26th July, 2011

Attended conference on **“The Leadership Dilemma held at Taj Club house, organized by Chennai Business School,”** Chennai, on 28<sup>th</sup>, November, 2011.

Attended work shop on **New Teaching Methods** held at New Mohammad Sadak College, 2010.

Attended work shop ‘**Application of Statistical Tools in Management Research**’ held St. Joseph College of Engineering, on 28-08-10

Attended work shop on **Retailing Strategies** held at New College, Chennai, 2010.

Attended **Industry Institute Interaction organized by Confederation of Indian Industry**, at Anna University premises, Chennai, held on 7<sup>th</sup> January 07.

Attended 2 day **Three Tier Faculty Development Programme** on 23<sup>rd</sup> & 24<sup>th</sup>, Jan 07, **organized by SRM University**. Chennai

Attended a 2 day “**Madras Management Association’s Annual Conference**”, held at Taj Coromandal in Oct 2002. (Best business man of the year – Brij Mohan, Hero Honda.

Attended a Seminar on **Manufacturing Excellence in India** Developing a National Agenda (Dr. CK Prahalad Tele-viewing Conference) held on April 27, 2003 at Hotel Sheraton, Chennai, organized by CII

Attended National Level Seminar on **Intellectual Property Rights**, organized by MGR Deemed University on 16<sup>th</sup> and 17<sup>th</sup> March 2004.

Attended **Industry Institute Interaction**, 1 day programme organized by **MMA** on 10<sup>th</sup> August 2004 at Hotel City Tower, Chennai.

### **CHAIRPERSON & QUESTION PAPER SETTER:**

Acted as Chairperson and Question Paper Setter, for Pondichery University DDL.

### **EDITOR FOR INSTITUTE JOURNALS**

**Working as Editor for Sankhya International Journal of Management & Technology**, published by our Institute.

**Working as Editor for M-Infninti National journal of Management** published by our Institute.

### **EDITORIAL BOARD MEMBER**

I have been included as one of the **Editorial Board members**, published by Enriched Publications, New Delhi.

Editorial Board Member of the an ‘**EP Journal of Human Resource Management**’ (**Enriched Publications**)

Editorial Board member of the “**Journal of Business Management**” (**Enriched Publications**)

### **RESEARCH PROJECTS GUIDED:**

I have been guiding M.B.A. Research Projects (**About 500 Projects**) for regular and correspondence students (**Anna University, Madras University**) in the areas of Marketing and H.R. I have been regularly acting as **Internal and external examiner for MBA Viva Voce**.

### **RESOURCE PERSON:**

I am acting as Resource Person for **Anna University MBA Distance Education for Human Resource Management, Industrial Relations and Labour Welfare and Principles of Management**.

### **WINTERSCHOOL ATTENDED:**

Participated in **ISTE** sponsored programmed from 21.11.04 to 05.12.04 (2<sup>nd</sup> works) on the topic “**Challenges in measuring Corporate Financial Health**”, organized by Sathyabama deemed university.

### **TRAINING PROGRAMMES ATTENDED:**

**Undergone Internal Quality Auditor (Quality Management and System and Audit Training) during May 2003 (Creative Management Consultants).Chennai.**

Attended a course on Teaching **Technology and Counseling Skills** conducted by Abirami Academy, Chennai held on 24.02.2001 (A school for Skill Development).

### **CONTRIBUTIONS TO INSTITUTE:**

**Acted as Coordinator for 10<sup>th</sup>International Online Conference on Impact of “Covid-19” on Local & Global Economy & Recovery Strategies16<sup>th</sup>& 17<sup>th</sup> June, 2020, organized by SIMS, Sri Sai Ram Engineering College, Chennai**

Acted as Coordinator for Management Development Programme(MDP) on Leadership and Innovation for Goal Attainment, at our College Premises on3rd August , 2019.

I was instrumental in preparing our **Institutional profiles, brochures and ISO Policy manuals. I was one of the coordinators and instrumental in obtaining NBA certification for our Institute.**

I was the **Chief Coordinator** for**Manfest 2000**, a National Level Management Meet attended around 165 Students from various B - Schools throughout the country.

Acted as Coordinator for the National Level Workshop on Personality **Development**Programme held on 18<sup>th</sup> March.

Acted as Coordinator for **National Level Workshop on Case Writing** held on 23 rd March 2006.

Acted as Coordinator for **International Workshop on Research Methodology** held at Mysore on 24 & 25 Dec.2008

Acted as Coordinator for International **Conference** titled as “**Impact of Economic Crisis in Global Scenario**” held on 24 & 25th September, 2009.

Acted as one of the Coordinators for **AICTE sponsored Faculty Development Program (Work Life balance for Engineering Faculty)** held in the month of October, year 2009.

## **BOARD MEMBER OF DIFFERENT UNIVERSITIES:**

I have been included in the panel of **External Examinees** for paper valuation and paper setting for the following universities.

Pondichery University ( Chair Person for Question Paper Setting DDL (MBA)

AnnaUniversity (B.E., M.B.A.)

University of Madras (, M.B.A.)

BharatiyarUniversity (M.B.A.)

Tamil Nadu Open University (M.B.A.)

Annamalai University (MBA)

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## **MY ROLE IN CORPORATE SOCIAL RESPONSIBILITY**

**As an academicians I have been consistently helping management students, M Phil, and PhD., Scholars in pursuing their research work as a guide in disguise as a part of Social Responsibility.**

**I am actively participating in many social activities organized by our institute such as blood donation camps, community development programs, road safety programs and extending hand in helping the toiling the masses in the form offering small donations.**

## **PERSONAL DETAILS :**

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