

## CURRICULUM VITAE

### **LEENA JENEFA MBA., M.Phil.,Ph.D**

Professor and Head,  
Department of Management and Commerce,  
DMI ST Eugene University,  
P.O Box:330081,  
9 Miles, Great North Road,  
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### **TEACHING EXPERIENCE :Total 17 years.**

> Worked as lecturer in the Department of Business studies, Lady Doak College, Madurai TN between Aug. 1999 to April 2000.

Other Responsibilities:

Active Member during NAAC visit (College got Five Star Status),  
In-charge for Department Library, Red Cross Coordinator, Hostel Warden

> Worked as lecturer in the Department of Business studies, Mano College Sankar Nagar, Tirunelveli (TN) between June 2001 to March 2004.

Other Responsibilities:

Programme Coordinator for BBA V semester, Examination In-charge,  
In-charge for Industry Visits

> Worked as an Asst.Professor in the Department of Business Administration, Tecnia Institute, Madhuban Chowk, Rohini, Delhi between Aug 2005-May 2008

Other Responsibilities:

Faculty In-charge for Library, Class Coordinator for MBA IV & BBA II semester,  
Examination In-charge (Internal)

> Worked as an Asst.Professor in the Department of Business Administration, Francis Xavier Engineering College, Tirunelveli Tamil Nadu between July 2008- October 2009.

Other Responsibilities:

Examination In-charge (Internal and External)

> Worked as a Lecturer in the School of Business Management in Linton University College, Mantin, Malaysia.

From October 2009 to December 2015

Other Responsibilities:

Protocol Member for Convocation Ceremony.

Advisor –Legenda Students Association.

> Worked as an Assistant Professor , American School of Business Administration,  
The American College, Madurai. India  
From February 2016 to January 2018.

Other Responsibilities:

NACC Committee Member. In-charge for Industry Visit

Formulated M.Phil syllabus in Management.

> Currently working as a Research Coordinator and Senior Lecturer, DMI St Eugene  
University, Chibombo, Zambia.

From February 2018.

Other Responsibilities:

Research and Publication works.

#### **RESEARCH PAPER PRESENTATION:**

- “A Study on Customer Satisfaction in Small Scale Enterprise with special reference towards Guru Pickles” presented a paper at National Conference by The American College, Madurai on 16<sup>th</sup> February 2018.
- “Effectiveness of digital marketing” presented a paper at National Conference on Digitalization in service sector by Sri Ramakrishna College of Arts and science, Coimbatore on 27<sup>th</sup> September 2017.
- “E-Consumer Complaints, Trends and Consumer Protection in a Cyber Era at global level” presented a paper at National Conference on Consumer rights and protection by Manonmanium Sundaranar University, Tirunelveli, on 14 to 15<sup>th</sup> September 2017.
- “An empirical study towards work life balance among banking professional in Madurai region” presented a paper at International Conference on sustainable development of the society by Swami Shraddhanand College, University of Delhi, on 26 to 28<sup>th</sup> august 2017.
- “An empirical study on sustainable development of the society: Consumption of soft drinks” presented a paper at International Conference on sustainable development of the society by Swami Shraddhanand College, University of Delhi, on 26 to 28<sup>th</sup> august 2017.

- Assessing Customer Delight at Different Seasons in Retail Garments Outlet presented a paper at International Conference, conducted by St Johns College, Tirunelveli on 3<sup>rd</sup> March 2017
- The challenges of working women employed in software industries in Chennai challenges presented a paper at International Conference, conducted by The American college, Madurai 6<sup>th</sup> and 7<sup>th</sup> January, 2017.
- Cashless economy prospects and challenges presented a paper at International Conference, conducted by Sarah Tucker College, Tirunelveli on 20<sup>th</sup> December, 2016.
- Assessing Customer Delight an Essential Tool in Retail Sector presented a paper at International Conference on Management and Information Systems, conducted by INFOMS at Bangkok, Thailand on September 23-24, 2016.
- Stock Market Seasonal anomalies: An Empirical Investigation on BSE SENSEX securities presented a paper at international conference, conducted by IIT Chennai India on 12-13 August 2016.
- “An Empirical study on investigating the key routes to Customer Delight” presented a paper at international conference, conducted by Sri Sai Ram Institute of Management studies, Chennai India on 9-10 October 2015.
- “Corporate Governance and its Effectiveness” presented a paper at international conference, conducted by Maharaja Agrasen Institute of Management Studies, Rohini , Delhi on 10<sup>th</sup> -11<sup>th</sup> April,2015.  
[http://maims.ac.in/2015/int\\_conf\\_1011apr2015.pdf](http://maims.ac.in/2015/int_conf_1011apr2015.pdf)
- “Corporate Governance and responsibility” presented a paper at international conference, conducted by Maharaja Agrasen Institute of Management Studies, Rohini , Delhi on 10<sup>th</sup> -11<sup>th</sup> April,2015.  
[http://maims.ac.in/2015/int\\_conf\\_1011apr2015.pdf](http://maims.ac.in/2015/int_conf_1011apr2015.pdf)
- “Management strategies to overcome the economic melt down” presented a paper at national level seminar at Francis Xavier Engineering College.
- Attended one day conference and workshop in international trade and services conducted by Ministry of International Trade and industry Malaysia held at MATRADE convention center on 19 November 2014.
- “Excitement in accounting real world” attended a conference conducted by UUM, at deBaron Resort, Langkawi Island,Kedah.2013
- “Challenges and Prospects of Integrated Education with special reference to

Disability” presented a paper in the International conference, disability camp & ability expo on Disability is a Challenge – Its opportunity in Education and Employment on January 2012.

(Proceeding available at [http://www.tecna.in/rehab/IC\\_Jan2012/Proceedings\\_International\\_Conference.pdf](http://www.tecna.in/rehab/IC_Jan2012/Proceedings_International_Conference.pdf))

- “The effect of Information technology on customer delight” a research paper contributed for international conference on Technology and Business Management (ICTBM-2012) UOWD Dubai.  
(Proceeding available at <http://www.icmis.net/ictbm/ictbm12/Absentia.pdf>)
- An analysis of dynamic relationship between commodity market and financial market presented a paper at international conference in IBS Bangalore.
- “Advanced Statistical Data Analysis for Business Intelligence” a research paper presented at national conference at Kalasilingam University (ncosbi `09)
- “Technological advancement for changing business practices-e-Finance” presented a paper at national level Seminar at Anna University Tirunelveli.
- Participated in National Level Seminar on “Logistic Management “conducted by Francis Xavier Engineering College, Tirunelveli.
- “Financial Crises in Global economy” presented a paper at Nesamoni Memorial Christian College, Marthandam.
- Problem Faced by women Entrepreneur presented a paper at national level Seminar at St. Xavier's College, Tirunelveli .
- ‘Trends in International Management Experience’ presented a paper at International conference conducted by Vinayaka Mission University, Chennai .
- ‘Challenges and Strategies of financial integration’ presented a paper at International conference conducted by Nanda Engineering College, Erode .
- ‘Challenges and opportunities of Financial Integration in Global level’ presented a paper at International conference conducted by Tecnia Institute of Advanced Studies, Rohini, Delhi.
- ‘Innovative practices in management’ presented a paper at national level conference conducted by AVC College of Engineering, Mayiladuthurai .
- ‘Implication of Information Technology in FDI’ presented a paper at national level conference conducted by Vidyasagar college of arts and science, Udumalpet .

- 'Liberalization s on Indian Foreign Trade Policy ' presented a paper at international conference conducted by Adaikala Matha institute of management Vallam .
- 'Ban on Strikes' presented a paper at national level seminar conducted by St. Xavier's College, Tirunelveli .
- 'Globalization and it implication' a paper presented at national level Seminar conducted by Lady Doak College, Madurai .
- ' Problem faced by Entrepreneur' a paper presented at National Level Seminar conducted by Arulmigu Kalasalingam College of Engineering, Tamil Nadu .
- ' Use of electronic commerce in business 'presented a paper at National Level Seminar conducted by Sarah Tucker College, Tirunelveli.

### **Articles Published:**

Paper published in Google scholar indexed journals

**“Calendar Anomalies in National Stock Exchange Indices”** The Icfai Journal of Applied Finance, Vol. 15, No. 1, pp. 56-67, January 2009

**“Role of consumer forum in Protecting Consumer Rights”** A publication of Kalasalingam University, Krishnankoil, pp. 64-67, December 2008

**“Effect of Information Technology on Customer Delight”** a research paper on Technology and Business Management (ICTBM-2012) UOWD Dubai. **pg 28**

**“ Socio-economic Factors Influencing the Buying Behaviour with Special Reference to Selected Garment Retail Outlet in Chennai”** International Journal of Business and Management Invention [www.ijbmi.org](http://www.ijbmi.org) Volume 2 Issue 12, December. 2013, pp.01-11.  
ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X

**Customers Buying behavior in the retail garment industry,** "Redefining Management Practices in modern age "Artharva publication, Jan 2014 edition. pp 11-14  
ISBN:978-9382795 858.

**“A study on customer satisfaction towards the service features and quality of goods in the textile showroom in Chennai”** International Journal of Business and Administration Research Review. Vol.I, Issue No.2, Nov-Jan2014, pp 115-123.  
ISSN 2348 – 0653 ISSN No. 2347 – 856X.

**“A Study on Customer Satisfaction towards the Service Features in the Textile Showroom ”** “Coping with Uncertainty” organized by Maharaja Agrasen Institute of Advanced Studies, Rohini, Delhi.

**“Behavioral Impact of Customer Satisfaction and Customer Retention in Textile Industry”** International Journal on Global Business Management and Research, Volume 3, Issue 1, August 2014. pp51-63.

ISSN 2278 8425  
( Global Impact Factor – 0.302)

<http://www.rajalakshmi.org/ijgbmr/downloads/IJGBMRAug14.pdf>

**“An Empirical Study on investigating the key routes to customer delight”** Vels management Journal, Volume – 1 , Issue – 1 June 2015.

<http://vmjonline.org/current/journal-1.pdf>

ISSN 2250- 1223

**“Assessing customer delight towards season preferred for shopping in retail sector”** International Journal of Business and Administration Research Review, Vol. 1, Issue.1, Jan-March, 2016. pp 50-55.

E- ISSN -2347-856X. ISSN -2348-0653

Impact Factor: 3.072

<http://www.ijbarr.com/downloads/0903201611.pdf>

**“Employee engagement: The key to improve satisfactory opportunities for development and advancement with reference to software industries in Chennai”**

International Journal of Business and Administration Research Review, Vol. 3, Issue.15, July - Sep, 2016.

Impact Factor: 3.853

<http://www.ijbarr.com/downloads/0611201613.pdf>

Assessing Customer Delight an Essential Tool in Retail Sector presented a paper at International Conference on Management and Information Systems, conducted by INFOMS at Bangkok, Thailand on September 23-24, 2016.

ISBN 978-1-943295-04-3

<http://www.icmis.net/icmis16/papers/S135.PDF>

The challenges of working women employed in software industries in Chennai challenges presented a paper at International Conference, conducted by The American college, Madurai 6<sup>th</sup> and 7<sup>th</sup> January, 2017

ISBN 938510988-X

**“The challenges of working women employed in software industries in Chennai”** International Journal of Multidisciplinary research’s, vol3, January 2017. pp40-42.

ISSN:2349-8684

Impact factor 0.811.

“Cashless Economy Prospects and Challenges”, E-Commerce drive towards cashless economy, January 2017. pp 174-177.  
ISBN:978-84737-36-7

“Assessing Customer Delight at Different Seasons in Retail Garments Outlet” International Journal of Commerce and Management, March 2017.Vol 8, No4 pp258-262.  
ISSN0975-2617

“Assessing Brand Preference and Customer Satisfaction towards heat reflective paint for Terrace in South India” International Journal of Business and Administration Research Review, Vol. 1, Issue.18, Apr- June 2017. Page 105-108.  
E- ISSN -2347-856X, ISSN -2348-0653  
Impact Factor: 4.729

“An empirical study towards work life balance among banking professional in Madurai region” Sustainable development of the society: Current trends and future outlook 2017(IC-SDSCTFO-2017) pg32  
ISBN978-93-85304-62-0

“An empirical study on sustainable development of the society: Consumption of soft drinks” Sustainable development of the society: Current trends and future outlook 2017(IC-SDSCTFO-2017) pg33  
ISBN978-93-85304-62-0

“Impact of digital advertisement on garments buying behavior”, International Journal of Transformation in Operational & Marketing Management ,Eureka Journals.Vol. 3, Issue 1 – 2017 Page 37-42.

“An empirical study towards work life balance among banking professional in Madurai region” International Journal of Academic Research, Vol. 3, Issue.5, October 2017 page 164-170.  
RNI No. 1276610 ISSN No. 2456-2645  
Impact factor:2.685

“An empirical study on sustainable development of the society: Consumption of soft drinks” Global International referred research journal, Vol. 9, Issue.10, October 2017 page 126-132. ISSN 2 249-2054  
Impact Factor :3.578

“A Study on Customer Satisfaction towards Guru Pickles”. Prospects of micro, small and medium enterprises in Indian scenario, Vol. 1, Feb 2018.pp 12- 13.  
ISBN 978-93-86712-19-6

“The impact of Tax Evasion and Tax Avoidance on the Zambian Economy”.  
International Journal of Management and Social Science Research Review, Vol-1, Issue-44, February-2018 pg 43-47.

E- ISSN - 2349-6746 ISSN -2349-6738

Impact Factor: 4. 695

“The New Hybrid Element of the Buying Behaviour towards Soft Drinks”, International Journal of Management and Social Science Research Review, Vol-1, Issue-45, March-2018 .page 1-8

E- ISSN - 2349-6746 ISSN -2349-6738

Impact Factor : 4. 695

“A study on the Efficient utilization of Resources in Companies”, International Journal of Economics & Finance Research & Applications, Vol. 2, Issue 1, April- 2018. page1-6.

ISSN: 2581-4249

“Customer Delight-A Milestone For The Banks”, International Journal of Business Management Insight & Transformations, Vol. 2, Issue 1, May 2018 .page 5-8.

ISSN: 2581-4176

“Retail Chain Stores: Quality And Customer Satisfaction Using Statistical Model”  
International Journal of Management and Social Science Research Review, Vol-1, Issue-48, June-2018 Page 14-15.

E- ISSN - 2349-6746 ISSN -2349-6738

Impact Factor: 5.483.

“A Study on Employees Motivation and Organizational Performance” International Journal of Management and Social Science Research Review, Vol-1, Issue-48, June-2018. pp 27-29

E- ISSN - 2349-6746 ISSN -2349-6738

Impact Factor: 5.483

“The Empirical Study on Customer Satisfaction Towards Service Quality Of Commercial Banks In Zambia”, International Journal of HR & Organizational Management Insights & Transformations Vol. 3, Issue 1 – 2018. pp15-19.

“Techniques of Performance Appraisal”, International Journal of HR & Organizational Management Insights & Transformations Vol. 3, Issue 1 – 2018. pp20-24

### **Program/ Review Committee for International Conference:**

International conference on Management and Information system conducted by Chitkara University ,Bangkok.

September 18- 20, 2015. <http://www.icmis.net/icmis15/ProgramCommittee.asp>.

International conference on Management and Information system conducted by Chitkara University ,Bangkok.



September 23- 24, 2016.

International conference on Technology and Management conducted by INFOMS ,Dubai.

April 10- 12,2017.

<http://www.ictbm.org/ictbm17/ProgramCommittee.asp>

International conference on Management and Information system conducted by Chitkara University ,Bangkok.

September 25- 26, 2017.

<http://www.icmis.net/icmis17/ProgramCommittee.asp>

International conference on Management and Information system conducted by Chitkara University ,Bangkok.

September 22- 23, 2018.

### **Editorial Board Member for International Journal**

1. Editorial Team Member, International Journal of Transformation in Operational & Marketing Management (IJTOMM)  
<http://management.eurekajournals.com/index.php/IJTOMM/about/editorialTeam>
2. Associate Editor in International Journal of Commerce and Management Research  
<http://www.managejournal.com/board>
3. Associate Editor in International Journal of Multidisciplinary Research and Development.  
<http://www.allsubjectjournal.com/board>
4. Editorial Team Member, International Journal of HR & Organizational Management Insights & Transformations(IJHOMIT)  
<http://management.eurekajournals.com/index.php/IJHOMIT/about/editorialTeam>
5. Editorial Team Member, National Journal of Multidisciplinary Research and Development  
<http://www.nationaljournals.com/board>

### **Guest Lecture:**

- Conducted one day workshop in Kalasalingam University, Anand Nagar, Krishnankoil India on 01.09.2015.
- Resource person for National Conference on Digitalization in service sector by Sri Ramakrishna college of Arts and science, Coimbatore on 27<sup>th</sup> September 2017.
- Delivered Guest Lecture about Awareness of Computerized Accounting in Digital world in DMI St Eugene University, Zambia.

- Delivered Guest Lecture about Computerized Accounting using UBS software in DMI St Eugene University, Chipata, Zambia.
- Delivered Guest Lecture about “How to write research article” in DMI St Eugene University, Chipata, Zambia.
- Delivered Guest lecture about “Positive mental attitude ,using behavioral model” in Sarah Tucker College, Tirunelveli, India on 09.07.2018.

### **Academic Award Received**

- Best teacher Award for academics in the year 2008 from Tecnia Institute, Delhi ,India.
- Received cash award for producing 100 percent results in Rural Marketing conducted by Anna University Chennai, India for the year 2009.
- Received International Best Outstanding faculty award from Venus International Foundation, Chennai, India in the month of July 2018.

### **EXTRA CURRICULAR ACTIVITIES**

- \* Received Rashtrapati Award in Bharat Scouts and Guides in 1992 from **Hon. President of India Dr.Shankar Dayal Sharma.**
- \* Participated in Cultural Activities headed by Hon. Dr P.C.Alexander, Governor of Tamilnadu.
- \* Participated in various activities of National Service Scheme during the year 1994-1996