

## CURRICULUM VITAE

Dr.S.SRIVIDHYA



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Extension 2 First Street,  
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### Academic profile:

#### *Carrer objective :*

- ❖ To train and guide the Young minds in friendly manner towards the accomplishment of individual and instutional goals.
- ❖ To meet the requirements of the instutional goals.
- ❖ To undertake research in area of my subject concern.

### Educational Details:

Name of the degree	Name of the institution	Class	Percentage	Year of passing
B.com	Seethalakshmi Achi college for women, palathur	I	62.11	1995
M.com	Alagappa university	I	65.05	1997
M.phil(CS)	Alagappa university	I	65.3	2001*
M.phil(Com)	Alagappa university	I	62.1	2008*
MBA	Tamilnadu Open University	I	69.2	2010
P.hD. (Commerce)	Mother Teresa women's university	<b>AWARDED</b>		March 2016
M.Sc (psychology)	Tamilnadu Open University	I	67	2019

**\*exempted from UGC- NET AND SET as per UGC guidelines.**

**Academic Experience:** 21 years of Teaching since 5.01.1998

Working as a Direcor –Academic affairs in Srimad Andavan Arts and Science college,  
Srirangam Trichy from 07.08.2020

S.No	Organization /College	From	To	Experienc	Designation
1.	SRM Institute of science and technology	10.12.2019	06.08.2020	8 months	<b>Associate professor</b>
2.	Rathinam College of Arts and Science,	01.09.2017	20.02.2018	6 months	<b>Dean-Commerce</b>

	Coimbatore				
3.	Mohamed Sathak College of Arts &science	06.07.2012	27.12.2016	4yrs & 5months	Associate Professor
4.	T.S Narayanaswami College of Arts and Science	16.06.2008	05.07.2012	4 yrs &1 month	Assistant Professor
5.	Guru Nanak College	16.06.2004	15.04.2008	4 yrs	Lecturer
6.	PGP College of Arts and Science	24.06.2002	29.02.2004	1 yr &8 months	Lecturer
7.	Chidambaram Pillai College for women	20.06.2001	30.04.2002	1 yr	Lecturer
8.	Srimad Andavan Arts & Science College	15.12.1999	10.04.2001	1 yr &4 month	Lecturer
9.	Seethalakshmi Achi College for women	5.1.1998	30.11.1999	1 yr &10 months	Lecturer

### **Certifications**

Sl.No.	Course	Institute	Year
1	M.S.Office	Microsoft office specialist	2015

### **Research experience:**

- ❖ Undertaking funded research project since 2012.
- ❖ Approved guide in Madurai Kamaraj University for M.Phil.
- ❖ Approved guide in INGOU for MBA.
- ❖ Approved guide in University of Madras for MBA.
- ❖ Approved guide in TNOU for MBA.
- ❖ Approved guide for M.Phil and P.hd in Bharithair University
- ❖ Board of studies chairman for UG &PG commerce board in Rathinam college of Arts and Science, from September 2017 to February 2018.
- ❖ Academic advisory committee chairman for commerce in Rathinam college of Arts & science from September 2017 to February 2018.

### **Area of specialization:**

- Accounting
- Human resource management
- Marketing management.

### **Area of interest:**

- Business Management
- Business communication
- Business tax
- Financial management

### **Awards won:**

- Won best lecturer award for the outstanding performance in teaching in the year 1999 by Seethalakshmi Achi College for women, pallathur.
- Won a cash award of RS5, 000 in panchathandram programme hosted by grandmaster GS.Preedep organized by MEGA TV during 2006.

**Training undergone:**

- ❖ Worked as an internal auditor in an audit firm. Practiced the various areas of internal audit.

**Publications & Programmes participated**

**1. Research articles published: 17**

S.NO	NAME OF THE JOURNAL	TITLE OF THE ARTICLE	ISSN NUMBER	VOLUME AND DATE	REMARKS
1	TEST ENGINEERING AND MANAGEMENT JOURNAL	Analyzing the impact of corporate social responsibility approaches among the college students- A benchmark for sustainable development	0913-4120	Vol82/Jan/feb2020	Scopus listed
2	TIJRP	Awareness Of Digital Education Towards Skill Development	2251-1571	7/8 Dec 2017	UGC Listed
3	IJER	Towards Cashless Economy- Is It Reliable And Safe?	0972-9380	14/11 2017	SCOPUS Listed
4	IJCBS	Analyzing the status of dalit students in collegiate education - coimbatore	22511547	6/12 dec17	UGC listed
5	IJARD	Corporate Governance Practices	2455-4197	2/6 Nov 2017	UGC Listed
6	IJAER	A Novel Framework On Electronic	0973-4562	12/5 2017	SCOPUS Listed

		Fund Transfer			
7	PIJHR	Digital Education Awareness	2348-0483	4/2 Jan 2017	UGC Listed
8	IJPT	Why To Carry Multiple Cards? - ADC Is Here	0975-766X	8/4 Dec 2016	SCOPUS Listed
9	ZIJMR	Analysis Of Recruitment Process In KPM Software Solutions	2231-5780	6/7 July 2016	UGC Listed
10	IJMSSR	A Study On Competency Mapping Among Middle Level Managers In BEL	2319-4421	5/6 June 2016	INDEXED IF 4.267
11	GE-IJMR	Competency Mapping Among Middle Level Managers In BEL	2321-1709	4/4 April 2016	INDEXED IF 4.88
12	IJRBI	Role Of HRM In International Marketing	2321-5615	3/1 Jan 2015	IF 1.53
13	EIJMMS	A Study On 360 Degree Performance Appraisal In Larsen Toyato	2249-8834	4/4 April 2014	INDEXED
14	IJMT	The Impact Of Foreign Direct Investment On Indian Economy	0975-3915	3/2 Feb 2014	INDEXED
15	IJRC	Whistle Blowing Protectin - A Watch Dog	2277-3630	1/10 Oct 2012	INDEXED

		For The Organization			
16	ZIJMR	Contribution Of HRM Practices On Customer Satisfaction	2231-5780	2/7 July 2012	INDEXED
17	GJMR	Human Capital The Most Valuable Asset Of An Organization	2278-0955	1/2 April 2012	INDEXED

## 2. CONFERENCE PRESENTATION: 22

S.NO	TOPIC	YEAR	LEVEL OF CONFERENCE
1	Trends In International Management Experiences	2008	International
2	Corporate Climate And Culture	2009	National
3	Impact On Global Meltdown On Service Sector	2009	National
4	Impact Of HRM Practices On Customer Satisfaction	2009	National
5	Entry Barriers To Entrepreneurship	2009	National
6	Trans National Business Challenges And Strategies	2009	International
7	Foreign Direct Investment-Policies	2010	National
8	Green Washing	2010	National
9	Impact Of HRM On Consumer Satisfaction	2010	National
10	Globalization And Consumer Protection	2010	International
11	Impact Of Economics Meltdown On World Economics	2011	National
12	HRM Practices In Banking Sector	2011	State Level
13	Second Conference On Globalization And Consumer Protection	2011	International
14	International Marketing Conference	2012	International
15	Emerging Markets And Issues In Management	2012	International
16	Challenges And Issues Of Emerging Economies In The Economic Order For Developing World Economy	2012	International
17	Changes, Challenges And Strategic Reforms In	2013	International

	Management		
18	New Dimensions In Commerce And Industry In The Globalization Era	2014	International
19	Role Of HRM And Internal Marketing	2015	National
20	International Conference On Financial Market And Corporate Finance	2016	International
21	ICISM-2017	2017	International
22	ICSTDBM	2020	International

### 3. Research papers in ISBN edited volume: 09

S.NO	Name of the book	ISBN No	YEAR
1	Emerging trends in management	978-93-80508-01-6	2009
2	Human resource and marketing missing links & bridging gaps	9789380055961	2009
3	Globalisation & Consumer protection	978-81-905380-1-5	2011
4	Impact of Economic Meltdown on world economies	978-93-80430-08-9	2011
5	Challenges and issues of emerging economies in the economic order for developing the world economy	978-93-81195-30-7	2012
6	Changes challenges and strategic reforms in management	978-81-926248-0-8	2013
7	Hand book research on Strategic business infrastructure development and contemporary issues in finance	978-1-4666-5154-8	2014
8	Encyclopedia of information science and technology – 4 <sup>th</sup> edition	9781522522560	2016
9.	International relationship and business environment	978-93-5074-292-1	2017

### 4. Study Materials prepared: 04

S.NO	Name of the subject	Course	Year
1	Accounting & finance	MBA-SAPET-MS UNIVERSITY	2012
2	Strategic Management	MBA-SAPET-MS UNIVERSITY	2012
3	International Banking	MBA-SAPET-MS UNIVERSITY	2012
4	Services Marketing	MBA-SAPET-MS UNIVERSITY	2012

### 5. WORKSHOPS ATTENDED: 20

S.NO	TITLE	INSTITUTE NAME	YEAR
1	Consumer protection	Alagappa University	1996
2	Placement opportunities for commerce graduates	Nehru Memorial college	1999

3	Faculty Development Programme	TSN College of arts and science	2010
4	Certification Programme In Financial Market	St.Peters University	2010
5	The Art Of Architecting Young Minds	MSCAS	2011
6	Application Of Research In Contemporary Management And Social Sciences	SCSVM University	2011
7	IT Skills Or Non IT Staff	DB Jain college	2012
8	Workshop On Research Methodology	RGNIYD University	2012
9	Research Techniques In Management	Pondicherry University	2012
10	Winning strategies	Madras management association	2013
11	Model Building And Validation For Research In Management And Social Sciences	Anna University	2014
12	Faculty Development Programme	ITM-Business School	2014
13	Sahge-1	IIT Madras	2015
14	Holistic Education	MSCAS	2016
15	Saghe-2	IIT Madras	2016
16	Research And Consultancies For Academicians	IBS-Business school	2016
17	Faculty development programme	Indian institute of logistics	2016
18	Micro Analysis Of Financial Statement	Rathnam institute of Management	2017
19	Capacity Building Programme On Industrialization, Corporate Sector And Development	ISID	2017
20	Higher education for next triennium	Association of self financing Arts, Science & Management colleges of Tamilnadu	2017

#### 6. Programmes organized: 05

S.NO	TITLE	INSTITUTE NAME	ROLE	YEAR
1	International conference – Enhanced changes in Corporate environment	Mohammed Sathak College of Art & Science, Chennai	coordinator	2014
2	One day faculty development programme on Holistic education	Mohammed Sathak College of Art & Science, Chennai	Coordinator	2016
3	National level Inter college meet – Tycoons 2017	Rathinam College of Arts & Science	Convener	2017
4	National level workshop on Enhancing Research competency through SEM –	Rathinam College of Arts & Science	Convener	2018

	Application of AMOS software			
5	National Level seminar on Win over strategies for first generation entrepreneurs	Rathinam College of Arts & Science	Convener	2018

### 7. Research Projects undertaken: 04 (2 completed )

S.NO	NAME OF THE FUNDING INSTITUTE	AMOUNT	YEAR	ROLE
1	Rajiv Gandhi Institute of youth development – Minor research project – completed	25,000	2012	Principal investigator
2	ICSSR – Major research project – completed	20,00,000	2013	Co-investigator
3	ICHR- proposal sanctioned	2,50,000	2018	Principal investigator
4.	Bureau of police research and development- provisionally selected	13,94,000	2018	Principal investigator
5	ICHR – Proposal submitted	3,50,000	2018	Principal investigator

### 8. Editorial Board membership: 16

S.NO	Journal Name	Level	YEAR
1	Journal of Management and Science	International	2011
2	Sampoornadiksha	National	2012
3	Africa Development & Resources Research Institute – Journal	International	2014
4	Premier publisher – USA	International	2014
5	IGI Global publication	International	2014
6	International Journall of Management information technology and management	International	2016
7	IASET – Journal of business and general management	International	2016
8	Encyclopedia of information science and technology	International	2016
9	ICEGOV2017 – Ministry of Electronics and information Technology	National	2016
10	World Finance Conference – St.John’s University, Newyork	International	2016
11	International Journal of academic research and development	International	2017
12	Journal of Managements- VEL’s University	National	2017
13.	International journal of commerce and management research	International	2018
14.	OIRC JOURNALS	International	2018
15.	International resources management journal-IGI publications USA	International	2018



16.	International journal of management & commerce studies	International	2018
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#### 9. Professional body membership: 04

S.NO	Name of the organization	Membership ID	Year
1	VIAM – online member	--	2015
2	Vidwan	57277	2016
3	IADRO	MD02217031651	2017
4	International Non-olympic university	Professor in commerce Regd No.INOU/21- 2014	2014

#### Milestones:

- ❖ Acted as **an interview panel member** in the staff selection to RVS college of Arts and Science, Trichy.
- ❖ Appointed as **commission coordinator** for University commission to RVS College of Arts and Science, Tichy.
- ❖ Invited as a resource person and rapporter in MGR Janaki College for women in a national level conference “Pentogen”, 2016.
- ❖ External examiner for M.Phil viva in Periyar University.
- ❖ Acting as a co guide for P.hD scholars.
- ❖ Coordinator for the MOU with Primax Research foundation, Bangalore on research activities in Rathinam College of Arts & Science on 23 Jan 2018.
- ❖ Instrumental person for MOU with Insurance Institute of India, Mumbai in Rathinam College of Arts & Science.
- ❖ Worked as co investigator for NIDHI technology based incubation proposal submission for Rs2,13,20,000 during 2017-18
- ❖ Worked in NAAC background accreditation process.

#### Cocurricullier activities:

- ❖ Attended short term course in temple heritage and conservation in IIT Madras in 2018-19, conducted in national centre for safety of heritage structures.
- ❖ Served as a Deputy Warden in ladies hostel in PGP college of Arts & Science, Namakkal for 2 yrs.
- ❖ Cultural committee coordinator of the department of commerce in TS. Naranayaswami College of Arts & Science.
- ❖ Placement committee member.
- ❖ Question paper setter & external examiner in JBAS College, Chennai.(2006-20012)
- ❖ Question paper setter in Madurai Kamaraj University for MBA distance learning programme.(2008-2010)
- ❖ Question paper setter & external examiner in RMK Vivekananda College, Chennai.(2006-2013)

- ❖ Question paper setter & external examiner in women Christian college.(2014-2015).
- ❖ Question paper setter& external examiner in SDNB Vishnav college for women.(2010-2012).
- ❖ External examiner for pg soft skill in Asan Memorial college .(OCT,2016)
- ❖ Working as a Project assistant for UGC funded projects since 2006.
- ❖ Working as a press in charge in Mohamed Sathak College from July 2012.
- ❖ Radio jockey in Rathinavani community radio.

**Personal profile:**

***Personal objective:***

- ❖ To gain the status of leadership through continuous learning and teaching supported with high end academic research and innovation.
- ❖ Having an aim of publishing articles and books in the areas of my subjects concerned.
- ❖ To contribute valuable resources through research to the nation.

**Personal Traits:**

- ❖ Value Integrity, Disciplined, Aggressive Go-getter, Creative, Self-Motivated, Adaptable and above all a team player willing to learn, contribute and excel.
- ❖ Contribution to institution where works, contribution to the nation.

**Reference:**

S.No	Name	Contact Address	Relationship
1.	Prof.Dr.DevadasMenon	Professor, structural Engineering Division, Department of Civil Engineering, Indian Institute Of Technology- Madras, Chennai. 044-22574253.	Guru
2.	Dr.PR.Ramakrishnan,	Director,School of Commerce and Management, Vels University, Chennai. 9444298316	Mentor
3.	Dr.M.Dhanabhakym	Professor, Department of commerce, Bharathiar University, Coimbatore. 7010328151	Friend

**Personal details:**

**Age & Date of birth** : 45 years, 19-03-1975.

**Marital status** : Married.

**Hobbies** : Reading books, Guiding the youth in educational activities.

Place: Chennai

Date:

**(Dr.S.SRIVIDHYA)**