

## FACULTY PROFILE



Dr. Rajeswari P currently serves as Assistant Professor at the Department of Business Administration, Auxilium College (Autonomous), Vellore. She has 12 years of teaching experience. She completed her BBA and MBA from Valliammal College for Women affiliated to Madras University. She acquired M.Phil from Madurai Kamaraj University. She obtained her Ph.D. in the year of 2021 from Auxilium College (Autonomous). Her research interest includes Human resource management and Marketing management. She has published 20 research papers in international and conference. She received six times **BEST PAPER AWARD** from various National and International conference.

1. Name	Dr. P.Rajeswari
2. Designation	Assistant Professor
3. Qualification	Business Administration
4. Mobile number	Business Administration
5. E-mail id	rajeswaribba@auxiliumcollege.edu.in
6. Teaching Experience	12 years 8 months
7. Area of specialization	Human Resource Management & Marketing Management
8. Positions Held in Auxilium	IT Committee Member Online Course Co-ordinator Department Website Incharge

9. Research Experience and Guidance	2 Years 9 Months
10. Projects Completed / Ongoing	
11. No. of Papers Published	20
12. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences	13
13. No. of Seminars/Workshops/Conferences organized	2
16. Membership in professional bodies (Descriptive)	Member in Nature Science Foundation
17. Honors & awards received (Descriptive)	Received 6 times BEST PAPER AWARD in National and International Conference
18. No. of Online Courses completed (Minimum of 4 Weeks)	2

### **Publications in Journals**

- Ida Selvarani and P. Rajeswari, A Study on Work Life Balance among Women Working in Government Sector at Vellore, National Conference on Work Life Balance organised by Sankara Institute of Management Science, Coimbatore, Oct-2011, pg.147-156.
- V.S. Palaniammal and P. Rajeswari, The Influence of Performance Management System on the Employee Turnover- An Empirical Study, International Journal for Research in Applied Science & Engineering Technology, 2014, ISSN: 2321-9653, Vol.2 Issue 12, pg.504-510
- P. Rajeswari and P. Vidhya, Customer Perception towards Online Shopping - A Comparative Study, International Journal of Business Intelligence and Innovations, Aug-2015, Vol.1, Issue 2, pg. 177-187.
- P. Rajeswari and P. Vidhya, Emerging Digital Learning Among Students- An Empirical Study, International Journal of Business Intelligence and Innovations, Oct-2015, Vol. 1, Issue 1, pg. 59-67.
- P. Rajeswari, A Study on Customer Preference towards Promotional Activities with reference to FMCG Products, International Journal of Science Technology and Humanities, Jan-2016, Vol. 1, pg. 517-521.
- P. Rajeswari and M. Shobana, A comparative study on stress management between women and men employees in IT Sector, Bonfring International Journal of Industrial

Engineering and Management Science, ISSN: 2250-1096, Mar-2017, Vol. 7, Issue 1, pg. 9-13.

- P. Rajeswari and V. Aruna, A Study of Work Life Balance among Working Women, Bonfring International Journal of Industrial Engineering and Management Science, ISSN: 2250-1096, Mar-2017, Vol. 7, Issue 1, pg. 148-152.
- P. Rajeswari and S. Hepsibah, A Study on Customer Satisfaction Towards Reliance Jio, Ranipet, International Journal of Engineering Researches and Management Studies, ISSN:2394-7659, Sep-2017, Vol. 4 Issue 9 pg. 39 - 46.
- P. Rajeswari and R. Aruna, A Study on Consumer Perception and Preference toward Ayurvedic Products with Special Reference to Patanjali Ayurvedic Products, Vellore, International Journal of Engineering Researches and Management Studies, ISSN:2394-7659, Sep-2017, Vol. 4 Issue 9 pg. 47-54.
- P. Rajeswari and V. Aruna, A Study on Effectiveness of Resilience and Well-Being in the Workplace, International Journal of Engineering Researches and Management Studies, ISSN: 2394-7659, Sep-2017 Vol. 4 Issue 9 pg. 55-64.
- P. Rajeswari and M. Jeeva, A Study of Customer Satisfaction in Jewellery on Joyallukas at Bangalore city, International Journal of Engineering Researches and Management Studies, ISSN:2394-7659, Sep-2017 Vol. 4 Issue 9 pg. 29-38.
- P. Rajeswari and M. Shobana, A Study on Bio Medical Waste Management in Chennai National Hospital at Chennai, International Journal of Engineering Researches and Management Studies, ISSN:2394-7659, Sep-2017, Vol. 4 Issue 9 pg. 19-28.
- Dr. Beulah Suresh and P. Rajeswari, Stress faced by women professional students towards their career challenge, Roots International Journal of Multidisciplinary Researches, Emerging global issues and challenges in business and economy, ISSN: 2349-8684 Feb-2018, Vol 4, Issue 5, pg. 30-34.
- Dr. Beulah Suresh and P. Rajeswari, A study on quality of family life of faculty members working in Arts and Science Colleges at Vellore, 8th International conference on innovation, Entrepreneurship and economy for sustainable development, ISBN: 978-93-5321-965-9, Oct-2018, pg. 242-250.
- P. Rajeswari and Dr. Beulah Suresh, A Study on Awareness of the Physical Activity and its Contribution to the Well Being of Women Faculty Members, International Journal of Engineering Researches and Management Studies, Dec-2018, Vol. 5, Issue 12 Pg. 12-17.
- P. Rajeswari and Dr. Beulah Suresh, An Empirical Study on the Quality of Professional Life of Faculty Members in Arts and Science Colleges, Vellore, Restaurant Business, Mar-2019, ISSN: 0097-8043, Vol 118, Issue 3 pg. 211-221.
- P. Rajeswari and Dr. Beulah Suresh, A Study on the Impact of Emotional Intelligence on Job Satisfaction of College Faculty Members in Vellore, THINK INDIA (Quarterly Journal), ISSN: 0971-1260, Oct-2019, Vol 22 Issue 4 pg. 6734-3743.
- Dr. P. Rajeswari, Attitudes and Motives of Using Social Network Sites Leads to Critical Thinking Skills- Survey Among College Students, Annamalai International Journal of Business Studies and Research, ISSN:0975-749X, UGC Approved No:46897

- Dr. P. Rajeswari, Consumers motives to choose an organic food: An Empirical Study, Rabindra Bharati Journal of Philisophy, ISSN:0973-0087, 2023, Vol.14, 4, 142-148.
- Dr. P. Rajeswari and Dr. S. Vani, Usage of Social Networking Sites (SNS's) influence Compulsive Buying Behaviour – An Empirical Study. Shodak A Journal of Historical Research, 2023, UGC Care, ISSN: 0302-9832, 53 (02), 49-54.

### **FDP's/ Seminars/ Workshops/Webinars**

- Attended and Presented paper in the National Conference on work-life balance conducted by Sankara Institute of Management Science, Coimbatore on 12.10.2011 & 13.10.2011 and received best paper award.
- Attended and Presented paper in the National Conference on Contemporary HR practices for people management conducted by Karpagam College of Engineering, Coimbatore on 04.11.2011
- Attended and Presented paper in the International Conference on Emerging trends in business paradigm conducted by Jaya College of Arts & Science, Chennai on 28.08.2015
- Attended and Presented paper in the National Conference on Digital future a giant step forward conducted by Ethiraj College for Women, Chennai on 08.10.2015
- Attended and Presented paper in the International Conference on Achieving excellence in commerce and management practices conducted by Sri Vidya Mandir Arts & Science College, Krishnagiri on 29.1.2016 & 30.1.2016
- Attended and Presented paper in the National conference on sustainable strategies in Competitive business Environment conducted by Priyadharshini Engineering College, Vaniyambadi on 27.08.2016
- Attended and Presented paper in the International Conference on Emerging global issues and challenges in business and economy organized by Shasun College for Women, Chennai on 17.02.2018
- Attended and Presented paper in the International Conference on Digital Anthropology- The contemporary managerial perspective, trends and challenges organized by Sathyabama Institute of Science and Technology, Chennai on 27<sup>th</sup> to 29<sup>th</sup> March 2019 and received best paper award.
- Attended and presented paper in the International Conference on Innovation, Entrepreneurship and Economy for sustainable development organized by Sri Sai Ram Institute of Management Studies on 10<sup>th</sup> and 11<sup>th</sup> October 2018 and received best paper award.
- Attended Online Elementary FDP on "the master class- artificial intelligence and deep learning for management faculties", conducted by ATAL, 31.05.21 – 04.06.21.
- Attended 7 Days International Professional Development Programme on SPSS, conducted by Patrician College of Arts & Science, 21.6.21-27.6.21.
- Attended Online Elementary FDP on "Sustainable Change Management", conducted by ATAL & Auxilium College (Autonomous), 12.7.21-16.7.21.
- Attended FDP-online on Research Methodology conducted by ATAL, 26.7.21-30.7.21.
- Attended International Webinar on Promoting the rule of law and human rights are the key for peace and justice conducted by Auxilium College (Autonomous) & St. Joseph's College of Arts & Science (Autonomous) 26.10.21
- Attended Workshop on Documentation and Data Management conducted by IQAC, Auxilium College (Autonomous), 29.10.21
- Attended National Webinar on Intellectual Property rights perceive your rights conducted by Auxilium College (Autonomous) 20.11.21

- Attended National level Intercollegiate Online FDP on Outcome Based Education, conducted by IQAC, Auxilium College (Autonomous) & ipsr Solution Ltd, 22.11.21-27.11.21.
- Attended 6 Day Virtual FDP on Developing resilience through Innovations in Management Teaching And Research conducted by SRM Institute of Science & Technology, Kattankulathur, 21.01.22-26.01.22
- Attended Training Programme on “National Intellectual Property Awareness Mission”, conducted by Intellectual Property Office, 09.02.22
- Attended International Seminar Cum Workshop on Multi-disciplinary research in Humanities and Social Sciences conducted by VIT, Chennai 21.02.22 & 22.02.22
- Attended 7 Days FDP on Holistic Development of Management Teachers organized by IQAC, Shri Shankarlal Sundarbai Shasun Jain College for Women, 11.05.22 – 18.05.22
- Attended Two Weeks online FDP on Libre office suite writer, Calc & Impress organized by Spoken Tutorial,IIT Bombay, 26.5.22-10.6.22
- Attended and Presented paper in the conference in International Conference on Re-inventing Business Practices, Startups and Sustainability organized by SRM Institute of Science and Technology, Chennai on 29.09.2022 & 30.09.2022 and received best paper award.
- Attended and Presented paper in the International Conference on “Emerging Challenging of Green Business in Environment sustainability” organized by Nature Science Foundation, Coimbatore and Auxilium College on 04.02.2023 and received best paper award.
- Attended and Presented paper in the International Conference on Emerging Trends in Online Teaching, Assessment and Learning conducted by Rashtriya Uchchatar Shiksha Abhiyab (**RUSA**) State Project Directorate, DOTE Campus, Chennai, Tamil Nadu on 28.02.2023 and received best paper award.