

RESUME

Dr.S.Usha

OBJECTIVES

- To strive for academic excellence and impart quality education with emphasis on improving management skills.
- To work in a highly-reputed and eminent educational institute and to gain exceptional career move ahead through long efforts and performance regularity.

PROFESSIONAL QUALIFICATION

S.No	Qualification	Discipline	Place of Study	University	Year of Passing	Class
1	Ph.D	Management	Manonmaniam Sundaranar University	Manonmaniam Sundaranar University	2010-2015	commended
2	MBA	Systems and Marketing	Sri Sai Ram Engineering College,Chennai	University of Madras	2001	I
3	B.Sc	Bio-Chemistry	Jaya College of Arts & Science	University of Madras	1999	I

- Diploma in Information System Management from Aptech

ACADEMIC EXPERIENCE

PERIOD	POSITION HELD	ORGANISATION	YEARS
Aug 2024 till date	Asst.Prof	SriSaiRam Engineering College	
May 2022 To Jan 2024	Asso.Prof	S.A. Engineering College	1 Year 9 Months
Feb 2021 to May 2022	Asst.Prof	SRMIST,Vadapalani Campus	1 Year 3 Months
Sep 2020till Feb 2021	Asso.Prof	Tagore Engineering College	6 Months
Jan2018 till Aug2020	Academic Coordinator	Knowledge Xchange community	2 Years 7 Months
Aug 2016 till Nov2017	Asst.Prof	Vels University	1 Year 4 Months
July 2008 till Aug 2016	Asst.Prof	Dhanalakshmi College of Engineering, Tambaram, Chennai	8 Years 1 Month
August 2007 to July 2008	Assistant Manager – Sales Administration	Sunfresh Foods Private Limited	1 Years
Jan2005 to Aug 2007	Administration	Vaishnavi Enterprises	2.5 Years
July 2001 to Dec 2003	Management Trainee	Protec – Division of Cipla Limited	2.5 Years

Total No.of Experience: 21 Years

Total No.of Experience in Academic : 13 Years 5 Months

Key Responsibilities Handled.

- Dhanalakshmi Engineering College : Admission Coordinator in MBA Department & Internal Exam cell
- Vels University :Admission Coordinator in BBA Department & Internal Exam cell

- S.A. Engineering College: AMM Process (Exam Cell) & AMM Committee in charge for ISO Files, Worked as Admission Assist to Core Team in MBA Department, Worked as Criteria -3 Incharge in NBA.

Subject Handled:

- Organisation Behaviour
- Management Information System
- Marketing Management
- Human Resource Management
- Legal Aspects of Business
- Business Law
- Business Communication
- Event Planning Management
- Information System

ACADEMIC EXCELLENCE:

SEMINARS / WORKSHOP ATTENDED/ CONFERENCE ATTENDED

1. Workshop Attended on “Course on Statistics using SYSTAT” at Dhanalakshmi college of Engineering, Chennai, Jan 2009
2. National level Seminar Attended and Organised on “Human Resource Practices In The Global Scenario” at Dhanalakshmi College Of Engineering ollege,Mar2010.
3. Workshop Attended on “Stress Free Living” at Swami Dayananda College of Arts & Science, Jan, 2011.
4. International Conference on “Application of Management & Technology Research in Global Economy” at Sri Sai Ram Engineering College, June, 2012.
5. Workshop on “Statistical Analysis And Interpretation using Analysis of Moments Structure (AMOS)” at Jerusalem College Of Engineering ,Dec 2012
6. International Conference on “Economics,Business,Finance,HumanResource & Technology for Sustainable Development at Sri Sai Ram Engineering College, Dec, 2013.

7. Workshop Attended on “A National Workshop on Data Analysis and Business Modeling” at, Rajalakshmi Engineering College Jan, 2014. .
8. Workshop Attended on “A National Workshop on “Brand Management”at, DMI College Nov, 2014.
9. Workshop attended on “A National Workshop on “Entrepreneurship Development and Birla Sun Life Asset Management” at, Anna University College Nov, 2014.
10. Conference attended on” One day National HR Conference on Global Transition and its Impact on Indian Youth”at Tagore Engineering College, Chennai, Dec,2014
11. Seminar attended on “Teaching In Internet Era: The Challenges Ahead (NSSTIE-2016) at Tagore Engineering College, Chennai.
12. Conference attended on ” A National level Conference on Emergning trends in Knowledge Management” Vels University Chennai, Sep 2016.
13. Conference attended on ” A National level Conference on “Innovative Strategies and Practises for Business Excellences”,Vels University Chennai ,Mar 2017.
14. “A Study On Social Media Marketing And Its Impact On Brand Positioning Among Students Of Chennai “Two Days International Conference on India’s G20 Presidency and Horizons of Business Sustainability” on 18th and 19th December 2023

FDP PARTICIPATION:

1. FDP on “Innovative Practices in Management Education” at K.S Rangasamy College of Technology, Dec, 2010.
2. FDP on “Research Report Writing” at Sri Sai Ram Institute of Management Studies, March, 2011.
3. International FDP on “Global Education Strategy For Business & Technology” at Sri Sai Ram Institute of Management Studies, July, 2011.
4. FDP on “Case Study Analysis – The Quest for Business Solutions” at Karpaga Vinayaga College of Engineering and Technology, August, 2012.

5. FDP on "Stress Management" conducted by ICT Academy – Vels University Nov'2016.
6. FDP on "Structural Equation Modelling & Preparation of Proposal for Funding" – Vel's University Feb'2017.
7. FDP on "Pedagogy & Research Methodology" – Vel's University Jun'2017 .
8. FDP on "Research Methodology" -RBVRR Women's College ,Hyderabad (28-Dec-2020 to 6th Jan-2020) Ten Days Faculty Development Program.
9. FDP on "Pedagogical Innovations And Experimentation In Enhancing Learning Effectiveness For Gen Alpha" " " Organized by Department of BBA (CA) & BBA LOGISTICS, Hindustan College of Arts and Science, Coimbatore. We appreciate your effort. 04 Feb 2021 to 07 Feb 2021
10. Online FDP "Outcome Based Education" organised by KARPAGAM ACADEMY OF HIGHER EDUCATION" from 26.07.2021 to 01.08.2021
11. Online National FDP on "Relevance of outcome Based Education in Teaching, Learning and Evaluation for social sciences" from 27th to 29th October 2021
12. FDP on Personality Development for Capacity Building and student Management by Sri Malolan College of Arts and Science on 28.1.2022.
- 13.
14. Online FDP on "Finance for Non-Finance" by AICTE training and Learning (ATAL) Academy from 17-01-2022 to 21-01-2022.
15. International FDP on "Developing your Research Project" IQAC, NEHU, ISTD, and Sri Venkateswara University, Tirupati, AP ,India from 2-03-2022 to 8-03-2022.
16. One week Faculty Induction Program by St .Peter's Institute of Higher Education and Research between 10.10.2022 and 18.10.2022.
17. Three days online FDP on ICT enabled Teaching by Dr MGR Educational and Research Institute from 14.12.2022 to 16.12.2022.
18. Five days International Virtual FDP on "Personality Grooming - Handling Stress and Emotional Intelligence" organized by PPG College of Arts and Science, Coimbatore, Tamil Nādu from 02/01/2023 to 06/01/2023.

19. Attended 5 Days FDP on “Positive Aspects of Teaching Practice” organized by Theivanaiammal College for Women on 20th to 24th February 2023.
20. Attended 5 Days FDP on “New Age Teaching Pedagogy” organized by Presidency College, Bangalore on 24th to 28th April 2023.
21. Attended 2 Weeks FDP on “Advanced Research Methodology” organized by SRM Institute of Science and Technology on 03rd July to 18th July 2023.

Events Organized

- Organized Guest lecture on “Innovative strategies and practices of Online Marketing” organized by Master of Business Administration, Dhanalakshmi College of Engineering on 13th Mar 2012.
- Organized Guest lecture on “CRM in Marketing” organized by Department of Business Administration, VELS University on 13th Feb 2017
- Organized Guest lecture on “Trade Finance” organized by Department of Management Studies at Tagore Engineering College on 19 OCT 2020
- Organized Guest lecture on “Risk Management and Insurance” organized by Department of Management Studies at Tagore Engineering College on NOV2020
- Organized Guest lecture on “Digital Marketing” organized by Department of Management Studies at S.A Engineering College on 28 SEP 2022

PAPER PRESENTATION:

1. “Work Life Balance in IT Industries” in 4th National Conference on Management in the age of Innovation at Jamal Institute of Management, Trichy, Jan, 2011.
2. “A Study on Work Life Balance of Women Employees of IT Sector With Reference to Chennai” in the International Conference on Business Innovations in the Globalisation Era, at A.V.V.M Sri Puspham College, Poondi, September, 2012.
3. “Work Life Balance of Women Employee Satisfaction-A Study with Reference to IT Sector In India Sri Sai Ram Engineering College, Dec, 2013

4. "A Study on Work Life Balance of Women Employees of Banking Sector With Reference to Chennai" in National Conference on Recent Advances in Science, Engineering and Management NCRASEM-Mar'2015.
5. "A Stress level of Women employees- A Study with Reference to IT Sector In Chennai" in A National level Conference on "Innovative Strategies and Practises for Business Excellences" Vels University Chennai, Mar 2017.
6. "A Study on Women entrepreneur in the Indian Scenario" in A National level Conference on "Innovative Strategies and Practises for Business Excellences", Vels University Chennai, Mar 2017.
7. "A Study on Women Employee Absenteeism With reference to IT Sector in Chennai" in A National level Conference on "Innovative Strategies and Practises for Business Excellences", Vels University Chennai, Mar 2017.
8. "Impact of pandemic on students' perception towards Entrepreneurship" in the International Conference on Youth an Entrepreneurship Development - ICYED 2021 organized by SYNERGY - Entrepreneurship Development Cell on 16th November 2021.
9. Indian Private Equity Segment- An Overview UGC Care Group I journal Vol-11 Issue -09 No.Sep2021 ISSNNO.2347-7180
10. Impact of Pandemic on Students Perception towards Entrepreneurship, International Conference on Youth and Entrepreneurship, ISBN :978-93-5593-659-2,2021
11. " Psychological Ownership and its impact on Organisational Performance" in the two days International conference on Contemporary issues in Sciences and Management research organised by Research Education Services, Sri Venkateswara College of Engineering on 7 th & 8 th January 2023.
12. "A Study On Social Media Marketing And Its Impact On Brand Positioning Among Students Of Chennai "Two Days International Conference on India's G20

Presidency and Horizons of Business Sustainability” on 18th and 19th December 2023

LIST OF PUBLICATIONS :

1. “Work Life Balance of Women Employees Satisfaction”- A Study with Reference to IT Sector in India, Asian Pacific Journal of Research Vol:1 Issue XV, July 2014, ISSN-2347-4793.
2. Work Life Balance of Women Employees ” - A Study with Reference to IT Sector in India, knowledge Curve Vol:1 Issue XV, July 2014, IBBN-978-93-843889-04-8,NCRASEM 2015
3. A Work Life Balance of Women Employees- A Study with Reference to Banking Sector in Chennai, AIJBSR, ISSN :0975-749X.April’2015
4. A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with Reference to Chennai, 6th International Conference on Banking, Finance, and Technology for Sustaining Economic Development In Global Market(IBFBT’15).Oct’2015 at Sri Sai Ram Engineering College.
5. A Study On Employee Absenteeism With Reference To News 7 Tamil Channel, 6th International Conference on Banking, Finance, Business and Technology for Sustaining Economic Development In Global Market(IBFBT’15).Oct’2015 at Sri Sai Ram Engineering College.
6. “Innovative Strategies for Disaster Management – Need of the Hour” in refereed quarterly journal, International Journal of Trade and Global Business Perspectives”, 5(4),2963-2965, SJ if ISSN(Print) 2319-9059, ISSN (Online): 2319-9067. (Google Scholar) 6.533, (OCT 2016),
7. “Transformational Leadership in the New Business Paradigm” in peer reviewed International Journal of Management and Social Science Research Review, 1(42), 1953-1958, E ISSN 2349-6746, ISSN:23496738,Impact Factor : 4.695. 9. (December, 2017),

8. "Role of Women Entrepreneurs" in International Journal of Business Intelligence and Innovations" Special issue Volume 2, 128-132, ISSN 2348 4705. (March, 2018),
9. "Antecedents of Employee Engagement and its impact on Work Performance: A Study of Teaching Faculties in Self financing arts and science colleges in Chennai". in Journal of Advanced Research in Dynamical & Control Systems, ISSN: 1943-023X. **(Scopus indexed published)**.
10. "A Stress level of Women Employees- A Study with reference to IT sector in Chennai "" in Journal of Advanced Research in Dynamical & Control Systems, ISSN: 1943-023X. **(Scopus indexed published) Scopus ID: 58072348800**
11. "A Study on Women Employees Absenteeism with reference to IT sector in Chennai" accepted by Indian Journal of Public Health Research and Development **(Scopus Indexed Journal). Scopus ID: 58072348800**
12. An Empirical Study On Employees Motivational Factors In Oil & Natural Gas Corporation (Ongc) Limited, Chennai "International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) journal with ISSN (Print): 2249-6890; ISSN (Online): 2249-8001; Impact Factor (JCC): 6.8765; NAAS Rating: 3.11; IBI Factor: 3.2; Scopus Indexed Journal; ICRV 2015:60.6;" **(Scopus Indexed Journal)**
13. "Impact of Quality of Worklife on outcome of employees in Automobile Companies" ,second International Conference on Managing the metamorphosis of make in India in the Global Era-Road and Challenges Ahead{ICMIIGE-17}**(Scopus Indexed Journal)**
14. ,“Exploring individual Spirit at work and its impact on Organisational Commitment and Job Satisfaction” in PSNA Journal of Business and System, 8(2),1-6, ISSN – 2319-2909, **UGC Approval No 64501.**
15. Green Employee Rendezvous And Green Human Resource Management In Employee’s Efficiency Journal Of Critical Reviews Issn- 2394-5125 Vol 7, Issue 19, 2021 **(Scopus Indexed Journal).**
16. An Analysis Of Entrepreneurial Intention Among The Students Of Selected Arts And Science Colleges In Chennai District, International Journal of Mechanical

Engineering, Vol. 7 No. 2 February, 2022 ISSN: 0974-582 (**Scopus Indexed Journal**).

17. “A Study on Effectiveness of on the Job Training Programs for Village Engineering Graduated Candidates”, Specialusis Ugdyimas/Special Education 20221(43) (**Scopus Indexed Journal**).
18. A Study Job Seeker Perception Towards End to End Recruitment Process and Job Satisfaction In India, International Journal Of Human Resource Management and Research (IJHRMR)ISSN(P):2249-6874;ISSN(E):2249-7986 Vol.12,Dec2022,79-84 .
19. A Study on Consumer Perception Towards Public Sector and Private Sector Bank with reference to Chennai City. International Journal Of Human Resource Management and Research (IJBMR)ISSN(P):2249-6920;ISSN(E):22498036 Vol. 12, Issue 2, Dec 2022,73 – 78.
20. A Study on Relevance of Cash flow and Altman Z-Score Ratios in predicting Financial Distress. International Journal of Accounting & Financial Management Research (IJAFMR) ISSN (P): 2249-6882; ISSN(E) : 2249-7994 Vol. 12 Issue 2, Dec 2022,79-86
21. Impact of Solar Energy on Mitigating Climate changes for a Sustainable Development in India 3rd International Conference on Power, Energy, Control and Transmission Systems, ICPECTS 2022 - Proceedings, 2022 **Scopus ID: 58073355000**
22. Business Analytics Contribution in the Growth of Indian Digital Business 2022 1st International Conference on Computational Science and Technology, ICCST 2022 - Proceedings, 2022, pp. 497–500 **Scopus ID:58073355000**
Job Satisfaction Of Employees In Bhawan Cyber Tek(India),Journal of Data Acquisition and processing ISSN 1004-9037, 1-Jan-23 Vol38 Issue 1 38(1):Pp:3085-3102 (**Scopus Indexed Journal**).
23. Patients Perceptions Towards The Services Of The Hospitals – A Study In Vellore District, Tamil Nadu, Journal Of Aeronautical Materials Issn: 1005-5053

Vol. 43, Issue-01, 2023 pp. 585-595 ISSN: 1005-5053 (Scopus Indexed Journal).
<https://www.sumc.lt/index.php/sc/article/view/1830>

BOOK CHAPTERS

- **Chapter** by **Usha.S**, (Nov 2017) on Empirical Study of Competency Mapping in the Automobile Industries with reference to TVS Wheels India limited, in the book Innovative Advances and Challenges in Management, Virudhunagar Hindu Nadars' Senthilkumara Nadar College (Autonomous) Virudhunagar, Muthu Computers & Printers. Page Numbers: 1-5, ISBN: 978-93-81723-78- 4.
- The Handbook of Management Theories”, New Chennai Publications, Vol.ISBN.978-81-654576-9-4 (March 2022)
- ,**Dr.S.Usha**,Dr (June, 2023), Sales and Distribution Management ,Good writers Publication.ISBN:978-93-5756-933-0.
- Patent in Human Resource Management in Enterprise based on Innovative Incentive data analysis, 3 rd Applicant, App No: 202241066560A,India, The Patent Office Journal No .47/2022, Pub Date: 25/11/2022.

AICTE Training and Learning (ATAL) Academy - FDPs

1. COMPLETED ONLINE ELEMENTARY FDP ON “Online Elementary FDP on "FINANCE FOR NON FINANCE" from 17/01/2022 to 21/01/2022 at DATTA MEGHE INSTITUTE OF MANAGEMENT STUDIES. CERTIFICATE No: ATAL/2022/1641799978

Personal Information

Date of Birth : 04.02.1978

Marital Status : Married

Residential Address : F-3 Saroni Flats, 15/8 Sengalvarayan
St ,
Puzthivakkam Chennai-600091
Mobile No : .7305208749,9841238474
Languages known : English and Tamil
Email Id : ushasridharan1978@gmail.com

REFERENCES:

1.Dr.K.Maran,

Professor and HOD Department of MBA,
Sri Sai Ram Engineering College
Tambaram, Chennai
Mobile Number : 8754501112

2.Dr.G.H.Kerinab Beenu

HOD Department of MBA
S.A. Engineering College
Avadi, Chennai
Mobile Number.9940042208

DECLARATION

I certify that the information given above is true, complete and correct to the best of my
Knowledge and belief.

DATE:

PLACE:

Dr.S.Usha