

DR.R.SARASWATHY



“Leveraging my passion for learning and teaching, I strive to bring out the best in everyone”.

Unique value proposition:

- ✓ I have tremendous love for improvement and place a high standard on continuous learning. I possess a calm attitude and superb understanding of young adult’s needs. I aim to provide a stimulating learning environment that encourages individuals to trust their own opinions, while fostering confidence so that one can realize their full potential.
- ✓ I am a strong believer in leadership and empowering people to take ownership of their positions and processes. I strive to create a positive and motivating environment that nurtures future leaders and high performers.



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Trichy, India

Skills & Competencies

Leadership

Talent Development

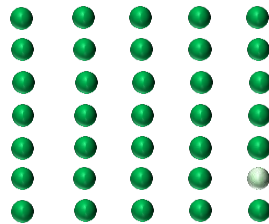
Customer Engagement

Executive Communication

Program Management

Accounts Management

Ecosystem Enablement



Academic Qualifications

Business Intelligence and Advance Analytics

2017-2018

Indian Institute of Management, Bangalore

Doctor of Philosophy (PhD)

2008-2011

Employer and Employee Branding

National Institute of Technology, Trichy

Master’s in Business Administration

1992-1994

Marketing and Finance

National Institute of Technology, Trichy

Bachelor’s in Business Administration

1989-1992

General Management

Bharathidasan University, Trichy

Language Proficiency

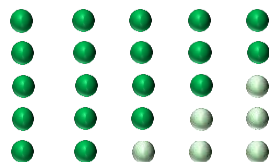
Tamil

English

Hindi

French

German



Personal Details

Born 09-07-1971 / Indian / Married

International Exposure

Work as well as living experience across international cultures spanning through USA, Continental Europe and Japan.

Career Highlights

I have about 20 years eclectic experience in teaching, research, corporate and consulting.

More than 35 research based publications (case studies/papers/book chapters) in the space of Employer Attractiveness, Employer Branding, Employee Branding, Talent Retention, Employer Engagement, Happiness at Workplace, HR Analytics, and Positive Psychological Capital.

Inculcated consulting and training as a revenue realization arrow head within an academic spectrum where revenue generation was primarily based on student’s fee. Focus was not only on additional revenue but to positively engage students to get hands-on training on what they learn.

Realized revenue aggregating over INR 65 Lakhs over 3 years with 100% growth y-on-y.

Indoctrinated Mentor – mentee as an essential component of custom defined performance appraisal component for each participant. Injected a collaborative approach with Training and Placement ensuring 100% *‘the right’* placement with an overall increase of 25% CTC than campus historical average.

Launched *3i* Industry Institution Innovation cell aimed at enhancing relationship with students – entrepreneurs – investor’s institutions (like CII, Young India, etc.) by conducting regional conferences and enabler meets. Successfully churned out 3 start-ups thereby promoting entrepreneurship as an alternate route for career sustenance.

Possess the skills, talent and experience to make over team's effectiveness in recruitment, performance, development and retention of talent. My conviction in empowerment, go beyond organizational culture; it is rooted in talent recruitment and retention, administration, budgeting and training.

Coordinated Manpower planning, Recruitment, Induction, Exit interviews ensured culture fit. Coordinated and conducted Employee Performance Development Review.

I have prepared annual budget for training activities, designed training calendar and programs. I spearheaded the entire gamut of training & development initiatives. Developed Employee branding and employee engagement activities.

Introduced after school activities at FIS and mobilized a multi- cultural talent/mentor pool from many different countries aimed at cross-pollination of language, arts, cuisine and culture. In a span of 4 years, increased the parent – student – campus engagement index from 2 programs (20 participants) to 35 full house programs per academic year engaging almost 90% of campus strength with an overall revenue realization of EUR 100Ky-on-y.

Work Experience:

Academic Director-Department of Management Studies,Shrimati Indira Gandhi College,Tiruchirapalli-June 2021 till date

Responsibilities of running a B-school offering Post-Graduate Programs

- Providing academic and administrative leadership and guidance to teaching and non-teaching staff
- Harness and develop relationship with important stakeholders
- Responsibility for ensuring compliance of all statutory obligations of UGC, AICTE, University and other relevant bodies
- Develop strategy and lead its implementation for MBA programme
- Actively engage in developing our MBA curriculum
- Lead on the delivery of all areas of the programme
- Manage compliance for all quality assurance and accreditation requirements
- Collaborate with our Marketing, Recruitment and Admissions and Career Centre teams to ensure the best possible programme delivery
- Represent the department when working with internal and external stakeholders.

HeadAcademic Director-Skill Development & Placement, SPOC Incubation-July 2021 till June 2022,MASTeR Group ofInstitutions, Tiruchirappalli

- Initiated and implemented job prospect enhancing programs.
- Worked closely with job seekers and job providers
- Managed educational institution-based career development, placement services and activities.
- Conducted workshops and seminars regarding career preparation, interview skills and job search techniques.
- Oriented students on job readiness techniques, labor market and vocational information.
- Assisted with institution-wide career development initiatives
- Facilitated team meetings and training programs.
- Facilitated training sessions and classes at training centers belonging to different genre and age group.
- Trained students in various aspects of personality development.
- Groomed the students and enhanced their physical appearances to emanate confidence and business professionalism; prepared them for professional interviews and other meetings.
- Promoted Entrepreneurship as a career option
- Identification, motivation mobilization and selection of suitable trainees for skill development programs in coordination with the National bodies associated with us.
- Business plan formulation for Skill Development in various domains.
- Project Proposal preparation for submission to various government departments.
- Develop and execute strategy for outreach, hunting, attracting and onboarding deserving and qualified innovative entrepreneurs, and start-ups.
- Qualify and evaluate applicants for creativity, innovation, acceleration and investment stage
- Manage the day- to- day interaction with the Incubatees
- Provide support to entrepreneurs across ideation, acceleration, investment and scale-up stage.
- Ensure tight management of milestones and progress of entrepreneurs and start-up companies;
- Provide continued strategic guidance to entrepreneurs in areas such as business modeling, sales, and marketing, financing, fundraising, overall strategy, operations etc.
- Be the switchboard for entrepreneurs to access relevant resources and connections

Freelance Trainer and Learning Development Specialist June2018 to July 2021

- Planned, developed and delivered freelance training.
- Delivered training at Clients location.
- Developed and organized training manuals.
- Prepared study material and planned teaching strategies.
- Conducted Training Need Analysis
- Conducted workshops, trainings and lectures on Talent Management, Team Building, HR Analytics, Leadership Management, Work Life Balance, Stress & Anger management and Interpersonal Effectiveness.
- Conducted Quality Control Audit for Entrepreneurship digital content

Chairperson - Consulting and Management Development Program. August 2015 – April 2018
Thiagarajar School of Management, Madurai

- Handling sessions on ‘Organization Behaviour, Human Resource Management, Learning & Development, Interpersonal Effectiveness, HR Analytics, Employer Branding & Talent Management.
- Chairperson–Management Development Program, Consultancy, & International Outreach.
- Entrepreneurship Development Core Committee member

Head-Management Studies at MAMCET and Campus Head-Human Resources. July 2011–June 2015
MAM Group of Institutions, Tiruchirappalli

- Handling sessions on ‘Knowledge Management’, ‘Strategic Management’, ‘Entrepreneurship Development’, ‘Human Resources Management and Business Application Software’.
- Lecturing, Counselling and Preparing Study Materials.
- Designed and overlooked the training and development program for academicians to ensure real-time connect with domain specific development in the marketplace ensuring optimal knowledge addition.
- Designed and launched a multi-dimensional performance appraisal matrix for academicians infused with 360 degree feedback and personal milestone achievement index.
- Introduced the concept of marketplace meet-ups on campus encouraging student and academicians across campus to interact on topics of interest aimed at promoting workplace harmony with value addition.
- Introduced inter and intra Service Level Agreements for academicians, the adherence of which was tied to performance appraisal encouraging participants to invest interest in research and publications.

Research Scholar -National Institute of Technology Tiruchirappalli. January 2008 - July 2011

- Doctoral research on Employer Branding.
- Mobilized the students of Management Studies imparting skills on how to connect and compete in management competitions. Imparting soft skills development programs and sessions on a voluntary note.

Advisor - Extended Education and Value Creation. January 2005 – December 2007
Frankfurt International School, Frankfurt

- Conducted a research based Extended Education Value Creation stream of educational activities.
- Program was to provide learning concepts that are enriching, engaging, need appropriate and empowering a multi-cultural knowledge augmentation in academics, sports, arts and region specific interest.
- Based on success, the program was adopted as an additional revenue adding curriculum.
- Revised the responsibility rubrics for activity instructors to ensure a fair and equitable motivational recognition plans & remuneration system.
- Evaluated the programs and adopted suitable courses of action to develop and work on areas for improvement. Suggested historical metrics to arrive at pricing trends to assess point of break - even.
- Reviewed the rules and procedures regarding program staffing and streamlined them to reflect the current mission and environment.
- Effectively resolved conflicts across resource allocation, investments and resolution forums.
- Program was branded and made part of the institution’s curriculum, brochures and all relevant external communication aspects.

Lecturer- Management Studies. June 2003 – January 2005
Bharathidasan Institute of Management, Tiruchirappalli

- Conduct sessions on Organizational Behaviour and Human Resource Development.
- Nouvelle Éclair (French for NEWS) – Initiative on a campus magazine encouraging students to hone their editorial skills.
- Headed the corporate communication aspects of the campus.
- Designing and executing Management Development Program for public sector organizations (like BHEL).

Lecturer - Management Studies. November 2002 – June 2003
Indira College for Women, Tiruchirappalli

- Structured courses and conducted lectures sessions on Cross-cultural Management, Inter-personal Effectiveness, Management Information Systems and Human Resource Management.
- Initiated and formulated soft skill and communication advancement lab.

Lecturer - Management Studies. July 1999 – November 2000

Cauvery College for Women, Tiruchirappalli

- Structured courses and conducted lectures sessions on Cross-cultural Management, Inter-personal Effectiveness, Management Information Systems and Human Resource Management.
- Designed and executed 'Breeding Pit' forums with activities involving Group Discussions, Business Communications, Logical Reasoning and Presentation Skills enhancement.

Manager Accounts. October 1996 – March 1999

Consel India Marketing Services, Chennai

- Capture accounting and financial information, especially payables and receivables management.
- Customize entire dealer related work process.
- Assist and support Chairman on decision-making process, manage corporate planning activities, coordinate with regional teams for various HR/Finance/Market Operations.

Officer Scale 1 - Retail Banking and Branch In-charge. July 1994 – November 1995

Karur Vysya Bank Limited, Chennai

- Plan and implement marketing strategies for establishing account relationships (Personal and Corporate Accounts).
- Build and nurture strong corporate relationships, long-term sales growth by providing excellent service and exceed sales targets.

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, Women in Management, Analytics & SME businesses .

PhD Supervision

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

Publications

Academic Papers

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 Attractiveness in the Indian IT industry Prospective Employee Perspective,** *SIMS, June 2(1)*
5. R.Saraswathy and N.Thamaraiselvan (2010) **An Empirical Study of Most Attractive Employer in Indian IT Industry: Potential Employee Perspective,** *SuGyaan*, June.
6. R.Saraswathy (2011) **Modeling Employee Branding : The Spin - Off of Employer Branding(TRIM)**
7. 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**

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

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 (ICMPSG 2010).
5. R.Saraswathy Modeling Employee Branding : The Spin –Off of Employer Branding(TRIM2011).
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 February2012.
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 Factor on the Applicability of HR Analytics in Indian Organizations, ICONDIMST 2017,SASTRA University,Thanjavur,10-11/03/2017
18. R.Saraswathy (2017) Facets of Learning Organization and Employee Preparedness for Change – Case study of a Public sector Banking Unit. ICONDIMST2017,SASTRA,Thanjavur,10-11/03/2017
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,10-11/03/2017
20. R.Saraswathy(2017) Attitude and Self - Efficacy Vs Entrepreneurial Intentions amidst aspiring Entrepreneurs, Research Paradigm in 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)

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

- Member of International Society for Training & Developed – served as ‘Treasurer’ of the Trichy Chapter for the years 2002-2003 and 2004-2005.

- 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.
- Participated in ‘Emerging trends in HR’ Conference-July 2004.
- IIM Kozhikode – FDP on Data Analysis-May 2009.
- 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.
- 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.
- 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.
- 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.
- Participated in FDP Program – Global Teaching Methodologies organized by HBS Trichy & MAC Singapore on 20.07.2013
- Participated in How to Build and Manage Great Teams organized by MMA on 31.05.2014
- Handled ‘Management Development Program’ (MDP) for engineer trainees at Bharat Heavy Electricals Ltd, Tiruchirappalli in September, 2004.
- Acted as judge the best participants of the paper presentation at Lakshya, Saranathan College of Engineering, on Tiruchirappalli 10/2/2012.
- Resource person for a Special Lecture on the above mentioned topic " **Cause Marketing and Ethical Issues in Marketing** " 27/04/2013 at HBS, Tiruchirappalli.
- **Resource Person** for delivering a lecture in NITT-DoMS FDP on ART OF TEACHING 05.03.2014.
- 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.
- Resource Person, for HR domain in Entrepreneurship Awareness Program at MAMCE, Tiruchirappalli.
- Resource Person- Let’s talk HR at HBS, Tiruchirappalli on 04.09.2014.
- Resource Person for Entrepreneurial Finance –Entrepreneurship Awareness Program conducted at MAMSE, Tiruchirappalli on 12.09.2014.
- Resource person for “ Organization Change & Development and International Organizational Behaviour” at DoMs, NITT on 10.09.2015.
- External Academic Audit for Ayya Nadar Janki Ammal College (Autonomous) Sivakasi on 25.01.2016.
- Resource person for Emerging Business Strategies in Economic Development, St. Josephs college autonomous, Tiruchirappalli on 14.12.2016.
- Resource Person for External Member for Doctoral Research Meeting in Kalasalingam University, Krishnana Koil on 06.10.2016.
- Resource Person for Two Days Research Colloquium on Business and Social Sciences "Handling Roses and Thorns in research at NITT on 30.04.2017.
- Participated in Shastra Relaunch (career returnship conference for women) will be conducted on the 5th and 6th of January 2019 at IIT Madras campus.
- 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.

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 “Management Employability Instructional Tools”</i>	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 “Case Writing, Study and Analysis”</i>	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 “Methodology for Management Research & Data Analysis”</i>	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.	<i>'One - Day Workshop on “Methodology for Management Research & Data Analysis”</i>	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.Saraswathy Convener
3.	CANDEO - National Level Management Meet	February 27 & 28,2013	Mr.K.Chandrasekaran Regional General Manager The Hindu Mr.Anthony Antic National Head Marketing- Dexlar Dr.Sundar BIM,Trichy Dr.N.Senthil kumar Anna University, Chennai	Manz-Best Manager Bidz-IPL Bidding Talentz-HR event Walkz- Corporate Show Buzz- Business Quiz Varietyz-Variety Show	Dr.R.Saraswathy Convener
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

MDP/FDP/Workshop Organized

Sl. No.	Title and Nature of the program	MDP/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	Interpersonal Effectiveness Workshop for HPCL Officers	MDP	2	27th & 28th January,2016	80,000.00	60
3	General Management Dealer training program	MDP	2	27th & 28th January,2016	80,000.00	60
4	MAP 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 - March 2017	5,19,750.00	20
9	Digital Marketing	MDP	1	17.08.2016	45000.00	18
10	High 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	March7th & 8 th ,2107	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	Till 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	Talent 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

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 Rubber Madurai	Employee Opinion survey	3 months	1,00,000/-
6.	JK Fenner, Madurai	Societal Perception Survey	1 month	30,000/-
7.	Apollo Hospitals, Maduari	Training Need Analysis	1 week	15,000/-
8.	TVS Group	Training 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, Payroll 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.	EDC - 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.	MAMCET 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 inter disciplinary 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

R.Saraswathy