

Dr. Brindha Natarajan

Faculty in Management Studies (HR & Marketing)

Srimati Indira Gandhi College,

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Professional Experience: As on 31- 03-2024 Total Experience in Teaching: 22.05 years.

Specialization: Human Resource Management and Marketing.

Computer Skills:

Post Graduate Diploma in Computer science.

Working knowledge of M.S. Office and Internet & Research Statistics.

Effective usage of the computer aid in Teaching, Training & Research.

Educational Qualifications:

YEAR	NAME OF UNIVERSITY	DEGREE
2011	Bharathiyar University, CBE	Ph.D
2008-2010	Bharathiyar University, CBE	M.Sc
2005	Alagappa University, Karaikudi	M.Phil
1998-2000	Bharathiyar University, CBE	M.B.A
1995 – 1998	Bharathiyar University, CBE	B.Sc

Other Qualifications:

- Post Graduate Diploma in Computer Applications
- Diploma in Counseling Psychology
- Diploma in Child Psychology
- NPTEL certified FDP and course in HRD
- NPTEL certified FDP and course in Positive Psychology
- NPTEL certified FDP and Course in Cognitive Psychology
- Certified in Train the Trainer (TTT) from Lookinglass HR PVT LTD.

Membership in Professional Bodies:

- Coimbatore Management Association
- The Coimbatore Productivity Council
- Indian Academic Researchers Association, Trichy
- National Human Resource Development, Coimbatore.

Professional Experience:

19.08.2019 to 31.05.2024	Professor at Akshaya Institute of Management Studies, Coimbatore
01.09.2015 to 06.08.2019	Professor at University of Buraimi, Oman
26.02.2014 to 31.04.2015	Professor at Karpagam College of Engineering, Coimbatore
01.04.2011 to 25.02.2014	Associate Professor at Karpagam College of Engineering, Coimbatore
09.04.2009 to 31.03.2011	Assistant Professor at Karpagam College of Engineering, Coimbatore
01.07.2007 to 31.12.2007	Assistant Professor at Guruvayurappan Institute of Management Studies, Coimbatore
17.08.2005 to 12.07.2006	Lecturer at PSNA College of Engg. and Tech, Dindigul
29.11.2001 to 16.08.2005	Lecturer at Sri GVG Visalakshi College, Udumalpet

Profile:

- I am responsible for the academic activities and Accreditation initiatives of the Management studies department.
- During NAAC evaluation, I made significant contributions towards meeting the requirements of Criteria 3.4 and 3.5.
- I was responsible for Women Empowerment Cell and Entrepreneurship Development Cell for the whole Engineering College and Management Studies Department from 2010 to 2015.
- From 2012 to 2014, I served as the Timetable In-charge for the Management Studies department.
- I am capable in teaching core HR related papers, Marketing related papers and Psychology based papers.
- I have served as a Resource person for Management related Workshops and have delivered numerous guest lectures.
- I have experience in conducting Faculty Development Programs and national-level symposiums.
- I am capable in Training students in Soft Skills and Personality Development.
- I have organized programs related management events, conferences, seminars and numerous extension activities.
- Since 2020, I have been serving as the Club Advisor of the Rotaract Club of Akshaya IMS, and I have been running the club with great passion.
- Since the year 2020, I have been volunteering as a freelancer for counseling and mentoring of Tamil medium Government School students and teachers in Tamilnadu through the NGO called, Bumble B Trust using their mobile app named Kalvi 40.
- I am interested in short story writing and fee-lance writer in few Tamil regional magazines.

SUBJECTS HANDLED IN MBA

- Management Concepts and Organizational behavior
- Human Resources Management
- Strategic Human Resource Management
- Negotiation and Conflict management
- International Human Resource Management
- Industrial relations and Labour Legislations
- Marketing Management
- Consumer Behaviour

Patent:

The Effect of Online Marketing on Consumer Purchasing Behaviour – An Investigation.

ARTICLES & PUBLICATIONS:

S.No	Title of the Article	Name of the Publishers, Vol.No. and page.
1	Comparative study between BPO and KPO" has been published in GIM Journal Of Management	Vol 2, No.2, Jan - June 2007 - pp 59-67- (ISSN – 0974-0708).
2	Working Women and Stress" has been published in Women's Link	Vol -14, No-4, Oct – Dec - 2008. pp 7-9 &16.
3	Assertiveness – a way to distress	Genesis Resonance, Vol -1 issue – 1, Sep- 2008
4	Quality of Management Studies in Distance Education – Issues and Challenges in Asia	SHEJ- SRDE Journal of Higher Education, Vol.1 No.1, November 2008, pp 15-18.
5	Relentless Efforts for Efficiency	GIM Journal of Management, Vol.3, No.2, July- Dec 2008. ISSN 0974-0708
6	Customer Preference of on-line shopping with reference to Coimbatore and Erode Cities	SONA Journal of Marketing Research, Vol-1, Issue -1, Jan 2009, pp 42-50

7	Determinants of Work Family Conflict - An Ethical Review	Karikadharma, Ethical Transformation of Contemporary Business pp 124-131, ISBN: 978-81-909150-3-8
8	Retail Internationalisation – Opportunities in the Indian Retail Landscape	Emerging Trends in Retailing Industry, ISBN: 978-81-7273-537-1
9	Talent Management – An Overview	Managerial Strategies for excellence Edited Volume, 2010, N.Pachanathan, Scitech publications, Chennai, pp. 298-304, ISBN : 978-81-8371-290-3.
10	Growing green investments in Globalization	Synergize green to gold, Edited Volume 2010, pp.37-43, ISBN: 978-81-908455-5-7
11	Enhancing Interpersonal Relationship-A Best HR Practices	Nehru Journal of Management and Research, Issue 3, Volume 1, ISSN-2230-7974, pp.72-75
12	Recruitment Services in Services Industry	Challenges and Issues in Services Marketing, First Edition: July2011, ISBN: 978-81-907494-2-8. pp 275-278
13	Perceived Stress, Work-Family Conflict of Air Warriors from their life style - A Descriptive Study at AFAC, Coimbatore	International Journal of Business Economics and Management Research Volume 2, Issue 10, (Oct 2011), ISSN 2229-4848. pp. 74-88
14	The impact of Role Variables in Work-Family Conflict among Merchandisers of Knitting Industries in Tirupur District	International Journal of Human Resource Management and search Volume 2, Issue 3, (Sep 2012), ISSN 2249-6874. pp.50-60. (Impact Factor (JCC) 2012: 2.9966)
15	A study on telecommunicating as a Coping Strategy for Work-Family Conflict	International Journal for Scientific Research, Peer Review & Referred Multi Subject Journal, Vol 3, Issue 7 July 2014. ISSN No. 2277-8179. Impact Factor – 1.8651, Pp – 36-39
16	Influence of Work Related Stress on Work Family Conflict: A Study among Marketing Professionals in Coimbatore District	PERIPEX – Indian Journal of Research, Peer Reviewed & Referred International Journal, ISSN No – 2250-1991, Vol:3, Issue:7, July 2014, Impact Factor – 1.6714, Pp 47-49
17	Entrepreneurial Self Efficacy and Continuation of Business of the Small	International Journal for Scientific Research, Peer Review & Referred Multi Subject Journal,

	Scale Entrepreneurs in TANSIDCO, Coimbatore.	Vol 3, Issue 9 July 2014. ISSN No. 2277-8179. Impact Factor – 1.8651, Pp – 3-5
18	A Study on Job Satisfaction of Paper & Pulp Mill Employees in Dindigul District, Tamilnadu, India	International Journal of Applied Engineering Research Print, ISSN 0973-4562, Online ISSN 1087–1090, Volume 10, Number 39 (2015) pp. 29672-29678 (H Index: 3) SCOPUS INDEXED
19	Self Efficacy of employees in public sector enterprises with reference to salem Steel plant	International Journal of Business and Administration Research Review, Vol. 1, Issue.12, Oct - Dec, 2015. Peer Reviewed, Listed & Indexed, E- ISSN -2347-856X - ISSN
20	OCB of Employees in Public Sector Enterprises with Reference to Salem Steel Plant.	International Journal of Research in Business Management (IMPACT: IJRBM) ISSN (E): 2321-886X; ISSN (P): 2347-4572 Vol. 4, Issue 3, Mar 2016, 1-10
21	Fostering a Diversity Culture in Business: Power and the Recruitment of Ethnic Minorities.	International Journal of Business Research and Management (IJBRM), Volume-7: Issue-2: 2016
22	An Overview of Endorsing Early Reading Culture in English with Arab Students in Oman.	Global Journal for Research Analysis, ISSN No 2277 – 8160, Volume-5, Issue-11, November – 2016, IF : 3.62; IC Value 70.36. Pp – 90-92.
23	An Overview of Endorsing Early Reading Culture in English with Arab Students in Oman	Global Journal for Research Analysis, Volume: 01, Issue:03, Pp. 253-262
24	Time Management & WLB among Women Employees in Buraimi's Banking Sector	EPH International Journal, ISSN: 2208-2190 - Volume 4 Issue 3 March 2018. Pp. 1- 8
25	Positive psychology based Educational Institutions – Review of the interventions for the well-being of the students	National Symposium on Bridging Education & Industry for Next Generation (BEiNG'18), College of Applied Sciences, Suhar, Sultanate of Oman.
26	Forecasting the Implication of Block chain Technology in Banking Industry	A Journal of Composition Theory, ISSN: 0731-6755, Volume XII Issue IX SEPTEMBER 2019. Pp. 239-250

27	Adjustments of Qualified Expatriates: Evidence from the GCC	34 th International Business Information Management Association Conference (IBIMA), 13 – 14 November 2019, Madrid, Spain, Conference Proceedings ISBN 978-0-9998551-3-3, Editor Khalid S. Soliman. Pp. 9739-9746
28	Expatriate Instructors in the Middle East: Adjustment COVID-19	Proceedings of the 36 th International Business Information Management Association Conference (IBIMA), 4 – 5 November 2020, Granada, Spain, Conference Proceedings ISBN: 978-0-9998551-5-7, Published in the USA). (Web of Sciences, SCOPUS, Engineering Village, etc. are indexed by Thomson Reuters (Web of Sciences) Since 2006 and by SCOPUS INDEXED since 2005.
29	Ecological Environment in Trade Union Organization Part of Implementation in Action.	Journal of Environmental Protection and Ecology, Official Journal of the Balkan Environmental Association Vol.24., No 6, (2023)
30	An Evaluation of the Ganga River's Carbon flow and its impact on India's Nutritional and Climate Change Paper	ID gnest_05216, Global NEST Journal, https://journal.gnest.org/publication/gnest_05216 . Paper in online from 17.08.2023.

FDP / MDP / STTP / Workshop / Convention – Participation

S.No	Title of the Paper	FDP/Work Shops	Venue	Date
1	Education – Key to Nation Building	One-day seminar	Bharatiya Vidya Bhavan, Coimbatore.	March 27, 2004
2	Quality Assurance, a Post Accreditation Mandate.	Southern Regional Workshop (sponsored by NAAC)	Sri GVG Visalakshi College for women, Udumalpet.	June 22, 2005.
3	Effective Management Teaching and Science of Article Writing and Art of Publishing it	2 days FDP	Sree Saraswathi Thyagaraja College, Pollachi.	October 16&17, 2007

4	Business Research Methods and Models	SEM Applications in Business Research	Cochin University of Science & Technology	3 rd March 2008
5	Pedagogy	3 days Faculty Development Workshop	XIME – Cochin	Sep 27 th 2008.
6	Work Shop on SPSS	3 days work shop	Jansons School of Business	7 th – 9 th Aug 2009
7	Entrepreneurial Promotion creating Job Providers	3 days workshop	Karpagam College of Engineering	20 – 22 Oct 2011
8	Writing Research Article	1 day Workshop	KSR College of Technology	10 th May 2013
9	Creativity & Innovation	2 days Workshop	XIME, Bangalore	21-22 Nov, 2014
10	Effective Course Design and Delivery to Attain Better Student Engagement	3 days workshop	University of Buraimi, Sultanate of Oman.	16 th – 18 th of July 2018
11	Understanding Outcome Based Education	7 days workshop	Shrimati Indira Gandhi College, Trichy.	10 – 18 June 2024

Papers Presented in National conferences

S.No	Title of the Paper	Seminar/ Conference	Venue	Date
1	Indian Incorporations – Position and Performance in Global Environment.	‘Globalization – Its Impact on Export Market’	Vidhyasagar Arts and Science, Udumalpet,	Feb 17, 2004.
2	Ensure Truthfulness – More Ways Than One	‘Corporate Culture and Ethical Climate’	Sri GVG Visalakshi College for women, Udumalpet,	Sep 29, 2004.

3	Globalisation on Service Sector.	'Global Business Strategies,	Navarasam Arts and Science College for women, Erode.	Dec 27, 2004.
4	Green Marketing	Globalisation Marketing Trends	PSGR Krishnammal College for Women, Coimbatore,	Sep 6&7, 2005.
5	Strategies for Retaining Human Resource	HR Practices in the Knowledge Management Era	Karpagam College of Engineering, Coimbatore.	Feb 24, 2006
6	E-tailing.	Retail Marketing	PSGR Krishnammal College for Women, Cbe.	Aug 22, 2007.
7	Ethical Consumerism.	Corporate Social Responsibility	Karpagam College of Engineering	September 24, 2007.
8	Innovative HR strategies in Globalisation	Emerging Paradigms in Management Practice – A Journey towards Business Excellence	Guruvayurappan Institute of Management,	October 06, 2007
9	Environmental & Social Forces in Multi Disciplinary Research.	5 th National Conference on Business Research.	PSGIM, Coimbatore	Nov 16 th and 17 th 2007.
10	Personal Knowledge Management	Information Technology	PSNACET, Dindugal	Feb 16 th 2008.
11	CRM Practices in Banking Industry	Changing face of Indian Banking	GRD School of Commerce & International Business.	Feb 21 st 2008

12	The Credit Card as a Credit Scheme – Success with some issues	Banking in the era of diverse development paradigms: from financial inclusion to special economic zones (Supported by UGC and CSEZ)	Cochin University	3 rd March 2008.
13	HR in Governance	Business Ethics, Corporate Governance and Social Responsibility. (UGC Sponsored)	Pondicherry University,	April 12 th and 13 th 2008
14	HR Practices – Manufacturing Sector	Innovative Business Strategies for the Indian Industry – Future Outlook	Guruvayurappan Institute of Management.	Sep 27 th 2008.
15	Work-Life Conflict – A virul fever to the Personal Satisfaction	Innovative Business Strategies for the Indian Industry – Future Outlook	Guruvayurappan Institute of Management on	Oct 10 th 2009
16	Corporate Social Responsibility & Ethics to maintain Human Resources	Legal and Regulatory Frame Work for Corporate Sector.	Dr.N.G.P Arts and Science College.	17 th Feb 2010.
17.	Retail Internationalization – Opportunities in the Indian Retail Landscape.	Emerging Trends in Retailing Industry.	SNR Sons College.	20 th March 2010
18.	Work-Family Conflict – An Emerging Issue in South India	Business Strategies for Sustainable Growth YUKTHI'10	Karpagam College of Engineering	29 th October 2010
19.	Social Support – Work-Family Conflict – An Overview.	Emerging Trends in Global Business.	RVS IMS & RVS CET	10 th Sep 2011.

20	Role of Entrepreneurs in Indian Economy	Rural Empowerment for Economic Growth - Indian Perspective	Coimbatore Institute of Engineering and Technology	11 th and 12 th April 2012
21	Reinforcing a Learning Climate for a Better Culture with reference to Garment Retailing Sector in Coimbatore	HR - SUMMIT	IIM Kozhikode	14-16, March 2014.
22	Impact of CSR activities in Personality Development with PG students at Coimbatore.	Sustainability and Corporate Social Responsibility (SCSR-23)	RVS Institute of Management Studies	31 st October 2023

Papers Presented in International Conferences

S. No	Title of the Paper	Seminar/ Conference	Venue	Date
1	-	Strategic HRM	PSGIM, Coimbatore.	July 30&31 2007
2	Challenges of Marketing Plan in Products and Advertising – Globally	Managerial Issues in Globalised Era	Sree Amman College of Arts and Science, Erode,	October 17 th & 18 th 2007.
3	Changing HR Practices in Banking Sector	Changing Role of Banks – A Global Perspective,	Karpagam Arts and Science College, Coimbatore	January 10 th - 12 th 2008
4	Quality of Management Studies in Distance Education in Indian Universities	Reforms in Higher Education in Asia	Cardamom Planters Association College, Bodinayakanur, Theni	March 3 rd - 5 th 2008
5	HR Strategies in Indian IT – ITes Sector –Challenges and Opportunities	Globalisation – Impact, Challenges and Opportunities	St.Joseph’s College of Arts and Science, Cuddalore	March 14 th &15 th 2008.
6	Managing Diversity- A Challenge in Global Business	Complex Human Force	Dr.MGR University	April 3 rd & 4 th 2009
7	Social Support and Work – Family Conflict – An outcome of Recession.	Rebooting strategies for Global Recession.	Tiruppur Kumaran College for Women	20 th August 2009.

8	Work – Family Conflict an emerging Issue.	Innovative Practices in Management.	Paavai Engineering College.	31 st Dec 2009
9	Work Place Conflict – One of the Challenges During Recession.	Global Recession and its Impact.	Nehru institute of Management Studies	18 th Feb 2010
10.	Non – Monetary Rewards – A Psychological Approach.	Challenges of Indian Business in Global Economy.	Annai Mathammal Sheela Engineering College.	23 rd Sep 2011.
11	Entrepreneur with CSR towards Indian Economy	Innovation and Entrepreneurship in a networked world – ICIE 2012	SIIMS, Pollachi	11 th -12 th May 2012
12	Transformation Leadership for Organisational Effectiveness	Impact of Global crises in Indian Business	Annai Mathammal Sheela Engineering College.	14 th Sep 2012
13	Impact of Education on Management Studies to Decide their Profession as Entrepreneurs	Impact of Global Crisis on Indian Business Scenario	Vivekananda College for Women	4 th Jan 2014
14	Self Efficacy & Self Motivation	Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management	19 th Feb, 2016.
15	Business Process Re-Engineering and Change Management	Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns	Rathinam College of Arts & Science, Coimbatore.	18 th August, 2016.
16	National Symposium on Bridging Education & Industry for Next Generation (BEiNG'18).	Positive psychology based Educational Institutions – Review of the interventions for the well-being of the students	College of Applied Sciences, Suhar, Sultanate of Oman.	2 nd and 3 rd MAY 2018
17	G20 – Impact on Indian Industries	Perceptions of Sustainable Entrepreneurship in Developing Economy.	Angappa College of Arts & Science, Coimbatore.	10.08.2023

Programs during 2020 – 2022 in online

Sl.No	Institution and Department	Title	Date
1	Sri GVG Visalakshi College for Women, Udumalpet. Department of BBM(CA)	Your Touch... Your Window... Your Identity... (Entrepreneurship)	06.05.2020
2	Nehru Institute of Technology Department of Science and Humanities	Entry into College... Life Changing Period (Induction Program)	14.10.2020
3	Nehru Arts and Science College Department of Physics	Promotion of Universal Values (Induction program)	02.02.2021
4	Karpagam University Faculty of Arts and Science and Humanities Department of Commerce (B.Com & M.Com)	Emotional Intelligence – Secret of Leadership	23.02.2021
5	KG College of Arts and Science Department of Commerce & HR Club	HRM from Text to Practice – A View	25.02.2021
6	EDUMATE.TV GUIDE and SEEK	Purpose and Scope of Career Counseling	07.05.2021
7	Pearlcity Academy for leadership and Management Skills (PALMS), Tutikorin.	Mindfulness – A Positive Relationship Tools (Training Program)	12.08.2021
8	Mar Dionysius College, Kerala, Pazhanji. Department of Travel and Tourism	Research – A Holistic View	13.08.2021

9	SNMV College of Arts and Science Department of IT	Attitudes and Social Responsibilities (induction Program)	18.09.2021
10	Sri GVG Visalakshi College for Women, Udumalpet. Department of BBM(CA)	Personality Development - A New Perspective 'Shaping the Inner you'	22.10.2021

PERSONAL INFORMATION

Name : Brindha Natarajan
Date of Birth : 26 June 1978
Father's Name : Mr. S. Natarajan
Age : 46 Years
Sex : Female
Nationality : Indian
Marital Status : Married
Permanent Address : 1-2, Nanjammal Lay Out,
Premier Nagar,
Othakkal Mandapam,
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