



Name: A. SHARMILA

Designation: Associate Professor

Specialization: Major – HR, Minors – Marketing & Finance

Email: a.sharmila@jainuniversity.ac.in

Linkedin: [asharmisanju@gmail.com](https://www.linkedin.com/in/asharmisanju@gmail.com)

Qualification

- **Ph. D in Management Studies, Anna University, 2019**
- **M.B.A with Major in HR, Minors in Marketing & Finance, Sri Krishna College of Engineering and Technology, Anna University, 2003 – 2005**
- **Bachelor of Business Administration, PGP College of Arts and Science, Periyar University, 2000 - 2003**

Career Summary

- Doctorate in Management Studies.
- Over 17+ years of rich cross-cultural experience in Academics (9 Years), Research (12 Years) and Industry (9 Years) (Training, HR, Administration, QHSE Management / Consultancy) in India and Abroad
- Course designing, scheduling, academic plan / calendar preparation, evaluation of trainers, arranging for the examination and technical support.
- Competent in devising significant solutions, managing day to day operations and projects for maintaining sound environment and safety conditions.
- Excellent communication & interpersonal skills with strong analytical, team building, problem solving and organizational abilities.

Research Interest

HR, Marketing and Finance

Ph.D., titled **“A Study on Quality of Work Life among working women employees with special reference to Banking Sector at Salem District”**

Research Publications

- **Sharmila A and Mariyappan M.S.R, ‘Factors affecting Work-Life Balance among Women Employees in Banking Sector – A Study’, Asian Journal of Research in Social Sciences and Humanities, 2016 [Updated List of Journals 2016].**
- **Sharmila A, Mariyappan M.S.R and Sundararajan S, ‘Managing the Organizational Stress and its Impact on Employees’ Behavior’, Asian Journal of Research in Social**

Work Experience

<p>➤ Associate Professor, School of Commerce, JAIN (Deemed-to-be University), Bangalore, Mar 2020 to till date</p> <p>➤ Academic Director, <i>Global Arabian Consultancy and Training L.L.C</i>, Abu Dhabi, UAE, Feb 2017 to Oct 2019</p> <p>➤ Quality Manager, <i>Euro Gulf Safety Consultant</i>, Abu Dhabi, UAE, Jan 2015 to Jan 2017</p> <p>➤ Assistant Professor, <i>Sri Ganesh School of Business Management</i>, Salem, Tamilnadu, India, Jul 2011 to Sep 2014</p> <p>➤ Lecturer cum HR Executive, <i>Excel Educational Institutions</i>,</p>	<p>Articles / Case Studies</p>	<p>Sciences and Humanities, 2016, [Updated List of Journals 2016].</p> <ul style="list-style-type: none"> • Dr. Vidya Chandrasekar, Dr. Sharmila Ashraf, Mr. Nandan R. Naresh, Dr. S. Piradeep, Dr. S. Muralidhar, Dr. J. Poornima, A Study on the Plausibility of Financial Distress due to Covid-19: Evidence from Nifty Fifty Companies [Accepted for Springer Proceedings. Awaiting for Publication – March 2024] • Dr. A. Sharmila, Melvin Tony Lukose, Siddharth Manoj Nair, Future of Electric Vehicles: the People’s Perspective, Interests and Opinions, Rabindra Bharti University Journal of Economics, [UGC-CARE], Volume XVII – No.10, 2023, pg : 21 - 28. • Dr.Sharda Kumari, Dr. Vipin Kumar, Dr. A. Sharmila, C. Ravindra Murthy, NavinAhlawat, Geetha Manoharan, Blockchain based e-Analysis of Social Media forums for Crypto Currency Phase Shifts, Proceedings of the 5th International Conference on Inventive Research in Computing Applications (ICRCA 2023), [IEEE], IEEE Xplore Part Number: CFP23N67-ART; ISBN: 979-8-3503-2142-5, 2023, pg: 1222-1225. • Dr.S.Muralidhar, Mr. Nandan R. Naresh, Dr. A. Sharmila, Shwetha B.V., Shruthi Ramesh, Consumer Consideration for Herbal Cosmetic Products with respect to present scenario, Journal of Pharmaceutical Negative Results, [WoS], Volume 14, Regular Issue 02, 2023, Pg: 2594-2601 • Dr. S. Muralidhar, Nandan R. Naresh, Dr. A. Sharmila, Packed Foods an analytical study with reference to Bangalore City, <i>South India Journal of Social Sciences</i>, Vol, XXI, No.2, Jan-Jun 2023 • Dr.S.Muralidhar, Dr. A. Sharmila and Mr. Nandan R. Naresh, “Being an Ecopreneur in India: Purview and Provocations, <i>Child Studies in Asia-Pacific Context</i> [WoS], Volume 12(1), 279-284, 2022
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*Komarapalayam,
Tamilnadu,
India, May 2009
to Jun 2011*

➤ *HR Manager,
U.K. Textiles –
Tirupur,
Tamilnadu,
India, Aug 2005
to May 2009*

Courses Facilitated

- M.B.A.,
- B.Com.,
- BMS

Member on Committees /

Editorial Boards

- Editorial Board Member in International Journal of Business and Economics Research (IJBER – ISSN Print: 2328 – 7543, ISSN Online: 2328 – 756X)
- Joint Editor for an International Journal – Indo Asian Journal of Advanced Management (ISSN:2250-1266)
- Managing Editor for an International Journal – International Journal of Functional Management (ISSN: 2319 - 1406)
- Reviewer for an International Journal – Africa Development

- Dr.S.Ramesh, Dr. A. Sharmila and Dr. Syed Yaseen, “Entrepreneurial Intentions of Arts/Science and Engineering Students: A Comparative Study” [WOS – Waiting for Publication]
- Dr.A. Sharmila, Shwetha B.V, Employee Well Being and Work Life Balance (WLB) – A Literature Review, **Journal of the Asiatic Society of Mumbai, [UGC Approved] Vol: XCV, No:22, 2022**
- Dr.A. Sharmila, Sara Elias, Kudumbashree Program: Transforming Life Style of Marginalised Women (with special reference to Ernakulam District, Kerala), **Journal of the Asiatic Society of Mumbai, [UGC Approved] Vol: XCV, No:22, 2022**
- Dr. Y. Fathima and Dr. A. Sharmila, “An Overview of Islamic Banking in India” Sambodhi [UGC Care Journal], Volume-44, NO.01(III):2021
- Dr. A. Sharmila, Dr. S. Muralidhar and N.R. Naresh, “A Quality of Work Life of Women Employees in Banking Sector using Structural Equation Model”, Solid State Technology, Volume 63, Issue 6, 2020 [Scopus]
- Dr. A. Sharmila & Dr. S. Muralidhar, “Identifying the Problems Hindering the Performance of Women Employees Working in Banking Sector”, Wesleyan Journal of Research, 2020 [UGC-CARE List]
- Dr. M. Christopher & Dr. A. Sharmila, “Work from Home Challenges and Opportunities in Educational Sector”, Wesleyan Journal of Research, 2020 [UGC-CARE List]
- Sharmila A and Mariyappan M.S.R, ‘Factors affecting Work-Life Balance among Women Employees in Banking Sector – A Study’, Asian Journal of Research in Social Sciences and Humanities, 2016 [Anna University, Annexure II, Updated List of Journals 2016].
- Sharmila A, Mariyappan M.S.R and Sundararajan S, ‘Managing the Organizational Stress and its Impact on Employees’ Behavior’, Asian Journal of Research in Social

and Resources Research
Institute (ISSN: 2343 – 6662)

➤ Reviewer for an International
Journal for Trends in
Engineering and Technology
(IJTET) (ISSN: 2349 - 9303)

Professional

Memberships

Life Member – ISTE

Life Member - IARA

Sciences and Humanities, 2016, [Anna University,
Annexure II, Updated List of Journals 2016].

- **Sharmila A, 'Knowledge Production & Dissemination: An analysis in the context of the National Youth Policy, International Journal of Commerce, (ISSN: 2394 - 9597) during Jan – Jun 2015**
- **Sharmila A, 'A new business excellence model from an old Indian Philosophy", International Journal of Research & Business Innovation, (ISSN: 2321 - 5615) during Jul 2014 – Dec 2014.**
- **Sharmila A, 'CRM in the banking industry", International Journal of Scientific Research, (ISSN: 2277 - 8179) during Apr 2014.**
- **Sharmila A, 'The future of fuel retailing in India", Indian Journal of Applied Research, (ISSN: 2249 – 555X) during Apr 2014.**
- **Mariyappan M.S.R., and Sharmila A, 'Gender differences affecting familial and work responsibilities", International Journal of Functional Management, (ISSN: 2319 – 1406) during Jan 2014.**
- **Sharmila A and Poornima J, 'A study on employee stress management in selected private banks in Salem", The Indian Journal of Technical education, (ISSN: 0971 - 3034) during Oct 2013 – Dec 2013.**
- **Mariyappan M.S.R. and Sharmila A, 'The relationship between QWL and demographic characteristics of Management faculties of self-financing institutions in Tamil Nadu", International Journal of Functional Management, (ISSN: 2319 - 1406) during Jul 2013 – Sep 2013.**
- **Sharmila A and Gopalakrishnan K, 'An Implementation of Talent Management on SMEs", H.R. Journal of Management, (ISSN: 0974 - 7737) during Apr 2013 – Sep 2013.**

		<ul style="list-style-type: none"> • Sharmila A and Gopalakrishnan K, ‘An Implementation of Talent Management on SMEs’, Indian Journal of Scholarly Research, (ISSN: 2278 - 8271) during Jan 2013. • Amudhan S, Sharmila A and Poornima J, ‘Small Scale industries in India, problem and prospects – A study on Pre & Post reform period’, Journal of Management and Science, (ISSN: 2249 - 1260) during Jun 2012. • Poornima J and Sharmila A, ‘Recent HR Practices of selected banks in India’, Indian Journal of Applied Research, (ISSN: 2249 – 555X) during Nov 2011.
	<p>Consultancy / Projects</p>	<p>Have served as a Consultant for ISO 9001 : 2015, OSHAS 18001 : 2008, ISO 45001 : 2015, ISO 14001 : 2015, ISO 22000 : 2005 and ISO 27001 : 2013 for more than 100 companies in India, UAE, Oman and KSA</p>
	<p>Books / Chapters</p>	<ul style="list-style-type: none"> ➤ Authored a book titled “Business Etiquette” published by Forschung Publications (ISBN: 9789387865815) ➤ Authored a book titled “Executive Communication” published by First Book Pulishing (ISBN: 979832151996) ➤ Authored a book titled “Management Principles and Business Ethics” published by BL Publisher (ISBN: 9789395659062) ➤ Authored a book titled “Business Policy and Strategic Management” published by S. Chand & Company Pvt. Ltd., New Delhi (ISBN: 81-219-4334-5)
	<p>Activities</p>	<ul style="list-style-type: none"> - Organising Conferences in Faculty Research Cell – Samshodhana & Student Research Development Cell – Shodha - Coordinator for IP and Innovation Cell, Jayanagar Campus - Organized many FDPs, International Conferences, Seminars - EDP Cell Incharge - Trainer for ISO 9001 : 2015, ISO 45001 : 2018, ISO 14001 : 2015, ISO 27001 : 2013 and ISO 22000 : 2005

Recognition / Awards

- Gold Medalist in UG
- University Rank holder in PG

Seminar Conferences Attended

- INTERNATIONAL CONFERENCES**
1. Participated in a **National Conference** on “**Future Trends in Information Communication and Commuting Technology**” and presented a paper on “**Impact of Digital Technologies on Business Performance**” held on **22nd July 2023** organised by **Srinivas University, Mangalore.**
 2. Participated in a **National Conference** on “**Future Trends in Information Communication and Commuting Technology**” and presented a paper on “**Impact of Artificial Intelligence in Education Sector**” held on **22nd July 2023** organised by **Srinivas University, Mangalore.**
 3. Participated in a **National Conference** on “**Future Trends in Information Communication and Commuting Technology**” and presented a paper on “**Impact of Digital Technologies on Business Performance**” held on **22nd July 2023** organised by **Srinivas University, Mangalore.**
 4. Participated in a **National Conference** on “**Future Trends in Information Communication and Commuting Technology**” and presented a paper on “**Online Ubiquitous Training and Learning: Opportunities and Challenges**” held on **22nd July 2023** organised by **Srinivas University, Mangalore.**
 5. Participated in a **International Conference** on “**Entrepreneurship Sustainability Transformation**” and presented a paper held on **30th Jun & 1st July 2022** organised by **The Oxford College of Business Management, Bangalore.**
 6. Participated in a **Virtual 2nd International Conference** on “**Redefining Human Resource and Marketing Management Perspectives**” and presented a paper on “**Mediating Role of Career Advancement between Job Autonomy and Job Satisfaction among Women Employees of Call Centres in India**” held on **8th April 2021**

- organised by School of Commerce, JAIN (Deemed-to-be University), Bengaluru.
7. Participated in a **Virtual International Conference on “Business Transformation Opportunities and Challenges”** and presented a paper on **“Education through the eyes of 2020”** held on **10th March 2021** organised by **School of Commerce, JAIN (Deemed-to-be University)**, Bengaluru.
 8. Participated in a **Virtual International Conference on “Reimagining Entrepreneurship and Corporate Governance in the Digital Era”** and presented a paper on **“A Study on Motivating Factors of Entrepreneurs to Start Small Scale Industries with Special Reference to Readymade Garments”** held on **29th January 2021** organised by **School of Commerce, JAIN (Deemed-to-be University)**, Bengaluru.
 9. Participated in an **International Conference on “Business and Education in the New Global Realities”** and presented a paper on **“Identifying the Problems Hindering the Performance of Women Employees Working in Banking Sector”** held on **22nd December 2020** organised by **School of Commerce, JAIN (Deemed-to-be University)**, Bengaluru.
 10. Participated in an **International Conference on “Business and Education in the New Global Realities”** and presented a paper on **“Work from Home Challenges and Opportunities in Educational Sector”** held on **22nd December 2020** organised by **School of Commerce, JAIN (Deemed-to-be University)**, Bengaluru.
 11. Participated in a **5 Days International E-Conference on “Women Empowerment”** from **15th August to 19th August, 2020** organised by **Government Arts and Commerce College, Gujarat**.
 12. Participated in an **International Conference on “Contemporary Building Strategies in Business and Technology for Sustainable Development”** and presented a paper on **“A study on the stress management of the women employees in private banks at Salem district”** held

- on **19th Feb, 2016** organised by **Sri Ganesh School of Business Management, Salem.**
13. Participated in an **International Conference on “Contemporary Building Strategies in Business and Technology for Sustainable Development”** and presented a paper on **“HRD practices in Banking Sector: A Comprehensive Study”** held on **19th Feb 2016** organised by **Sri Ganesh School of Business Management, Salem.**
14. Participated in an **International Conference on “Innovative Marketing Strategies for Sustainable Growth”** and presented a paper on **“International Marketing”** held on **16th Sep 2015** organised by **Sankara College of Science and Commerce.**
15. Participated in a **One-day International Conference on “Emerging Trends in HR Practices”** and presented a paper on **“Recent: HR Practices of selected banks in India”** held on **15th Feb 2014** organised by **PGP College of Arts and Science, Namakkal.**
16. Participated in a **One-day International Conference on “New Vistas of Indian Business in Global Scenario”** and presented a paper on **“Quality of Life, Work Motivation and Occupational Stress: A Study among the Bank Employees”** held on **19th Oct 2013** organised by **Brahma School of Business, Namakkal.**
17. Participated in a **3-day International Conference on “Challenges and Strategies for Vibrant Management”** and presented a paper on **“Cross – Cultural Management and Organisational Performance: A Content Analysis Perspective”** during **15th to 17th Apr, 2013** organised by **Mahendra Engineering College, Tiruchengode.**
18. Participated in an **International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”** and presented a paper on **“Human Capital Management”** held on **22nd Feb 2013** organised by **Sri Ganesh School of Business Management, Salem.**

19. Participated in an **International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”** and presented a paper on **“Mapping Competencies: Tool for Reducing Human Errors”** held on **22nd Feb 2013** organised by **Sri Ganesh School of Business Management, Salem.**
20. Participated in an **International Conference on “Contemporary Issues and Challenges before Indian Managers and Entrepreneurs – A Global Perspective”** and presented a paper on **“Issues and Challenges for women entrepreneur in Global scene, with special reference to India”** held on **6th Feb, 2013** organised by **G.R.Damodaran Academy of Management, Coimbatore.**
21. Participated in an **International Conference on Competency Building Strategies in Business and Technology for Sustainable Development** and presented a paper on **“A Study on QWL of Management Faculties in the Private Institutes under Anna University of Technology, Coimbatore”** on **24th February 2012** organised by **Sri Ganesh School of Business Management, Salem.**
22. Participated in an **International Conference on Challenges of Indian Business in Global Economy** and presented a paper on **“HR Trends in 21st Century”** on **23rd September 2011** organised by **Annai Mathammal Sheela Engineering College, Erumapatty.**
23. Participated in an **International Conference on Changing Perspectives of Management: Revisiting the Past, Analysing the present and exploring the future** and presented a paper on **“Work Life Balance”** on **26th August 2011** organised by **Surya Group of Institutions, Villupuram.**
24. Participated in 2 days **International Conference on Global Business Environment and its Impact on Management Education [ICGBEIM]** and presented a paper on **“Impact of Globalisation on HRM”** held during **10th & 11th Feb 2011** organised by **Periyar Institute of Management Studies [PRIMS], Salem.**

NATIONAL CONFERENCES

- 1. Participated in the two days National Level “Model G20 Summit 2023” and presented the paper on “Inclusive Engagement through MF for Sustainable Growth” at held at School at Sciences, JAIN (Deemed-to-be University), Bengaluru on 6th and 7th July 2023.**
- 2. Participated in an ICSSR Sponsored National Conference on “Creativity and Innovation for Contemporary Managerial Issues” and presented a paper on “CRM in the banking industry” held on 26th Mar 2014 organised by Periyar Maniammai University, Tanjore.**
- 3. Participated in an ICSSR Sponsored National Conference on “Creativity and Innovation for Contemporary Managerial Issues” and presented a paper on “The future of fuel retailing in India” held on 26th Mar 2014 organised by Periyar Maniammai University, Tanjore.**
- 4. Participated in a National Seminar on “Emerging Management Trends and Strategies [EMTS – 2014]” and presented a paper on “A Comparative Study of differences in Organisational Culture of Public and Private Sector Banks” held on 6th & 7th Mar, 2014 organised by Periyar Institute of Management Studies (PRIMS), Salem.**
- 5. Participated in a National Seminar on “Emerging Management Trends and Strategies [EMTS – 2014]” and presented a paper on “Green Marketing Mix in Emerging Phase in CSR” held on 6th & 7th Mar, 2014 organised by Periyar Institute of Management Studies (PRIMS), Salem.**
- 6. Participated in a National Conference on “Application of Modern Management Thoughts” and presented a paper on “Emotional Intelligence” held on 5th Mar 2014 organised by Hindusthan College of Arts and Science, Coimbatore.**
- 7. Participated in a National Conference on “Application of Modern Management Thoughts” and presented a paper**

- on **“Forecasting volatility of Bank Nifty and shares in 2020”** held on **5th Mar 2014** organised by **Hindusthan College of Arts and Science, Coimbatore.**
8. Participated in 2 days **National Conference on “HR Marketing Strategies in the Post-Recession Milieu”** and presented a paper on **“Job satisfaction as an Antecedent to Employee Engagement”** during **5th & 6th Mar, 2014** organised by **G.R.Damodaran Academy of Management, Coimbatore.**
 9. Participated in 2 days **National Conference on “HR Marketing Strategies in the Post-Recession Milieu”** and presented a paper on **“Indian Banking Sectors view on customer Management”** during **5th & 6th Mar, 2014** organised by **G.R.Damodaran Academy of Management, Coimbatore.**
 10. Participated in a **National Seminar on “Recent Trends in Retail Marketing”** and presented a paper on **“FDI in Single Brand Retailing”** held on **1st Mar 2014** organised by **Siri PSG Arts and Science College for Women, Salem.**
 11. Participated in a **National Seminar on “Recent Trends in Retail Marketing”** and presented a paper on **“Employment in Retail Sector”** held on **1st Mar 2014** organised by **Siri PSG Arts and Science College for Women, Salem.**
 12. Participated in a **National Conference on “Modern Trends and Development Strategies in Indian Business”** and presented a paper on **“Social Media from an integrated marketing and competence perspective”** held on **19th Feb 2014** organised by **Sri Ganesh College of Arts and Science, Salem.**
 13. Participated in a **National Conference on “Modern Trends and Development Strategies in Indian Business”** and presented a paper on **“Digital Business Strategy toward a next generation of Insights”** held on **19th Feb 2014** organised by **Sri Ganesh College of Arts and Science, Salem.**

14. Participated in an ICSSR Sponsored three days **National Seminar on “New Paradigms and Perspectives in Business Excellence”** and presented a paper on **“A New Business Excellence Model from an Old Indian Philosophy”** during **31st to 2nd Feb, 2014** organised by **P.G.Centre, P.B.Siddhartha College of Arts and Science, Vijayawada.**
15. Participated in an ICSSR Sponsored two days **National Seminar on “Research Methods in Social Sciences”** and presented a paper on **“Occupational stress: New Perspective of Stress Management”** during **3rd & 4th Jan, 2014** organised by **P.K.R Arts College for Women, Gobichettipalayam.**
16. Participated in a **National Seminar on “Recent Trends in Retailing”** and presented a paper on **20th Aug 2014** organised by **Don Bosco College, Dharmapuri.**
17. Participated in a **National Seminar on “Recent Trends in Retailing”** and presented a paper on **20th Aug 2014** organised by **Don Bosco College, Dharmapuri.**
18. Participated in a **One-day National Conference on “Education in India – Challenges and Opportunities”** and presented a paper on **“Innovative Methods of Teaching”** held on **27th Dec 2013** organised by **Padmavani College of Education for Women & K.S. College of Education for Women**
19. Participated in a **One-day National Symposium on “Innovative Management Practices to recover the economy – A Managerial Initiative”** and presented a paper on **“Quality of Life and its Components’ Measurement”** held on **7th Nov 2013** organised by **Knowledge Business School, Salem.**
20. Participated in a **One-day National Symposium on “Innovative Management Practices to recover the economy – A Managerial Initiative”** and presented a paper on **“Broad Perspective and framework of Quality of Work Life”** held on **7th Nov 2013** organised by **Knowledge Business School, Salem.**

21. Participated in a **One-day National Conference** on **“Innovative Business Practices in Technological ERA (NCIBPT’13)”** and presented a paper on **“Trends of Employee Engagement in Financial Institutions”** held on **3rd May 2013** organised by **Hindusthan Institute of Technology, Coimbatore.**
22. Participated in a **One-day National Conference** on **“Innovative Business Practices in Technological ERA (NCIBPT’13)”** and presented a paper on **“The Impact of Quality of Work Life (QWL)”** held on **3rd May 2013** organised by **Hindusthan Institute of Technology, Coimbatore.**
23. Participated in a **One-day National Conference** on **“Emerging Challenges for Sustainable Business”** and presented a paper on **“Role of Celebrity Endorsement on Sales”** held on **26th Apr 2013** organised by **Jayam College of Engineering and Technology, Dharmapuri**
24. Participated in a **One-day National Conference** on **“Emerging Challenges for Sustainable Business”** and presented a paper on **“Competency Based Recruitment – A Road Map for Successful Organisation”** held on **26th Apr 2013** organised by **Jayam College of Engineering and Technology, Dharmapuri.**
25. Participated in a **One-day National Seminar** on **“Economic Empowerment of rural India through Banks”** and presented a paper on **“NABARD – its Role and Emergence of Agricultural Financing in India”** held on **20th Apr 2013** organised by **K.S.R. College of Arts & Science (Autonomous), Tiruchengode.**
26. Participated in a **One-day National Conference** on **“Innovative Practices of Business Management, Science and Technology (IPBMST – 2013)”** and presented a paper on **“Cross – Cultural Management & their New**

- Perspective” held on 19th Apr 2013 organised by AVS Engineering College, Salem.**
27. Participated in a **One-day National Conference on “Business Challenges in Global Environment”** and presented a paper on **“Telecom sector in India”** held on **15th Mar 2013** organised by **Jayalakshmi Institute of Technology, Dharmapuri.**
28. Participated in a **One-day National Conference on “Business Challenges in Global Environment”** and presented a paper on **“Knowledge Management Reflection”** held on **15th Mar 2013** organised by **Jayalakshmi Institute of Technology, Dharmapuri.**
29. Participated in a **National Conference on “Building Business in Today’s new world of Marketing”** and presented a paper on **“Women and Media in India”** held on **9th Mar 2013** organised by **AVS College of Arts and Science, Salem.**
30. Participated in a **National Conference on “Employability Matrix”** and presented a paper on **“Trial by hire the seven stages of learning to teach in higher education”** held on **28th Feb 2013** organised by **Excel Business School, Komarapalayam.**
31. Participated in a **National Conference on “Employability Matrix”** and presented a paper on **“Pedagogical and technological perceptions of management faculty”** held on **28th Feb 2013** organised by **Excel Business School, Komarapalayam.**
32. Participated in a **National Seminar on “Innovative Functional Management Strategies in Current Business Scenario (IFMS CBS’ 13)”** and presented a paper on **“National and Global Human Resource Management”** during **21st & 22nd Feb 2013** organised by **Periyar University of Management studies, Salem.**
33. Participated in a **National Conference on “Prospectus of FDI in Promoting Retail Trade in India”** and presented a paper on **“FDI in Retail Sector in India”** held on **15th Feb**

- 2013** organised by Sri Ganesh College of Arts and Science, Salem.
34. Participated in a **National Seminar** on **“Management Challenges for 21st Century”** and presented a paper on **“Revitalizing Management Education in India – A Strategic Approach”** held on **7th Feb 2013** organised by **Sengunthar Institute of Management Studies, Tiruchengode.**
 35. Participated in a **National Seminar** on **“Management Challenges for 21st Century”** and presented a paper on **“Retention of employees need of the Hour”** held on **7th Feb 2013** organised by **Sengunthar Institute of Management Studies, Tiruchengode.**
 36. Participated in a **One Day State Level Seminar** on **“Emerging Trends and issues in Management”** and presented a paper on **“Growth and Innovation: the new generation of emerging markets”** held on **30th Jan 2013** organised by **Kongu Arts and Science College, Erode.**
 37. Participated in a **National Seminar** on **“The Changing Dynamics of HR – an MSME Perspective”** and presented a paper on **“Sickness of Micro, Small and Medium Enterprises in India”** held on **24th Jan 2013** organised by **Sasi Creative school of Business, Coimbatore.**
 38. Participated in a **National level Conference** on **“Socio-Economic Revolution in Modern Indian Business”** and presented a paper on **“Changing aspects of Agricultural Growth in India”** held on **15th Dec 2012** organised by **RVS Faculty of Management, Coimbatore.**
 39. Participated in a **National Conference** on **“Contemporary Issues in Banking & Finance”** and presented a paper on **“Micro finance in India”** held on **17th Nov 2012** organised by **KPR School of Business, Coimbatore.**
 40. Participated in a **National Conference** on **“Redefining the DNA Business: Challenges & Opportunities Ahead NCRDB - 2012”** and presented a paper on **“The contribution of Quality of work to organisational excellence”** held on **2nd**

Nov 2012 organised by **Easwari Engineering College, Chennai.**

41. Participated in a **National Conference on “ENTIME-2012 Emerging Trends in Managerial Excellence”** and presented a paper on **“The relationship between QWL and Demographic characteristics of Management Faculties of self-financing institutions under Anna University of Technology, Coimbatore”** during **17th & 18th Oct 2012** organised by **Sathyabama University, Chennai.**
42. Participated in a **One-day ICSSR sponsored National Level Seminar on “Data Analysis and Interpretation in Social Sciences”** and presented a paper on **“A study on work stress among the employees of salem district in selected Private Banks”** held on **15th Sep 2012** organised by **P.K.R. Arts College for Women, Gobichettipalayam.**
43. Participated in two days **AICTE Sponsored National Level Seminar on Business Ecosystem for Small and Medium Enterprises – A focus on Rural Segment** and presented a paper on **“An Implementation of Talent Management on SMEs”** during **29th & 30th March 2012** organised by **Muthayammal Engineering College, Rasipuram.**
44. Participated in two days **UGC National Conference on Modern Business Practices in Global Scenario** and presented a paper on **“HRD Practices & Organisation Culture in India”** during **22nd & 23rd March 2012** organised by **Annamalai University, Chidambaram.**
45. Participated in a **National Conference on Emerging Trends in Banking Sector** and presented a paper on **“Job Satisfaction in Banking – A study of private and public sector banks”** held on **17th March 2012** organised by **SNR Institute of Management Studies, Coimbatore.**
46. Participated in a **National Conference on “Gallop of Management practices towards global Standards”** and presented a paper on **“Motivation measures for**

- employees” held on 16th March 2012 organised by Tagore Institute of Engineering and Technology, Coimbatore.**
47. Participated in a **National Conference on “Galloping of Management practices towards global Standards”** and presented a paper on **“Motivation measures for employees”** held on **16th March 2012** organised by **Tagore Institute of Engineering and Technology, Coimbatore.**
48. Participated in 2 days **AICTE sponsored National Seminar on “Management Education in 21st Century”** and presented a paper on **“Future of Management Education in India”** during **11th & 12th Feb 2012** organised by **Omkarananda Institute of Management and Technology, Rishikesh.**
49. Participated in a **National Conference on Global Trends in Management** and presented a paper on **“Employer Branding”** on **23rd September 2011** organised by **Adithya Institute of Technology, Coimbatore.**
50. Participated in a **National Conference on Global Trends in Management** and presented a paper on **“Employer Branding”** on **23rd September 2011** organised by **Adithya Institute of Technology, Coimbatore.**
51. Participated in a **National Conference on Emerging Trends in Global Business** and presented a paper on **“Technology Management – Electronic Marketplace Participation: An SME Perspective”** on **10th September 2011** organised by **RVS Institute of Management Studies & RVS College of Engineering and Technology, Coimbatore.**
52. Participated in a **National Conference on Impact of Inflation on Indian Economy** and presented a paper on **“Impact of Inflation on Indian Economy”** on **2nd September 2011** organised by **Jawaharlal Institute of Technology, Coimbatore.**
53. Participated in a **National Conference on “Challenges and Strategies in Indian Business Context”** and presented a paper on **“Manpower planning and recruitment”** on **26th**

		<p>March 2011 organised by Velalar College of Engineering and Technology, Erode.</p> <p>54. Presented in a paper titled “Knowledge Management” in the National Conference on “Management-A Changing Scenario” organized by Panimalar Engineering College, Chennai on 6th March 2010.</p> <p>55. Participated in a National Conference on “Impact of Recession in the Global Scenario” and presented a paper on “Informal Credit Suppliers” in Selvam College of Technology on 24th Oct 2009</p> <p>56. Participated in a National Conference on “Impact of Recession in the Global Scenario” and presented a paper on “Informal Credit Suppliers” in Selvam College of Technology on 24th Oct 2009</p>
	<p>FDPs Attended</p>	<ol style="list-style-type: none"> 1. Participated in a Seven-Day Faculty Development Programme on “Outcome Based Education and Essential AI Tools for Educators” from 10th Aug 2023 to 18th Aug 2023 organised by Carmel College (Autonomous), Mala in association with The Kerala State Higher Education Council. 2. Participated in a Five-Day Faculty Development Programme on “Innovative Teaching and Learning Methods” from 14th Aug 2023 to 18th Aug 2023 organised by D.J.Academy, Bengaluru. 3. Successfully completed the Course on “SEEK: Self-Directed Emotional Learning for Empathy and Kindness” during June 2023 conducted by Mahatma Gandhi Institute of Education for Peace and Sustainable Development (UNESCO MGIEP). 4. Participated in a One-Day Faculty Development Programme on “Data Analysis Using SPSS” on 8th Feb 2023 organised by Impact Institute of Management Studies (IIMS), Bengaluru. 5. Participated in a One-week AICTE Recognised Faculty Development Programme on “Leadership and Management Development” from 9th Jan to 13th Jan 2023

- organised by **National Institute of Technical Teachers Training and Research, Chandigarh.**
6. Participated in a **Seven-Day National Level Webinar on “Revised Assessment & Accreditation of NAAC-Changes and Challenges”** from **1st Feb to 8th Feb 2023** organised by **Sivananda Sarma Memorial R.V. College.**
 7. Participated in a **One-week Virtual Workshop on “Preparation of Research Grant Proposal in Social Studies”** from **12th Dec to 17th Dec 2023** organised by **Dhanraj Baid Jain College.**
 8. Participated in a **Workshop on “Scholarly Publishing: Dos and Don’ts”** on **16th July 2022** organised by **Tumkur University, Tumkur.**
 9. Participated in a **Workshop on “Data Analysis Using SPSS”** from **20th Jun to 24th June 2022** organised by **K.S.Rangasamy College of Technology, Tiruchengode.**
 10. Participated in a **One-week AICTE Recognised Faculty Development Programme on “Business and Soft Skill Management”** from **19th Sep to 23th Sep 2022** organised by **National Institute of Technical Teachers Training and Research, Chandigarh.**
 11. Participated in a **1-week Faculty Development Programme** from **22nd March to 27th March 2021** organised by **REST Society for Research International (RSRI).**
 12. Participated in a **2-day Faculty Development Programme** on **18th November** and **19th November 2020** organised by **Rathinam College of Arts and Science, Coimbatore.**
 13. Participated in a **1-day Faculty Development Programme on “Guidelines for Sponsored Research Projects”** on **31st October 2020** organised by **Pratap University, Jaipur.**
 14. Participated in a **1-week Entrepreneurship Development Programme** from **5th October to 11th October 2020** organised by **Osmania University, Hyderabad.**

15. Participated in a 1-week **Hands-On Faculty Development Programme** on “**Artificial Intelligence using Python**” from **14th September to 19th September 2020** organised by **Oriental College of Technology, Bhopal**.
16. Participated in a 3-day **International Online Workshop** on “**Structural Equation Model (SEM) and Confirmatory Factor Analysis of Moment Structure (AMOS)**” from **24th June to 26th June 2020** organised by **Presidency University, Bengaluru**.
17. Participated in a 1-day **National Faculty Development Programme** on “**YouTube Essentials**” on **25th June 2020** organised by **Board of Industry-Academia Partnership**.
18. Participated in a 2-day **National Online Faculty Development Programme** on **18th June and 19th June 2020** organised by **Angappa College of Arts and Science, Coimbatore**.
19. Participated in 10-day **Online Faculty Development Programme Series** from **8th June and 18th June 2020** organised by **Government First Grade College, Bengaluru**.
20. Participated in 2-day **National Workshop** on “**SPSS**” on **14th June and 15th June 2020** organised by **Kalasalangam (Deemed-to-be University), Krishnankoil**.
21. Participated in 1-week **National Online Faculty Development Programme** from **2nd June to 7th June 2020** organised by **Vinayakrao Patil Mahavidyalaya, Vaijapur**.
22. Participated in 2-day **International Online Faculty Development Programme** on **5th June and 6th June 2020** organised by **Rajapalayam Raju’s College, Rajapalayam**.
23. Participated in 1-day **Online Faculty Development Programme** on “**Artificial Intelligence in Classroom Teaching**” on **6th June 2020** organised by **Jnan Vikas Mandal’s Degree College, Mumbai**.
24. Participated in 2-day **National Level Online Faculty Development Programme** on “**Advancements in Materials Science**” on **5th June and 6th June 2020** organised by **Jeppiar Institute of Technology, Chennai**.

25. Participated in 1-day **National Level Online Faculty Development Programme** on **“Innovation, Incubation and Entrepreneurship”** on **5th June 2020** organised by **Rajapalayam Raju’s College, Rajapalayam.**
26. Participated in 1-day **Online Workshop** on **“Bivariate Analysis using SPSS”** on **4th June 2020** organised by **NIFT-TEA College of Knitwear Fashion, Tirupur.**
27. Participated in 2-days **Online Faculty Development Programme** on **“Research Methodology”** on **1st June and 2nd June 2020** organised by **Jeppiar Institute of Technology, Chennai.**
28. Participated in 1-day **Online Workshop** on **“Role of NABARD in Entrepreneurship”** on **30th May 2020** organised by **Patrician College of Arts and Science, Chennai.**
29. Participated in 1-day **Online International Faculty Development Workshop** on **“E-Learning and Tools for Effective Teaching and Learning”** on **30th May 2020** organised by **Jnan Vikas Mandal’s Degree College, Airoli.**
30. Participated in 2-days **Online Faculty Development Programme** on **“Capacity Building Program for Teachers during Post COVID-19”** on **28th May and 29th May 2020** organised by **Godavari Institute of Engineering and Technology, Andhra Pradesh.**
31. Participated in 1-day **International Faculty Development Workshop** on **“E-Learning and Tools for Effective Teaching and Learning”** on **29th May 2020** organised by **Jnan Vikas Mandal’s Degree College, Airoli.**
32. Participated in 1-day **Online Faculty Development Programme** on **“Influential Communication”** on **28th May 2020** organised by **Sree Narayana Guru College, Coimbatore.**
33. Participated in 1-day **Online Faculty Development Programme** on **“Education-Past, Present and Future”** on

- 28th May 2020** organised by **Rajapalayam Raju's College, Rajapalayam.**
34. Participated in 3-days **Online Faculty Development Programme** on **"E-Content Development Using Open-Source Tools"** on **27th May 2020** organised by **Dr. MGR Educational and Research Institute, Chennai.**
35. Participated in 1-day **Online Faculty Development Programme** on **"The Role of Pedagogy in Developing Skills to Enhance Employability"** on **24th May 2020** organised by **VET Institute of Arts and Science, Erode.**
36. Participated in 5-days **Online Faculty Development Programme** on **"Hands on FDP: Data Science Using Python"** on **18th May to 22nd May 2020** organised by **Jeppiar Institute of Technology, Sriperumbudur.**
37. Participated in 1-day **Online Workshop** on **"Expertise in Law"** on **21st May 2020** organised by **ISBR Law College.**
38. Participated in 1-day **Online Workshop** on **"SPSS Training"** on **21st May 2020** organised by **Edu-Skill Harvest.**
39. Participated in 1-week **Online National Faculty Enrichment Programme** on **"Research Methodology"** from **13th May to 19th May 2020** organised by **Internal Quality Assurance Cell, Mannar Thirumalai Naicker College, Madurai.**
40. Participated in 1-day **National Workshop** on **"Unlearn to Learn the Skill"** on **19th May 2020** organised by **National College, Trichy.**
41. Participated in 1-day **Online Workshop** on **"Intellectual Property Creation and Basic Rights"** on **19th May 2020** organised by **IIMTU IPR Cell, Tuticorin.**
42. Participated in 1-day **Online FDP** on **"Redefining Education through Gamification"** on **19th May 2020** organised by **Geetha Jeevan Arts and Science College, Tuticorin.**
43. Participated in 1-week **Online FDP** on **"MOODLE Learning Management System"** from **12th May 2020 to 17th May**

- 2020** organised by **V.P.Institute of Management Studies & Research, Sangli.**
44. Participated in 1-week **online FDP** on **“Nurturing Entrepreneurship – Law & ICT Perspectives”** on **16th May 2020 to 22nd May 2020** organised by **Nallamuthu Gounder Mahalingam College, Pollachi.**
45. Participated in 1-day **online FDP** on **“The Impact of Covid – 19 in Manufacturing Sector in India”** on **16th May 2020** organised by **Shree Chandrabrabhu Jain College, Minjur.**
46. Participated in 1-day **virtual workshop** on **“How to create and conduct ICT based classroom quizzes”** on **13th May 2020** organised by **BSVS Educational Learning Centre, Nagpur.**
47. Participated in 1-day **Online FDP** on **“Impact of COVID-19 and Management of Personal Finances through this period”** on **09th May 2020** organised by **M.O.P. Vaishnav College for Women, Chennai.**
48. Participated in 1-day **Online FDP** on **“Examinations in wake of COVID-19”** on **08th May 2020** organised by **Patrician College of Arts and Science, Chennai.**
49. Participated in 1-day **Online Workshop** on **“Research Methodology”** on **04th May 2020** organised by **Pandit Deendayal Petroleum University.**
50. Participated in 1-day **Online FDP** on **“Modern Tools and Techniques for Teachers and researchers”** on **03rd May 2020** organised by **Imperial Institute of Advanced Management, Bengaluru.**
51. Participated in 1-day **Online FDP** on **“Industry 4.0: The New Normal”** on **01st May 2020** organised by **VET Institute of Arts and Science, Erode.**
52. Participated in 2 days **Online FDP** on **“Art of Writing Research Article in Hi-Indexed Journals”** from **29th April 2020 to 30th April 2020** organised by **Nehru Arts and Science College, Coimbatore.**
53. Participated in 3 days **Online Workshop** on **“Basic Online Research Method Workshop”** from **28th April 2020 to 30th**

- April 2020** organised by **REST Society for Research International (RSRI)**, Krishnagiri.
54. Participated in 1 day **Online International FDP** on **“Develop the Ability to Write Research Proposal”** on **24th April 2020** organised by **Adarsh Group of Institutions**, Bengaluru.
55. Participated in Three days **Online Workshop** on **“Multi Criteria Decision Making Workshop (MCDM)”** on **23rd April 2020 to 25th April 2020** organised by **REST Society for Research International (RSRI)**, Krishnagiri.
56. Participated in 1-day **FDP** on **“Social Responsibility of Educationist in COVID - 19”** on **22nd April 2020** organised by **SRM Institute of Science and Technology**, Chennai.
57. Participated in 2 Weeks **FDP** on **“Managing Online Classes and Co-Creating MOOCS”** from **20th April 2020 to 6th May 2020** organised by **Ramanujam College**, Delhi.
58. Participated in **4-Day Course** on **FDP** on **“Use of Statistical Tools and Techniques for Social Science Research”** from **20th April 2020 to 23rd April 2020** organised by **Davangere University**, Shivangotri.
59. Participated in 1-day **National Level UGC sponsored Quality Improvement Programme (QIP-2)** on **“Research and Development: Creating Value through SPSS”** on **1st March, 2014** organised by **Jyoti Nivas College Autonomous Post Graduate Centre**, Bangalore.
60. Participated in 1 day **FDP** on **“Research Methodology using SPSS”** on **7th December, 2013** organised by **AVS Engineering College**, Salem.
61. Participated in 1 day **FDP** on **“Art of Writing Research Article”** on **10th May, 2013** organised by **K.S.R. School of Management**, Tiruchengode.
62. Participated in 2 days **BEC Teacher Support Program** on **“Developing workplace communication skill of young graduates”** during **6th & 8th Nov 2012** organised by **University of Cambridge ESOL Examinations**, U.K.

63. Participated in 3 days **National Workshop on “Research Techniques in Management”** during **3rd & 5th August 2012** organised by **Pondicherry University, Puducherry**.
64. Participated in 15 days **AICTE sponsored Faculty Development Programme on “Transforming and Empowering the Managerial & Professional Skills in Management”** during **7th & 20th May 2012** organised by **Sengunthar Engineering College, Tiruchengode**.
65. Attended in **one day FDP on “Research Methodology”** on **19th March 2012** organised by **Jayam College of Engineering, Dharmapuri**.
66. Attended in **one day FDP on “Art of Emblematic Teaching through Management and Case Studies”** on **15th October 2011** organised by **“Sree Narayana Guru Institute of Management Studies”, Coimbatore**
67. Attended in **one day FDP on “Out of the Box Pedagogies for Signature Teaching”** on **23rd October 2010** organised by **“Sree Narayana Guru Institute of Management Studies”, Coimbatore**
68. Organized in **two days FDP on “Emerging Paradigms in Teaching”** in **Excel Group Institutions on 23rd and 24th August 2010**.
69. Attended in **one day FDP on “Writing Research Articles and Interactive Teaching methods”** on **30th July 2010** organised by **Sona School of Management, Salem**.
70. Attended in a **National Seminar on Technical Teachers Quality Improvement (TTQI-2009)** organized by **Consortium of Self-Financing Professional, Arts & Science Colleges in TamilNadu** from **30th & 31st May 2009** for 2 days.