



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution
Tiruchirappalli - 620 002

Name : Dr. R. Saraswathy
Designation : Academic Director
Department : Management
Qualification : MBA, Ph.D,BAI
Experience : **Teaching: 24 years** **Industry: 5 years**
Area of Specialization(s) : Marketing, Finance, HR & Business Analytics & Intelligence
Email (Official ID) : saraswathyr@sigc.edu
Aadhar No : 5720 8740 3101

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
BAI	Business Analytics & Intelligence	IIM Bangalore	2017
PhD	Management	NITT	2011
MBA	Business Administration	REC Trichy-Bharathidasan	1994
BBA	Business Administration	Bharathidasan University	1992

Competent Academic Areas of Focus

Organizational Behavior, Human Resource Management, Strategic Human Resources Management, Organizational Change & Development, Managerial Counseling, Learning & Development, Interpersonal Effectiveness, Knowledge Management, Talent Management, HR Analytics, Entrepreneurship, Business Research Methods, Strategic Management.

Areas of Research Interest

Talent Management, Employer Branding, Workplace Spirituality, HR Analytics, Work Life Balance, Employee Engagement, Positive Psychological Capital, Happiness, Women in Management, Analytics & SME businesses.

PhD Supervision

Ms.P.Premakumari , “ A Study on the Effectiveness of Online Medical Tourism in Tamil Nadu”.

Research Publications (Indexed)

1. R.Saraswathy and N.Thamaraiselvan (2011) **An Empirical Study of Employer Attractiveness in IT Industry: An Indian Perspective**, *International Journal of Indian Culture and Business Management (IJICBM)*.
2. R.Saraswathy, N.Thamaraiselvan, B. Senthil Arasu and M.Sivagnanasundaram (2010) **Facades of Attractive Employer in Indian IT Industry: Existing Employee Perspective**, *International Journal of Human Capital and IT professionals (IJHCITP)*, 2(1).
3. R.Saraswathy, N.Thamaraiselvan, and M.Sivagnanasundaram (2011) **Snapshot of Personnel Productivity Assessment in Indian IT Industry**, *International Journal of Information Technology Project Management (IJITPM)*, 2(1)
4. R.Saraswathy, N.Thamaraiselvan, B. Senthil Arasu and Sivagnanasundaram (2010) **Study of Employer**
5. **Attractiveness in the Indian IT industry Prospective Employee Perspective**, *SIMS*, June 2(1)
6. R.Saraswathy and N.Thamaraiselvan (2010) **An Empirical Study of Most Attractive Employer in Indian IT Industry: Potential Employee Perspective**, *SuGyaan*, June.
7. R.Saraswathy (2011) **Modeling Employee Branding : The Spin - Off of Employer Branding**(TRIM)
8. R.Saraswathy(2014) **Scenario of online tourism marketing in India and in the state of Tamil Nadu**, **Paripex Indian Journal of Research**
9. R.Saraswathy(2017) **Facets of talent retention: role of employee and employer branding as catalysts**, **International Journal of Business Forecasting and Marketing Intelligence**, Volume 3 Issue No.4 (2017) Pages: In Press

10. R.Saraswathy(2017) A Snapshot of HR Analytics - An Overview of the Influence of Contingency Factors on the Applicability of HR Analytics in Indian Organizations, **International Journal of Applied Business and Economic Research**, Volume : No.15 (2017) Issue No. :11 (2017) Pages : 345-352
11. R.Saraswathy (2017) Facets of Learning Organization and Employee Preparedness for Change – Case Study of a Public Sector Banking Unit, **International Journal of Applied Business and Economic Research** Volume: No.15 (2017) Issue No. :6 (2017), Pages : 455-464
12. R.Saraswathy (2017) Approach and Channels for Accessing Tender and Non-Tender Leaf Tobacco Market in Middle East and Africa (MEA) - An Exploratory Study, **International Journal of Economic Research**, Volume: No.14 (2017) Issue No. :7 (2017) ,Pages:439-453
13. R.Saraswathy,ShaileshRastogi ,(2020) Unravelling Facets of Employer Branding Leading to Talent Retention : A study of Indian KPO Industry, **TEST, May-June 2020,ISSN:0193-4120,Pages:9103-9119**
14. R.Saraswathy, (2025) Snapshot of present and future challenges for security and privacy in IOT Vol. 54 No. 2 (2025): Year 2025, Volume 54, Issue 2 in Cuestiones de Fisioterapia,677-692
15. R.Saraswathy,(2025) Key Determinants of Veterinary Clinic Location: An Exploratory Study. Vol. 54 No. 2 (2025): Year 2025, Volume 54, Issue 2 in Cuestiones de Fisioterapia,594-608

Book Chapter

1. R.Saraswathy (2012-2013) “Snapshot of Personnel Productivity Assessment in Indian IT Industry” in “Perspectives and Techniques for Improving Information Technology Project Management" belongs to the book series Advances in Information Technology Project Management.
2. R.Saraswathy (2017) “The importance of Human Resource Management’s Strategic role in Crisis management”, -Managing Disaster -A Strategic Perspective. Publisher-World Literature Books Center and Publishers Pvt. Ltd.ISBN:978-8-1930- 234-26
3. R.Saraswathy (2017) “Captivating facets of Gastronomic tourism, destination branding in developing markets”-International Journal of Economics and Management Studies-Special Issue National Conference on Emerging Business Strategies in Economic Development, (SSRG-IJEMS) December 2016, ISSN: 2393 – 9125 Impact Factor: 1.015

4. R.Saraswathy (2017) "A Snapshot of HR Analytics in Practice in Organizations in Tiruchirappalli"- International Journal of Economics and Management Studies-Special Issue National Conference on Emerging Business Strategies in Economic Development, (SSRG-IJEMS) December 2016, ISSN: 2393 – 9125 Impact Factor: 1.015
5. Chapter 37 Titled "Portable Glucose Monitoring Utilizing Saliva Nano Biosensor" – Taylor & Francis (2025) "Portable Glucose Monitoring Utilizing Saliva Nano Biosensor" – Taylor & Francis (2025)

Conference Papers

1. R.Saraswathy and N.Thamaraiselvan Potential hires perspective of employer attractiveness in IT & ITTES Industry (PABCET 2009).
2. R.Saraswathy The Impact of Clearance Sales Store attributes on Store Loyalty (PABCET2009).
3. R.Saraswathy and N.Thamaraiselvan An empirical study of Employer Attractiveness Indian Perspective (ATHANEUM 2010).
4. R.Saraswathy and N.Thamaraiselvan An Empirical Study of Most Attractive Employer in Indian IT Industry: existing employee perspective (ICMPSEG 2010).
5. R.Saraswathy Modeling Employee Branding : The Spin –Off of Employer Branding(TRIM 2011).
6. R.Saraswathy Veneer of Employer Attractiveness in the Indian Banking Sector Fourth International Conference on Innovative Management Strategies for Emerging Business Paradigms organized by Adaikalamatha Institute of Management, Vallam, Thanjavur on 28th January 2012.
7. R.Saraswathy An Analogy of Employer Attractiveness in Indian IT Industry KEYNOTE held at CARE School of Business Management on 9th & 10th February 2012.
8. Viral Marketing: A study on motivations to forward short message service at MARCON, NITT held on 20.02.2013.
9. R.Saraswathy (2014) A study on Economic, Social, Environmental and Cultural Impact of Online tourism in Tamilnadu, XV International Conference on Advances and Challenges in Global Business ,Management, Economics, Tourism and Information Technology, Pondicherry. Research Development Association of Rajasthan and Rajasthan Chamber of Commerce, Jaipur. Held at Pondicherry 20.11.2014 & 21.11.2014. Received **Best paper award**.

10. R.Saraswathy (2016) The Role of E-Tourism in the Growth and Development of the Indian Tourism Industry National Conference on Managerial Perspectives-Issues and Challenges in the era of Globalization, Department of Business Administration-St.Joseph's College (Autonomous) Trichy-2 on 21 / 01 /2016.
11. R.Saraswathy (2017) The role of e-tourism on the Growth & Development of Indian Tourism, National Conference on Contemporary Issues in Management, Hallmark Business School, Tiruchirappalli, 05/11/2016.
12. R.Saraswathy(2016) HR role in Disaster Management-A strategic Perspective, International Conference in Disaster Management, Fatima College, Madurai 26/08/2016.
13. R.Saraswathy (2017) Employer Branding in Auto Industry, ICITM, Kalasalingam University, 30.03.2017 & 31.03.2017.
14. R.Saraswathy (2017) Gender Biased roles in Society, National Seminar on 'Sustainable Development and Gender Equality' organized by Joseph School of Business Studies, SHUATS, Allahabad, 26-28/04/2017.
15. R.Saraswathy (2017) Captivating facets of Gastronomic tourism, destination branding in developing markets. IJEMS, St.Josephs College, Tiruchirappalli, 14/12/2016.
16. R.Saraswathy (2017) A Snapshot of HR Analytics in Practice in Organizations in Tiruchirappalli,. IJEMS, St.Josephs College, Tiruchirappalli, 14/12/2016
17. R.Saraswathy (2017) A Study on HR Analytics in Practice - An Overview of the Influence of Contingency Factorson the Applicability of HR Analytics in Indian Organizations, ICONDIMST 2017,SASTRA University,Thanjavur,10- 11/03/20017
18. R.Saraswathy (2017) Facets of Learning Organization and Employee Preparedness for Change – Case study of a Public sector Banking Unit. ICONDIMST2017, SASTRA,Thanjavur,10- 11/03/20017
19. R.Saraswathy,(2017) Approach and Channels for accessing tender and non-tender leaf tobacco market in Middle East and Africa (MEA)- An exploratory study, ICONDIMST 2017,SASTRA,Thanjavur,10-11/03/20017

20. R.Saraswathy(2017) Attitude and Self - Efficacy Vs Entrepreneurial Intentions amidst aspiring Entrepreneurs, Research Paradigmin Social Sciences NCRPSS17,MAMBSchool,Tiruchirappalli, 14.03.2017
21. R.Saraswathy(2017) Turnover Intention among Textile Workers: Effects of Engagement and Job Satisfaction, 11th ISDSI International Conference, IIM Tiruchirappalli.
22. R.Saraswathy(2017) Happiness at Work: Does happiness lead to employee satisfaction and employee engagement? 11th ISDSI International Conference, IIM Tiruchirappalli.
23. R.Saraswathy(2017) The axiom: Talent Retention. Does person- organization fit and employee engagement contribute to talent retention, 11th ISDSI International Conference, IIM Tiruchirappalli.
24. R.Saraswathy (2018) A snapshot of the influence of positive psychological capital on academic performance among post- graduate business management students, ATHENAEUM 2018
25. R.Saraswathy(2022) A panoramic study on neuro-marketing,International conference on Edge computing (ICEC 2022)
26. .Dr.r.R.Saraswathy (October 15,2025) *Key Determinants of Veterinary Clinic Location: An Exploratory Study.- 4th National Conference on Future Trends in AI and Digital Empowerment @MAMB School*
27. **Dr.R.Saraswathy (October 15,2025)** *Snapshot of Present and Future Challenges for Security and Privacy in IoT, 4th National Conference on Future Trends in AI and Digital Empowerment@ MAMBSchool*
28. **Dr.R.Saraswathy,January 23, 2025:** Presented at the *National Conference on SMART* at Ayya Nadar Janaki Ammal College, Sivakasi, on *Snapshot of AI in the Insurance Industry: Changing the Game for Efficiency and Customer Satisfaction.*
29. **Dr.R.Saraswathy,January 24, 2025:** presented at an international conference at ICNGT 2025 on *Transformative Horizons in NLP and Conversational AI: Innovations, Applications, and Future Directions.*
30. **Dr.R.Saraswathy,February 15, 2025** presented at an international conference on ICBAI 2025 on *Yoga and Artificial Intelligence: Bridging Ancient Wisdom with Modern Technology for Holistic Well- being*

31. Dr.R..Saraswathy,February 15, 2025 presented at an international conference on ICBAI 2025 on
The Art and Science of Content Writing: Strategies, Trends, and Impact
32. Dr.R.Saraswathy,February 15, 2025 presented at an international conference on ICBAI 2025 on
Revolutionizing Health Tourism: The Transformative Role of Artificial Intelligence in Global
Medical Travel
33. 33.Dr.R.Saraswathy,Workforce Diversity Management through Human Resource Management in
RANE ZF automotive Private Limited at HIMACON 2025,07.03.2025

Patents

1. **2024:** Patent granted for *IoT-Enabled Chemical Mixing Device for Agriculture Farms*.
2. **2025:** Patents granted for: *AI-Based Healthcare Device for Diagnosing Abdominal Diseases*.
3. **2025:**Patents granted for *Portable Food Microbiology Analyzer*

National Magazine Publications

An article entitled “**Knowledge Economy: A vision on the Indian Knowledge Bank**” has published in The Observer of Management Education Vol., Issue 12, Page 54-57, October 2011. **Authors:** R. Saraswathy

Professional Services to Discipline

Reviewer IGI - Global Ad Hoc Reviewer - TBR

Professional Training & Workshop

1. Member of International Society for Training & Developed – served as ‘Treasurer’ of the Trichy Chapter for theyears 2002-2003 and 2004-2005.
2. Organized in partnership with the MBA students a Human resources seminar ‘Thrust’ - 2003 which served as a platform for budding managers to meet up with stalwarts and gain professional insights.
3. Participated in ‘Emerging trends in HR’ Conference-July 2004.
4. IIM Kozhikode – FDP on Data Analysis-May 2009.
5. Participated in the Two day Workshop on Case writing, study and analysis, Organized by Department of Management Studies, M.A.M. College of Engineering and Technology, Tiruchirappalli held on 11th and 12th November 2011.

6. Participated in the Two day **UGC sponsored National Workshop** on Writing and Publishing Research Article in Commerce and Management held on November 19-20, 2011, organized by the Department of Commerce and Financial Studies, **Bharathidasan University**, Tiruchirappalli, Tamil Nadu, India.
7. Participated in the One day Workshop on Methodology for Management Research and Data Analysis, Organized by Department of Management Studies, M.A.M. College of Engineering and Technology, Tiruchirappalli held on 21st January 2012.
8. Participated in a one day **Management Development Program on “Entrepreneurship Opportunities in Small Scale Sectors”** organized by Department of Management Studies, Pavendar Bharathidasan College of Engineering and Technology, Trichy and Centre for Entrepreneurship Development, Gandhigram Rural Institute, Dindigul held on 22nd and 23rd February 2012.
9. Participated in FDP Program – Global Teaching Methodologies organized by HBS Trichy & MAC Singapore on 20.07.2013
10. Participated in How to Build and Manage Great Teams organized by MMA on 31.05.2014
11. Handled ‘Management Development Program’ (MDP) for engineer trainees at Bharat Heavy Electricals Ltd, Tiruchirappalli in September, 2004.
12. Acted as judge the best participants of the paper presentation at Lakshya, Saranathan College of Engineering, on Tiruchirappalli 10/2/2012.
13. Resource person for a Special Lecture on the above mentioned topic "**Cause Marketing and Ethical Issues in Marketing**" 27/04/2013 at HBS, Tiruchirappalli.
14. **Resource Person** for delivering a lecture in NITT-DoMS FDP on ART OF TEACHING 05.03.2014.
15. Resource Person for The Influence of Soft Factors in TQM on 16.04.2014 for National FDP on Quality Management System leads to excellence in TQ at Sudharsan College of Engineering, Pudukottai.
16. Resource Person, for HR domain in Entrepreneurship Awareness Program at MAMCE, Tiruchirappalli.
17. Resource Person- Let’s talk HR at HBS, Tiruchirappalli on 04.09.2014.
18. Resource Person for Entrepreneurial Finance –Entrepreneurship Awareness Program conducted at MAMSE, Tiruchirappalli on 12.09.2014.
19. Resource person for “ Organization Change & Development and International Organizational Behaviour” at DoMs, NITT on 10.09.2015.
20. External Academic Audit for Ayya Nadar Janki Ammal College (Autonomous) Sivakasi on 25.01.2016.

21. Resource person for Emerging Business Strategies in Economic Development, St. Josephs college autonomous, Tiruchirapalli on 14.12.2016.
22. Resource Person for External Member for Doctoral Research Meeting in Kalasalingam University, Krishnana Koil on 06.10.2016.
23. Resource Person for Two Days Research Colloquium on Business and Social Sciences "Handling Roses and Thorns in research at NITT on 30.04.2017.
24. Participated in Shaastra Relaunch (career returnship conference for women) will be conducted on the 5th and 6th of January 2019 at IIT Madras campus.
25. Resource Person for a workshop on 'The Need for Leadership skills for MBA Professionals' on 08.08.2022 organized by Sree Sastha Institute of Engineering & Technology, Chennai.
26. April 22, 2024: Chief Guest for Graduation and Annual Day 2024 at Little Flower Matriculation School, Tiruchirappalli.
27. May 8, 2024: Delivered a Guest Lecture for the Department of Management Studies, NITT, on Ethical and Moral Dilemmas.
28. May 26th, 2024 served as an expert panellist for the MBA final interview selection at Joseph Institute of Management, Tiruchirappalli
29. July 8, 2024: Served as the Chief Guest for the Inauguration of the Association at Jamal Mohamed College, Tiruchirappalli
30. February 1, 2024 – July 31, 2024: Served as a Guest Lecturer for the ICE Department, National Institute of Technology, Tiruchirappalli, teaching Professional Ethics for Engineers.
31. On October 14, 2024, served as a Resource Person for Module I in a Six-Day FDP on Research Methodology Using AI Tools at MAM B School, providing expertise on integrating AI tools in research processes.
32. October 15, 2024: Chief Guest for Republic Day Celebrations at Sankara Matriculation School, Tiruchirappalli.
33. January 12, 2025 Distinguished Guest for Book launch and promotion of book titled The Power of Paradox by Daji Kamlesh D. Patil
34. 10th February 2025 to 25th February 2025, Advance Computing, Super Computing, AI Quantum Computing
35. 17th February 2025 to 21st February Integrating Sustainable Development and Innovation in Academia: A holistic Approach to Teaching and Research, Holy Cross College, Tiruchirappalli

FDP and Workshops Organized

Sl.No .	Name of the Program	Date	Name of the Resource Person	Name of the Faculty
1.	‘Research Methods using SPSS’	28.06.2014& 29.06.2014	Dr.Deepa & Dr.Gemini V.Joy (VIT) Vellore	Dr.R.Saraswathy Convener & Organizing Secretary
2.	<i>‘One –Day Faculty Development Program on</i> “Management Employability Instructional Tools”	08.09.2011	Dr. S. Selvam Director, Centre for University & Industry Collaboration Anna University, Chennai	Dr.R.Saraswathy Convener & Organizing Secretary
3.	<i>‘Two-Day Workshop on</i> “Case Writing, Study and Analysis”	11 th &12 th November,2011	Dr. Hari Sundar.G. Ram (VIT) Vellore & Dr.Gemini V.Joy (VIT) Vellore	Dr.R.Saraswathy Convener & Organizing Secretary
4.	<i>‘One - Day Workshop on</i> “Methodology for Management Research & Data Analysis”	21.01.2012	Dr.M.Kannadhasan Indian Institute of Management (IIM) Raipur	Dr.R.Saraswathy Convener& Organizing Secretary
5.	FDP on "Professional Development of Management Teachers"	14.02.2012	Dr.David Jawahar BIM	Dr.R.Saraswathy Organizing Secretary
6.	Week -Long Workshop on “Business Analytics”	24.04.2012 to 27.04.2012	GBS Consultants	Dr.R.Saraswathy Convener& Organizing Secretary

7.	One Day session on "Talent Management from an Employer Branding Perspective	07.12.2012	Mr Ambal Ramachandran, Director, SurgeForth Technologies Pvt Ltd, Chennai	Dr.R.Saraswathy Convener& Organizing Secretary CII – EEFHR Champion
8.	One day session on “ Women’s Wellness Programme ”	16.03.2013	Dr.Rajaram & Mrs.Meera Suresh Athma Institute of Mental Health & Social Sciences , Trichy	Dr.R.Saraswathy Convener& Organizing Secretary
9.	‘One - Day Workshop on “ Methodology for Management Research & Data Analysis ”	27.09.2013	Mr.Premkumar Arhant Solutions	Dr.R.Saraswathy Convener& Organizing Secretary
10.	‘One - Day Workshop on “ Entrepreneur DNA ”	11.01.2014	Mr.Sivarajan, Founder & Director Native Lead foundation	Dr.R.Saraswathy Convener& Organizing Secretary
11.	One - Day Workshop on “ Functional Management ”	18.01.2014	Mrs.Archana MD,Jolly Events, Chennai	Dr.R.Saraswathy Convener& Organizing Secretary
12.	‘One - Day Workshop on “ Innovation ”	01.02.2014	Mr. Shankar Narayanan, Managing Partner, Yunani(Corporate Services)	Dr.R.Saraswathy Convener& Organizing Secretary
13.	Weeklong workshop on Data Analysis-Bivariate & Multivariate	10.03.2014 to 14.03.2014	Dr.R. Kasi Lingam Pondichery University Dr.R.Saraswathy MAMCET Dr.M.Hemalatha MAMCE	Dr.R.Saraswathy Convener& Organizing Secretary
14.	One day Workshop on Idea Canvas	15.03.2014	Mr.Sivarajan, Founder & Director Native Lead foundation	Dr.R.Saraswathy Convener& Organizing Secretary

15.	One day Workshop on “Entrepreneurial Personality Development	22.03.2014	Dr.R.Saraswathy MAMCET	Dr.R.Saraswathy Convener & Organizing Secretary
16.	One day workshop on Pitchfest	06.09.2014	Mr.Stalin Mr.Thaiarasan Nativelead Foundation	Dr.R.Saraswathy Convener & Organizing Secretary
17.	One day personality development program on Success Vision	12.09.2014	Mrs. Ms. Padmaja S.N, Chief Training Consultant, Victory Insights	Dr.R.Saraswathy Organizing Secretary

Symposium conducted

S.No.	Program Name	Date	Name of the Guests	Events	Role
1.	ManuSmriti	November 23,2004	Mr.Mathur, ED BHEL	Manufacturing Conference	Organizing Secretary
2.	CANDEO - National Level Management Meet	February 29, 2012	Dr.B.Godwin Tennyson- IIM- T Dr.K.Parthasarathy Director, IECD	Warriorz Parade Bazaar Warriorz Wall Street Warriorz Liason Warriorz Star Warriorz	Dr.R.Saraswath y Convener
3.	CANDEO - National Level Management Meet	February 27 & 28,2013	Mr.K.ChandrasekaranRegio na l General Mangaer The Hindu Mr.Anthony Antic National Head Marketing- Dexlar Dr.Sundar BIM,Trichy	Manz-Best Manager Bidz- IPL Bidding Talenz-HR event Walkz- Corporate Show Buzz- Business Quiz Varietyz-	Dr.R.Saraswath y Convener

			Dr.N.Senthil kumar Anna University, Chennai	Variety Show	
4.	YuTry-CII Sharpen Your Saw	January 8 & 9 2015	National Level Conference on Entrepreneurship Organized by Confederation of Indian Industry (CII) & Young Indians (YI) Trichy chapter.	Business Plan Contest	Dr.R.Saraswathy Coordinator
5	She Shines - Entrepreneurial Summit	February 8-9 th 2024	National Level Women entrepreneurial Summit	Start up & Bpaln summit	Dr.R.Saraswath y -Convener
6	One-day funded National Seminar	October 17, 2024	National Seminar	<i>The Role of AI in the Insurance Industry in collaboration with the Insurance Institute of India and Thanjavur Insurance Institute.</i>	Dr.R.Saraswath y -Convener
7	One day International Conference	February 14,2025	International Conference	<i>AI for Collaborative Innovation: Bringing Academia to Industry</i>	Dr.R.Saraswath y Convenor

8	One day intercollegiate management program	March 5,2025	An Inter-Collegiate Management Meet	<i>Management simulation & Business Plan competition</i>	Dr.R.Saraswath y Convenor
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MDP/FDP/Workshop Organized

Sl. No.	Title and Nature of the program	DP/FDP/Seminar/ Workshop	Duration (No. of days)	Programme date(s)	Revenue Generated	No. of Participants
1	Art of Living Youth Empowerment and Skills (Yes plus) Workshop introduced for I PGDM students	SDP	3	4.12.2015 to 6.12.2015	1,15,000.00	120
2	Personal Effectiveness Workshop for HPCL Officers	MDP	2	27th & 016	80,000.00	60
3	Management Dealer training program	MDP	2	27th & 28th January,2016	80,000.00	60
4	Coordinated with ROSS school of Business	Entrepreneurship	1	28.03.2016	Probono	12
5	Research Orientation & Philosophy– Challenges & Way Forward	FDP	1	13.08.2016	21,750.00	44
6	Hitech Arai ,Madurai Talent Management, Change Management Work Life Balance	MDP	3	18.06.2016, 27.06.2016, 08.07.2016	91,027.00	95
7	Apollo Hospitals,Madurai	MDP	21 sessions	27th & 28th January,2016	105 ,000.00	40
8	JUMP TVS groups	Executive education	6 months	October 2016 -	5,19,750.00	20

				March 2017		
9	Digital Marketing	MDP	1	17.08.2016	45000.00	18
10	Performance Leadership TVS Groups	MDP	2	7th-8th Feb,2017	1,50,750.00	30
11	MS Project	MDP	2		1,06,200.00	25
12	Interpersonal Effectiveness for HPCL Officers	MDP	2	March 7th & 8 th , 2017	90,700.00	25
13	Interpersonal Effectiveness for HPCL Dealers	MDP	2	March 9 th & 10 th , 2017	90,700.00	25
14	Interpersonal Effectiveness for Apollo Hospitals	MDP	6 sessions		30,000.00	30
15	'One Day Workshop on Communication Skill and Personality Development' for Ms Sheladia & Associates of USA	MDP	½ day program	07.04.2017	27,500.00	40
16	JUMPIII	MDP	6 months	still October 2017	519750.00	20
17	Change Management Aparajitha	MDP	1	12.09.2017	27,500.00	30
18	Work Life Balance Hitech Arai	MDP	2	23.11.2017	519750.00	25
19	UDAAN TVS	MDP	2	11.07.2017 15.09.2017	90000.00	50
20	Time Management CII	MDP & Workshop	1	21.03.2018	Probono	40
21	Time & Stress Management For TVS Chakra	MDP & workshop	1	29.07.2022	Probono	30

22	TVS Sundaram Industries Private Ltd	MDP & 1 workshop	29-07-2022	Probono	30
23	TVS Sundaram Industries Private Ltd	MDP & 1 workshop	26-11-2022	Probono	30
24	TVS Sundaram Industries Private Ltd	MDP & 1 workshop	22.06.2024	Probono	30
25	Financial Education for Young Citizens	Workshop	2	16.10.2024 to 17.10.2024	Probono
27	Advanced MDP The Power of She: Women's Journey to Business Leadership MSME funded FDP at NIT	Resource Person	6	08.12.2024	10000 50
28	Advanced MDP on "Navigating Business Success through Networking, Strategy Implementation and Risk Management" sponsored by MSME from 17th February to 22nd February 2025.	Resource Person	6	17.02.2025 to 22.02.2025	15000 50

Consultancy Projects

Sl.No	Name of the Client	Domain title	Assignment period	Revenue
1.	Smart Home Furniture	Service Orientation	6 months	1,00,000 /-
2.	Loyal & Valli Textiles Kovilpatti	Employee Profiling	6 months	3,20,000/-
3.	AKKV Nadar School, Madurai	Strategic Service Orientation	3 months	50,000/-
4.	Loyal & Valli Textiles Kovilpatti	Happiness Index & Talent retention	6 months	2,50,000/-

5.	SIRF,TVS Madurai	Rubber	Employee Opinion survey	3 months	1,00,000/-
6.	JK Fenner, Madurai		Societal Perception Survey	1 month	30,000/-
7.	Apollo Hospitals, Madurai		Training Need Analysis Training	1 week	15,000/-
8.	TVS Group		Need Analysis	1 week	50,000/-
9.	HPCL Dealer		Customer & Employee Audit& Engagement	6 months	1,00,000/-

Administrative Responsibilities

Sl.No.	Post held	Function	Duration
1.	Head of the Department - Management Studies, MAMCET	To provide strong academic leadership. To lead, manage and develop the department to ensure it achieves the highest possible standards of excellence in all its activities-teaching, research, curriculum development, communication, external relations, empowerment, people and resource management.	July 2011 – July 2015
2.	Human Resources Manager - MAMGI	Recruitment, staffing ,Training and development, conducting performance appraisal, compensation and benefits, Leave, staff welfare, manpower planning Change agent, strategic partner , Retaining &relieving, Payrol processing.	September 2013- June 2014
3.	Women's Forum – President- MAMGI	Ensure women enrichment, empowerment and engage women in wellness programs.	January 2012 -April 2015
4.	Governing Council Faculty Member- MAMCET	Represent faculty concerns and welfare measure to the Governing council.	September 2011- July 2015
5.	Attendance Convener- MAMCET	Oversee monitoring, screening, maintenance of records of attendance and conduct review of attendance and condonation of shortage of attendance of students.	July 2011 - July 2015

6.	Budget Coordinator- MAMCET	Planning and control of budgets, conduct budget meetings, coordinate department budgets, validate and approve budgets.	July ,2011 - July 2015
7.	Shape (Special Interest Group)- Convener- MAMCET	Design and execute activities to shape the holistic development of students.	September 2012- June 2014
8.	DC -Coordinator MAMCET	The Coordinator is responsible for developing a sustainable entrepreneurial culture that fosters entrepreneurship across the campus Develop, coordinate and implement programs and tools that build entrepreneurial momentum including: Entrepreneurial Boot Camps, and Business Plan Competitions including Student Business Plan Competition Research and benchmark best practices in Entrepreneurship	September 2011 - September 2013
9.	Nativelead Foundation Coordinator MAMCET	Liaison and coordinate with Angel Investor groups for the Youth Ventures Program to. build and sustain a co-creation based entrepreneurial eco system for innovative start-ups to take shape and progress.	January 2013- July 2015
10.	AMCET Magazine Coordinator	Responsible for In-house magazine publishing. Selecting, reviewing & arranging material for publication.	July 2012 – September 2013
11.	ISO Department Coordinator- MAMCET	Liaison with Institutional ISO Coordinator and also act as internal auditors to ensure quality.	July,2011 – September 2013
12.	CII –EEF –HR Champion Trichy	Champions to coordinate with the respective Institute delegates to come up with the agenda/calendar of events for every quarter and liaison with CII and ensure industry institute connect.	July 2012 – July 2013

13	Dean MDP & Consultancy TSM, Madurai	Brought in MDPs, motivated faculty to conduct MDP, FDP & Consultancy.	August 2015 - April 2018
14	Dean International Outreach, TSM, Madurai	Supported the extension and adaptation of educational content and teaching programs for collaborative partnerships with tertiary institutions to cater to interdisciplinary global challenges.	August 2015 - April 2018
15	Entrepreneurship Coordinator	Candid Talk, Business Plan & Pitch Fest, Idea Generation workshop Entrepreneurship Awareness Camp, Liaised with TIE and coordinated the Entrepreneurship Course, Jointly framed the syllabus, coordinated with the entrepreneurs for the delivery of the session, conducted business plan competition, conducted internal assessment and graded the students. Instilled the spirit of entrepreneurship amongst students and bolstered few student entrepreneur.	August 2015 - April 2018
16	Facilitator –TIE Chennai	Coordinating and Mentoring Entrepreneurs.	January 2022 till date

Projects on External Funding

Sl. No.	Title of the Project	Amount in Rs.	Funding Agency	Period
1.	Capacity Building Workshop for enhancing employability skills of disabled youth.	1,50,000	RGNIYD Rajiv Gandhi National Institute for Youth Development, <u>Sriperambudur</u>	November 2014 - February 2015
2.	Data Analytics for Business Decision Making.	6,00,000	AICTE Scheme Of "Faculty Development Program" As Grant-In-Aid During The Financial Year 2014-2015	January - February 2015

3	FDP on Women in Cybersecurity and Disaster Management: A Strategy Framework for Sustainable Safety	1.00,000	ATAL AICTE	January,20 th - January 25 th ,2025
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