

## CURRICULUM VITAE



### **Dr. BEULAH SURESH**

Head & Assistant Professor

Department of Business Administration

Auxilium College, Gandhi Nagar, Vellore – 632 006.

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### **Career Objective**

Work with Professional educators in the areas of teaching, learning, research, consultancy and educational administration for the success of learners and to make them as responsible citizens of the technological based knowledge age.

### **Contact Information**

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Permanent: 247, 43<sup>rd</sup> Street, 8<sup>th</sup> Sector,

Address K.K. Nagar, Chennai – 600 078.

Phone: 044-23662419

### **Personal Data**

Date of Birth : 23:04:1972

Place of Birth : Theni, Tamilnadu.

Nationality : Indian

Languages Known : English & Tamil

Designation : Assistant Professor

Father's Name : S. John Rathanasamy

Marital Status : Married

## **Educational Qualification**

April 2013 - Ph. D (Management) Mother Teresa Women's University

June 2012 - National Eligibility Test (Management)

June 2004 - M. Phil (Management) - Alagappa University

May 2012 - M.Com- Alagappa University

June 2000 - M.B.A (Marketing) - Annamalai University

June 1992 - B.Com - Madurai Kamaraj University

## **Computer Skills**

Completed short term computer course "Swift India" in NIIT

## **Online Certification**

- Healthcare Organizations and the Health System from Rutgers The State University of New Jersey
- Inspiring and Motivating Individuals from University of Michigan
- COVID 19 – Contact Tracing from John Hopkins University
- Principles of Human Resource Management through NPTEL
- Stress Management through NPTEL

## **Professional Experience**

- Assistant Professor in the Department of Business Administration, Auxilium College, Vellore 632 006, from 2002 till date.
- Guest Faculty in APCA –Academy of Prisons and Correctional Administration, Vellore. Classes handled for Prison Officers from 2002 till date.
- Guest Faculty in Christian Medical College and Hospital, Vellore. Classes are handled for MHA students in Healthcare Services Marketing from 2019 August till date.
- Police Well Being Trainer for the Tamilnadu Police Department. Training sessions are handled and counselling is given for the Police officials of Vellore District from February 2019 till date.
- Classes are handled for Prisoners in Central Prison, Vellore from 2005 till 2017.
- Classes handled in MSME (Ministry of Micro, Small & Medium Enterprise), Government of India.

- Worked as Executive Administrator in MM Rubber Company Limited from 12<sup>th</sup> Feb 1996 to 16<sup>th</sup> Sept 1997

## **Membership**

### **External**

- Member of the Board of Studies in commerce of Jayaraj Annapackiam College for Women, Periyakulam, for the year 2007-2009.
- Member of the Board of Studies in Management Studies of Muthurangam Govt Arts College , Vellore for the year 2014-2016.
- University nominee for the Board of studies in Business Administration of C.Abdul Hakeem College (Autonomous), Melvisharam from 2014 to 2016.
- Member of the expert committee in subject to scrutinize the application for research supervisor in Thiruvalluar University from 2016 till date.
- Member of the inspection commission for affiliation of new arts and science colleges affiliated to Thiruvalluar University in 2016.
- Member of the Educative Committee in Auxilium Higher Secondary School, Vellore, from 2007-2011.
- Member in the Academic Council of CMCH, Vellore for the Course in Diploma in Hospital Administration from 2019.
- Member of the Board of Studies in Management Studies of Sacred Heart College , Vellore from 2020.
- Academic Audit Member for Department of Business Administration ,Voorhees College, Vellore for the year 2020-2021
- Member of the Board of Studies in Business Administration (UG) for Thiruvalluar University for the year 2019-2020.
- Doctoral Research Committee Member for DKM College in Management studies from 2020
- Doctoral Research Committee Member for Sacred Heart College in Management studies from 2019

- Appointed as Chairman of Business Administration Board (UG) April /May 2022 to conduct Central Valuation by Thiruvalluvar University, Vellore.
- Member of the Board of Studies in Business Administration (UG) in Islahmiah College for men, Ambur.

### **Internal**

- Chairman for the Board of Business Administration, Auxilium College from 2006 till date.
- Member of Internal Quality Assurance Cell, Auxilium College, from 2008 to 2016.
- Member of Research and Publication Committee , Auxilium College, from 2010 to 2015. From June 2021 till date
- Member of the College Council, Auxilium College from 2003 till date.
- Member of the Academic Council, Auxilium College from 2007 till date.
- Member of the Examination Committee, Auxilium College from 2007 till date.
- Member in the Intellectual Property Rights Cell from 2019 till 2021.
- Coordinator of the Auxilium Business Incubation Centre from 2018 to 2020.
- Convenor for AIIC- Auxilium Innovation and Incubation Centre, registered under Ministry of Education from 2023 till date.
- Member in the Institution Industry Cell from 2022 till date

### **Research Experience**

- Research Supervisor in Thiruvalluvar University for Management.
  - Produced 04 Ph. D Scholars and currentlys guiding 4 Ph. D Scholars
  - Produced 03 M. Phil Scholars
- “Behavioural Analysis of Women Consumers towards offers - A study with special reference to women in Vellore.” – Ph.D. Topic.
- “A Study on the Occupational Stress of Prison Officers” – M. Phil Topic

- Projects are guided for B.B.A. from 2002 and for M.B.A. from 2012
- Supplier Satisfaction Survey was conducted at BHEL, Ranipet, in 2013 leading a team of MBA students and the report was submitted to the General Manager ,Dept. of Materials Management.
- Real case analysis are done in the area of Supply Chain Management and Work Life Balance Management in collaboration with BHEL.
- A member in the Industry collaboration project undertaken on the topic “Checking and Mapping Biodegradability of Plant Based Sheet, Veganvirya, Product Developed From Agricultural Inputs And Agro Waste By P A Footwear P Ltd, in Collaboration with CSIR-NIIST” period of study from July 2024 to October 2025

### **Sanctioned Project**

- A Small Grant Project was sponsored by United Board Hong Kong for US \$ 5,000 for the year 2015 to 2016.
- Seed Money of Rs.50000 received from the Management of Auxilium College for the ongoing research project for the year 2021-2022.

### **Patent Received**

- Design Patent received for Smart Glasses for Blind on 11/8/2025, Design No: 456720-001

### **Book Authored**

Principles of Management (Management Concepts) - Thakur Publishers -ISBN: 978-93-82249-00-9

Industrial Relations and labour Laws - Sri Bharani Publication – ISBN 9788198437430

### **Journal Reviewer**

Reviewer in the International Journal of Research and Innovation in Social Science (IJRISS) for the year February 2021 to January 2022.

Reviewer in the Human Resource Development International, Publisher: Routledge, Taylor & Francis Group from May 2025 till date

### **Honours and Awards received**

- Won “First Best Doctoral Paper Award” in the Doctoral Paper Contest organized by Chitkara University, Punjab in ICMIS – 18 at Hotel Rembrandt, Bangkok on 22<sup>nd</sup> September, 2018.
- Won Best Paper Award on 11<sup>th</sup> October ,2018 in the International Conference Organized by Sri Sai Ram Institute of Management Studies, Chennai
- Won Second Prize in the District level Competition during the Training Programme organized by the State Police Department along with NIMHANS, Bengaluru during 4<sup>th</sup> February 2019 to 8<sup>th</sup> February, 2019.
- Won Best Paper Award on 29<sup>th</sup> March 2019 in the International Conference Organized by Sathyabama Institute of Science and Technology, Sathyabama University, Chennai
- On 8<sup>th</sup> March 2020 The Royal Commonwealth Society Asia Region, Malaysia awarded with the “Change Maker” award for promoting global citizenship and entrepreneurship among young women in India.
- On 5<sup>th</sup> October 2021 received the “World Teacher Award 2021” in Recognition of outstanding contribution in Teaching by Red Pond Educational and Psychological Research Centre, Madurai, Tamilnadu, India and UK.
- On 7<sup>th</sup> May 2022 received the Big Red National level Entrepreneur Award 2022 for Excellence in Education by Women Business Network.
- On 28<sup>th</sup> November 2022 received the Best Entrepreneurship Award for Outstanding dedication and Commitment towards Development by Nature Science Foundation, Coimbatore.
- Awarded with Sr. Ethelvina Distinguished Researcher Award for the year 2023-2024 by the Auxilium College,(Autonomous ),Vellore.
- On 1<sup>st</sup> March 2025 received the Research Excellence Award by Research Education Solutions in collaboration with Institute of Management, Bhubaneswar.

### **Refresher Programme Attended**

- Participated in Refresher Training for Master Trainers – Police Wellbeing Programme on 4<sup>th</sup> and 5<sup>th</sup> November 2019 at SRM University , Kattankolathur.
- Completed ARPIT- Annual Refresher Programme on “Teacher and Teaching in Higher Education” of MHRD and National Testing Agency on 16<sup>th</sup> February 2020.
- Attended AICTE sponsored Refresher programme on “Nurturing Marketing and Digital Skills” organized by Ramakrishna engineering College, Coimbatore from 17<sup>th</sup> March 2021 to 23<sup>rd</sup> March 2021.
- Attended Two Weeks Refresher Course on “Teaching, Learning and Research Pedagogy for Excellence in Education” organized by Sri Sai Ram Institute of management Studies, Chennai from 31<sup>st</sup> May 2021 to 14<sup>th</sup> June 2021.
- Attended Two Weeks Refresher Course in Commerce organized by Teaching Learning Centre, Ramanujan college, University of Delhi from 31<sup>st</sup> July to 14<sup>th</sup> August 2023.

#### **Faculty Development Programme Attended**

- AICTE sponsored Staff Development Program conducted by Vellore Institute of technology from 02.02.05 to 16.02.05.
- Faculty Development Programme on “Experiential Learning” organized by VIT, Business School, Vellore on 21.11. 2009.
- Faculty Development Programme in Entrepreneurship organized by Centre for Entrepreneurship Development and Thiruvalluvar University, from 11-02-2013 to 23-02-2013.
- Faculty Development Programme on promoting Youth volunteerism and skill development through Global Recognition organized by International Special Project of the International Award for Young People on 10<sup>th</sup> February 2016.
- Faculty Development Programme on “Entrepreneurship, Innovation and Incubation” organized VITBI, VIT University, between 26<sup>th</sup> November to 8<sup>th</sup> December, 2018.
- Faculty Development Programme – Webinar Series School of Management Studies, Sathyabama Institute of Science and Technology, Chennai from 9<sup>th</sup> May to 13<sup>th</sup> May 2020.

- International Faculty Development Programme on “360 degree classroom management – Teaching Methodology” organized by Sri Sairam Engg. College, Chennai from 16<sup>th</sup> May to 22<sup>nd</sup> May 2020.
- International Faculty Development Programme on “Synergia to Revitalise, Reform, and Refresh Ourselves as Agents to Ensure Quality Education.” Organized by Department of Business Administration, Auxilium College in association with VIT B School, Amaravathi, AP from 1<sup>st</sup> June to 7<sup>th</sup> June 2020.
- International Faculty Development Programme on “Classroom Management Techniques organized by Department of Commerce, Auxilium College, Vellore from 2<sup>nd</sup> June to 8<sup>th</sup> June 2020.
- Online Faculty Development Programme on “Exposue to Moodle learning Management System” organized by PG and Research Department of Chemistry in association with IIT Bombay 18<sup>th</sup> June to 14<sup>th</sup> June 2020.
- International Faculty Development Programme on Evolving Best Teaching and Learning Practices in the Pandemic Era 2020 organized by the Board of Management, Auxilium College, from 15<sup>th</sup> June to 21<sup>st</sup> June 2020.
- AICTE sponsored ATAL FDP Programme on Sustainable Change Management from 12<sup>th</sup> July 2021 to 16<sup>th</sup> July 2021.
- International Faculty Development Programme on Soft Skills for Capacity Building organized by St. Josephs Soft Skill academy, St. Josephs College, Tiruchirapalli, Tamilnadu from 8<sup>th</sup> November to 11<sup>th</sup> November 2021.
- International Faculty Development Programme on Crafting Excellence : Research and Innovation in the age of AI by Don Bosco College, Bengaluru from 21<sup>st</sup> January to 27<sup>th</sup> January 2024.
- Faculty Development Programme on “The Art of Manuscript Writing for Indexed Journals organized by Madras Christian College, Research Colloquium from 18<sup>th</sup> to 23<sup>rd</sup> November 2024.
- International Faculty Development Programme on “Indian Knowledge System and Resourcefulness of Tamil” organized by Department of Tamil ,Auxilium College (Autonomous),Vellore from 22<sup>nd</sup> September to 28<sup>th</sup> September 2025.

### **Consultancy service**



- Consultancy service and Expertise is provided to Academy of Prison and Correctional Administration, Vellore by organizing Lifestyle Management Workshop for the prison officers of different states.
- Selected by the Tamil Nadu Police Department from the District to train the Police Officials in Vellore District to manage stress and was trained for one week in NIMHANS, Bengaluru, from 4<sup>th</sup> February to 8<sup>th</sup> February, 2019.
- Coordinator and Trainer for ABACS - Auxilium Business Administration Consultancy Services. A purpose-led consultancy to train and enable professionals.

### **Foreign Exposure**

- Participated as the coordinator for the India - Srilanka Youth Exchange Programme 2015 for Global understanding and sustainable development.
- Participated in the capacity building programme on International Opportunities for Academicians and young Professionals organized as part of Road to Commonwealth summit 2018 organized by Audacious Dreams Foundation, India in association with Commonwealth Youth Council and Auxilium College, India to spread the values of Pan commonwealth, Commonwealth Heads of Government Meeting 2018 & Commonwealth Youth Forum 2018, London, UK.
- Chaired a session in the International Conference at Bangkok on September 2018 and won the best Doctoral Paper Award in the conference.
- Participated in the India-Malaysia Youth Exchange and Study Programme as the Team Co-ordinator for Indian Delegation from 25<sup>th</sup> August – 1<sup>st</sup> September 2019 held at Malaysia, organized by Audacious Dreams Foundation, India, Royal Commonwealth Society Asian Region.
- Participated in the National Economic Forum 2019 on 29<sup>th</sup> August 2019 at Kuala Lumpur Convention Centre, Malaysia, organized by National Chamber of Commerce and Industry of Malaysia (NCCIM)

### **Industrial and Organizational Collaboration**

- Academy for Prison and Correctional administration, Vellore
- Bharat Heavy Electricals Limited, Ranipet
- Christian Medical College and Hospital, Vellore
- Integrated Village Development Project, Krishnagiri
- Aavin, Vellore

- Audacious Dreams Foundation,Gudiyatham
- Ambalal Group of Companies,Vellore
- Matha Skill Development Centre
- Sam's Lingua Centre, Coimbatore
- Brainswig Edutech Pvt Ltd, Chennai

## **Publication**

- Topic: Impact of Media in Mrs. Consumer Behavior. Book : Impact of Economic Crisis in Global Scenario, Anuragam Publishers, Page: 679-681, ISBN No.: 978-93-80627-18-2, Year: 2010.
- Topic: India's Medical Tourism: A Growing source of foreign exchange. Page: 567-571, , Excel Books ISBN No.: 978-81-7446-848-2, Year: 2010.
- Topic: The Rising Power of "Mrs. Consumer and its Contribution towards country's Economic Growth.Page: 696-704, Excel Books , ISBN No.: 978-81-7446-848-2, Year: 2010.
- Topic: The Marketing Mix in Charities Marketing. Book: Innovations in Management- Conference Proceedings, Selp Publication, Page:16 -18, ISBN No.:978-93-8050,Year:2012
- Topic: Behavioral Analysis of women Consumers towards Speciality goods during Offers, International Journal of Functional Management, Page 94, ISSN No:2319-1406, Year 2013.
- Topic: Devastating Economic Effects of Thane Cyclone, International Journal of Applied Management Research ( ISSIL), Page 207,Volume:5, ISSN No.: 0974-8709, 2013.
- Topic: Referrals is the key to turn talks into sales", Book : Emerging Paradigms in Management Research, Shanlax Publications , Page 250,Volume:1, ISBN:978-93-80686-96-7,Year 2014.
- Topic: Make the work enjoyable and productive by building good work relationships. Book: Evolve as an Expert in Life Style-Management, Conference Proceedings, Agasthiar Noolagam Page 1, ISBN: 978-93-8053-0765,Year 2014.

- Topic: Factors for Supplier Satisfaction, International Journal of Applied Engineering Research,(Scopus Indexed),Page No.22777-22779, Vol. 10, No.30, ISSN No.0973-4562,Year 2015.
- Topic: Should Price be the only determinant for a purchase? (A Case-Study), International Journal of Applied Engineering Research, (Scopus Indexed), Page No.22774-22776, Vol. 10, No.30, ISSN No.0973-4562, Year 2015.
- Topic: Industrial Marketing in the Digital Era: An Indian Perspective, International Journal of Exclusive Management Research, Impact factor 5.76, Page 42-51 , Print ISSN No.2249- 8672, Online ISSN No. 2249-2585, Year 2015.
- Topic: Designing A Planning Software Program For Inventory Management – An Experiential Technology Solution , Page 75, ISSN No 0974-1690, October 2015.
- Topic: What is the Perception of the Students in a small town about Social Networking Sites ( SNS) –A Study,Indo-Asian Journal of Multidiciplinary research (IAJMR), Page 169, ISSN No.2454-1370,Volume 2,Issue 2, January 2016.
- Topic: A study on the Impact of Religious TV Channels on households in Vellore Suburb ,International Research Journal of Management and Humanities.(Listed in ULRICH & CABELL Directory, TEXAS, USA- Page 178,ISSN No.2347-3274,Volume 3,Issue1, September 2016.
- Topic: Understanding of major Challenges in Industrial Relations and their correlation with Retention and Productivity –With Reference to Automotive Industry – Bonfring International Journal of Industrial Engineering and Management Science, Page 33, ISSN No.2250-1096,Volume 6,Special Issue, October 2016.
- Topic: A Case – Study on a Collaborative Type performance Evaluation System, Bonfring International Journal of Industrial Engineering and Management Science, Page 186, ISSN No.2250-1096,Volume 6,Special Issue, October 2016.
- Topic: A Critical Evaluation of the Importance, Implementation and Implication of the Protection of Women from Domestic Violence, Act 2005,Bonfring International Journal of Industrial Engineering and Management Science, Page 19,ISSN No.2250-1096,Volume 7,Special Issue, March 2017.
- Topic: A Study on Work life Balance - What Women Employees Want ,Bonfring International Journal of Industrial Engineering and Management Science, Page 54,ISSN No.2250-1096,Volume 7,Special Issue, March 2017.
- Topic: A Study on Motivational factors affecting the productivity of the employees at Greaves Cotton Limited, Ranipet, Tamil Nadu, International Journal of Applied

Business and Economic Research (IJABER) (Scopus Indexed), ISSN : 0972 - 7302, Volume 15, Special Issue, 2017.

- Topic: Green HRM and its practices at various organizations, Emperor International Journal of Finance and Management Research, Volume IV, Special Issue II, January 2018. ISSN : 2395 – 5929.
- Topic: A Study on the Stress faced by Women Professional Students Towards Their Career Challenge, International Journal of Multidisciplinary Researches, A Peer Reviewed, Refereed and Quarterly Journal with Impact Factor, Vol. 4, Special Issue : 5 February 2018, ISSN : 2349 – 8684.
- Topic: A study on the impact of Emotional Intelligence on Employees performance – Chennai. International Research Journal of Management and Commerce, ISSN: (2348-9766), Volume 5, Issue 3, March 2018. pp. 617– 639. Impact Factor – 5.564.
- Topic: Job Satisfaction of Engineering Faculty Members in a Private University, Chennai, Tamil Nadu, International Journal of Mechanical Engineering and Technology (Scopus Indexed), 9(5), 2018, pp. 454–465.  
<http://www.iaeme.com/IJMET/issues.asp?JType=IJMET&VType=9&IType=5>.
- A Conceptual Analysis on Work Life Balance, Journal of Management, 5(4), 2018, pp. 97–100.
- The paper titled, “A Study on Quality of Family life of Faculty members working in arts and science college at Vellore” was published in the conference proceedings titled, “8<sup>th</sup> International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development (ICIEESD 18), ISBN : 978-93-5321-965-9.
- Research Paper entitled “Empower the women, Develop the Nation : Validating the Women Empowerment Scale” was published in AIMS International Journal, Volume 12, Number 3, September 2018, DOI : 10.26573/2018.12.3.3, pp. 171 – 181.
- The paper titled, “A study on Emotional Intelligence and its Impact on Academic Achievement of Adolescent Girls in Vellore”, was published in Global Journal of Business and Management Research, A Double Blind Peer Reviewed Referred Journal, Volume 5, Issue 2, October 2018. ISSN : 2347 – 7814.
- The paper titled “A study on Awareness of the physical activity and its contribution to the well being of Women’s Faculty Members” was published in International Journal of Engineering Researches and Management Studies with Impact Factor – 3.775, Volume 5, Issue 12, December 2018, ISSN : 2394 – 7659.

- A Study on the Impact of Emotional Intelligence on Job Satisfaction of College Faculty October-December-2019 Members in Vellore” THINK INDIA (Quarterly Journal), Vol-22(4) pg. 6734-3743, ISSN : 0971-1260, October-December-2019
- “An Empirical Study on Quality of Professional Life of Faculty Members Working in Arts & Science Colleges at Vellore” Restaurant Business, Vol. 118 (3), pg. 211-221, Scopus Indexed, UGC listed Journal No: 10549, ISSN: 0097-8043, March 2019.
- “Review: Socio – Economic Empowerment through Self Help Groups (SHGs)” was published in Think India Journal, Volume 22, Issue 14, December 2019, ISSN: 0971 – 1260.
- A Study on Inventory Management System in Bharat Plastic Industry, Ambattur was published in Think India Journal, Volume 22, Issue 14, December 2019, ISSN: 0971 – 1260.
- A study on the expected measures to enhance the Work-Life Balance of Faculty Members in Vellore District in UGC Care Listed Journal, Sambodhi Journal, Volume 43-No.03 (IX), July – September 2020. pp. 66-71
- A Qualitative study on the Work-Life Balance of Advocates in UGC Care Listed Journal, Alochana Chakra Journal, Volume IX, Issue X, Oct 2020. pp. 989-997.
- Students' Perception of Socioeconomic Status and their Academic Performance, Journal of the Social Sciences, 2020, Scopus Indexed, Impact factor 6.120, Vol 48 Issue 3, p.3307,
- Adolescents Perception on parenting and Academic Achievement, Kala Sarovar, UGC Care Group - I Journal 2020, Vol 23 Issue 4, p.178.
- A Study on the Factors that Lead Prospective Consumers to Avoid Organic Food Products in Vellore City., Rabindra Bharati Journal of Philosophy. UGC care group 1 journal) Volume 24, No. 4., Peer reviewed journal, Impact factor: 6.986, ISSN No. 09730087

## **Papers Presented**

### **International Seminar / Conference**

- “Indian Amusement Parks Galloping towards Global Standards” organized by Muthyammal Engineering College, Rasipuram on 2<sup>nd</sup> November 2006.
- “Mrs. Consumers – The Agent of Social Transformation” organized by Mother Teresa Women’s University, Kodaikanal on 18<sup>th</sup> & 19<sup>th</sup> February 2008.
- “Impact of media in Mrs. Consumer buying behaviour” organized by Sri. Sai Ram Institute of Management Studies, Chennai on 24<sup>th</sup> and 25<sup>th</sup> September 2009.
- “The Wheels of India’s Development”, organized by Department of Management Studies, Annai Mathammal Engineering College, Namakkal on 9<sup>th</sup> October 2009.
- “Behavioral Analysis of Women Consumers towards Speciality goods during Offers” organized by Sri Ganesh School of Business Management, Salem on 22<sup>nd</sup> February 2013.
- “Referrals is the key to turn talks into sales”, organized by Vivekanda Institute of Technology, Namakkal on 27-02-2014 & 28-02-2014.
- “Make the work enjoyable and productive by building good work relationships.” organized by Department of Business Administration, Auxilium College, Vellore on 20-08-2014.
- “Industrial Marketing in the Digital Era: An Indian Perspective”, organized by St. Joseph’s Institute of Management, Tiruchirapalli on 21<sup>st</sup> February 2015.
- “Employee Satisfaction with a Collaborative Style Performance Evaluation System – A Case Study” organized by M.M.E.S. Women’s Arts and Science College, Melvisharam on 4<sup>th</sup> and 5<sup>th</sup> March 2016.
- “Understanding of Major Challenges in Industrial Relations and their Correlation with Retention and Productivity- With Reference to Automotive Industry” organized by M.M.E.S. Women’s Arts and Science College, Melvisharam on 4<sup>th</sup> and 5<sup>th</sup> March 2016.
- A Critical Evaluation of the Importance, Implementation and Implication of the Protection of Women from Domestic Violence, Act 2005, organized by Auxilium College, Vellore, on 8<sup>th</sup> March 2017.
- “Gender Stereotypes in Automotive Advertising and Consumer Preference” organized by the School of Management, Mount Carmel College, Autonomous, Bengaluru on 13<sup>th</sup> October 2023.

- “Assessing the influence of COVID-19 Pandemic on the Employability skills” organized by the School of Management, Mount Carmel College, Autonomous, Bengaluru on 13th October 2023.
- “ The impact of digital platform on consumer towards organic food product” organized by the Department of Commerce and Management, SRM Arts and Science College, Kattankulathur, on 22<sup>nd</sup> and 23<sup>rd</sup> February 2024.
- “ Leveraging Digital Platforms for Consumer Education organized by the Department of Business Administration and Department of Commerce in collaboration with Department of Management and Public Administration, University of Gondar, Ethiopia on 26<sup>th</sup> and 27<sup>th</sup> July 2024.

### **National Seminar / Conference**

- “Customer Relationship Management” Organized by Auxilium College on 24<sup>th</sup> August 2005.
- “Service Marketing” organized by C. Abdul Hakeem College, Melvisharam on 26<sup>th</sup> March 2007.
- “The Concept & Relevance of Medical Tourism in India” organized by Sacred Heart College, Thirupattur on 30<sup>th</sup> & 31<sup>st</sup> August 2007.
- “India’s Medical Tourism is a growing source of foreign exchange”, organized by RSN Institute of Technology, Bangalore on 29<sup>th</sup> & 30<sup>th</sup> April 2011.
- “Innovations in Management” Organized by Bharath college of Science and Management, Thanjavur, 15<sup>th</sup> February 2012.
- “Creativity and Innovation Management ” organized by Islamiah Women’s Arts and Science College, Vaniyambadi on 07- 03- 2015.
- Opportunities and Challenges of Indian Business in Dynamic Global Environment organized by the department of Management Studies, Sacred Heart College, Tirupattur on 22<sup>nd</sup> January 2016.
- “A study on the Impact of Religious TV Channels on households in Vellore Suburb” organized by Priyadarshini Engineering college, Vaniyambadi, on 27<sup>th</sup> August 2016.
- “Transformative Learning in Prison-By reaching out you draw them in”, organized by VIT Business School, VIT University, Vellore, on 10th December, 2016.

## **Participation of Resource Person**

- Participated as Keynote speaker for the topic “Youth personality and attitudes today” in the Annual Conference on “Youth Today – A Theological search” organized by Tamil Theological Association on July 12 – 13, 2018 at Citadel, Chennai.
- Chaired a session on September 22, 2018 in the International Conference on Management and Information Systems (ICMIS) on September 21 – 22, 2018 at Bangkok, Thailand organized by AIMS International in collaboration with INFOMS and Chitkara University.
- Chaired as Chief Guest for the celebration of International Women’s Day on March 9, 2019 in Bharat Heavy Electricals Limited (BHEL / BAP / Ranipet).
- Chaired a session on “Personality Management” on 17<sup>th</sup> June 2019 and “Work Life Balance” for the training course on “Lifestyle Management for Prison and Correctional Officers” which was organized on 17<sup>th</sup> to 19<sup>th</sup> June, 2019 by the Academy of Prisons and Correctional Administration, in collaboration with the Department of Business Administration, Auxilium College, Vellore for the Prison Officers.
- Served as Resource Person and handled a session for Prison officers on 10<sup>th</sup> January 2023 on the topic “Group Dynamics and Team Building” organized by Academy of Prisons and Correctional Administration, Vellore.
- Served as Resource Person and handled a session for Prison officers on 12<sup>th</sup> January 2023 on the topic “ Interpersonal Relations ” organized by Academy of Prisons and Correctional Administration, Vellore.
- Served as Resource Person on 3<sup>rd</sup> February 2023 for the five days course on Training for Trainers on the topic “Motivation of Learners through Demonstration, Coaching and Group Learning, organized by Academy of Prisons and Correctional Administration, Vellore and sponsored by Bureau of Police Research and Development, New Delhi.
- Served as Resource Person at the Quality Assurance Conclave organized by the College of Nursing, Christian Medical College, Vellore on 7<sup>th</sup> June 2023.
- Served as Resource Person in the short term Prison Training Programme on “ Technology in Prison Administration” from 21<sup>st</sup> August to 28<sup>th</sup> August 2023 organized by Academy of Prisons and Correctional Administration, Vellore in



collaboration with Vellore Institute of Technology ,Vellore and sponsored by Bureau of Police Research and Development, New Delhi.

### **Seminars/ Conferences / Training Programs attended**

- The National Conference on “25 years of Autonomy” – Vision Experiences and Future Directions by Loyola College, Chennai. November 2002.
- Participated in District Level Seminar at DKM College for women, Vellore on “360° Performance Appraisal and Emerging Trends in Marketing” on 27.03.03.
- Two days National Level Seminar in Vellore Institute of Technology on “Intellectual Property Rights” from 29.03.04 to 30.03.04.
- State Level Management Meet at Theivanai Ammal College for Women, Villupuram on “Business Manthras” on 11.08.05.
- National Level Seminar on “CRM” conducted by Auxilium College on 24.08.05.
- Two days National Level Seminar on “Culture and Creativity in Teaching” conducted by MarudharKesari Jain College, Vaniyambadi on 03.12.05 to 04.12.05.
- International Level Seminar Organized by Muthyammal Engineering College Rasipuram on “India Services Galloping towards Global Standards” on 2.11.06.
- Two days National Level Seminar on “Innovative Strategies for Quality Assessment” Organized by IQAC Auxilium College Vellore on 24.11.2006 and 25.11. 2006.
- National Conference on “Stress Management” organized by KMG College on 10.11. 2007.
- State Level Seminar on “Preservation of Library Documents” Organized by Auxilium College and SALIS on 17.03.2007.
- Workshop on “Research Orientation” Organized by Mother Teresa Women’s University on 23.07.2007.
- National Conference on “Human Capital Valuation” Organized by VIT Business School on 06.10.2007.
- Workshop on “Census data Dissemination sponsored by Ministry of Affairs organized by Thiruvalluvar University on 30.10. 2007.

- Two days National Seminar on “Human Rights” organized by IQAC, Auxilium College on 12.12.2007 and 13.12.2007.
- National Conference on “Risk Management in SMEs” organized by VIT Business School on 19.01.2008.
- Workshop on “Research Orientation” organized by Mother Teresa Women’s University on 29.01. 2008.
- Management Development Programme on “Reforming Business Education Innovative Strategies” organized by VIT, Business School, Vellore on 05.07. 2008.
- International seminar on “Delearn to Relearn” Innovative Teaching Methods, organized by Knowledge XCHANGE, Chennai on 19.07. 2008.
- International Seminar on “Naveena Illakiyathil Manitha Orimai Sindhanigal”, organized by Department of Tamil and New Century Book house, Vellore on 10.12. 2009.
- Women’s Day Programme on “Work Life Balance” organized by Academic Staff College, VIT University, Vellore on 08.03. 2010.
- National Conference on “Empowerment of women and youth for a Just Social order” organized by Voorhees College, Vellore, from 25.10.2010 to 27.10.2010.
- Workshop on “Role of NGO’s and Scope of Collaboration with Prison Departments” organized by PRAYAS, Mumbai and APCA Vellore, on 28.01.2011 and 29.01.2011.
- State Level Seminar on “Effective Evaluation – Practices and Perspectives”, organized by IQAC, Auxilium College on 17.09. 2011.
- National Seminar on “India’s Medical Tourism is a growing source of foreign exchange”, organized by RSN Institute of Technology, Bangalore on 29.04.2011 and 30.04. 2011.
- National Seminar on “Innovations in Management” Organized by Bharath college of Science and Management, Thanjavur, on 15 .02.2012.
- International conference on “Competency Building Strategies in Business Management” organized by Sri Ganesh School of Business Management, Salem on 22.02.2013.
- National Seminar on “Melting Indian Rupee”organized by Ranippettai Engineering College on 18-09-2013 and 19-09-2013.

- National level Management Symposium “Sankalp 13” organized by GanadipathyTulsi’s Jain Engineering College on 09-10- 2013.
- International conference on “Emerging Paradigms in Management Research” organized by Vivekanda Institute of Technology, Namakkal on 27-02-2014 & 28-02-2014.
- National Workshop on “Management Mantra” organized by VIT Business School, VIT University, Vellore on 3-5-2014.
- Award leader training workshop –An international Special Project of the Duke of Edinburgh’s International award on 26-08-2014.
- Sports for Development and Peace Youth Advocacy Toolkit Workshop organized by Common Wealth Youth Sports for Development and Peace on 4<sup>th</sup> March 2015.
- Professional Courses in Commerce and Career Opportunities – National Seminar organized by the Department of Commerce ,Auxilium College on 16<sup>th</sup> September 2015.
- Workshop for Leaders of Christian Colleges in India on Strategic Planning and Resource Development organized by United Board for Christian Higher Education in Asia and Christ University Bangalore on 25<sup>th</sup> and 26<sup>th</sup> January 2016.
- State Level Workshop on Enhancing Quality in Higher Educational Institutions through Innovations and Best Practices organized by Internal Quality Assurance Cell, Auxilium College on 6<sup>th</sup> April 2016.
- National Level Seminar on Current Trends in Higher Education in the context of the New Education Policy of the Government of India – An Appraisal organized by All India Association for Christian Higher Education (AIACHE) sponsored by United Board on 2<sup>nd</sup> to 4<sup>th</sup> June 2016.
- Participated and presented a paper titled, “A study on the Stress faced by Women Professional Students towards their career challenge” in International Conference organized by School of Commerce & Management, on 17<sup>th</sup> February 2018 at Shri Shankarlal Sundaribai Shasun Jain College for Women, T. Nagar, Chennai.
- Participated in the National Level Seminar on “Impact of Digital Marketing in India”, IDMI 18, held on 4<sup>th</sup> October, 2018 organized by Department of Business Administration, Adhiparasakthi College of Arts and Science (Autonomous), Vellore.
- Participated in 8<sup>th</sup> International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development, held on 10<sup>th</sup> & 11<sup>th</sup> October, 2018 organized

by Sri Sai Ram Institute of Management Studies, of Sri Sai Ram Institute of Technology, Chennai.

- Participated in an orientation programme on 25<sup>th</sup> October, 2018 to train the Police Officers of Tamil Nadu on “Life skills” at the Office of the Directorate General of Police, Chennai.
- Workshop on R Programming and SPSS from 9<sup>th</sup> January to 13<sup>th</sup> January, 2019 organized by BrainSwig Edutech Private Limited, Chennai at Auxilium College (Autonomous), Vellore – 06.
- Participated in “Training of Trainers workshop on Police Well Being”, held from February 4<sup>th</sup> to 8<sup>th</sup>, 2019 organized by Department of Psychiatric Social work, at National Institute of Mental Health and Neurosciences Bengaluru in association with Tamil Nadu Police.
- Participated in the International Conference on Advancements in Technology, Business and Management (ICATBM 2019) organized by School of Management Studies, Sathyabama Institute of Science and Technology, Chennai held from 27<sup>th</sup> to 29<sup>th</sup> March, 2019.
- Participated in the workshop and certificate course programme on “Data Analysis using SPSS”, from 8<sup>th</sup> July to 11<sup>th</sup> July, 2019.
- Participated in the “Case Teaching & Writing – Preparatory Workshop Series” organized by VIT Business School in collaboration with Emerald Publishing on May 10, 2019 at VIT Business School, VIT University, Vellore – 632 014.
- Participated in the Cookery Competition held on 24<sup>th</sup> September 2022 organized by the Department of Endocrinology, Diabetes & Metabolism, Christian Medical College, Vellore, India.
- Participated in the International Conference on “ The Powerhouse of Innovation for a better world through Entrepreneurialism” on 19<sup>th</sup> November 2022 organized by Department Of Business Administration in collaboration with Ambalal Group of Companies, Vellore.
- Participated in the one day programme on “Promoting Innovation & Entrepreneurship in HEIs” organized by Association of Self- Financing Arts , Science & Management Colleges of Tamilnadu conducted on 30<sup>th</sup> November 2023 at PSGR Krishnammal College for Women , Coimbatore.

- Participated in the student exchange programme from 30<sup>th</sup> January to 1<sup>st</sup> February 2024 organized by Auxilium College ( Autonomous),Vellore in collaboration with St. Albert's College ( Autonomous), Ernakulam, Kerala.

### **Events Organized and Coordinated**

- National Seminar on CRM on 24.08.2005.
- National Seminar on Talent Management on 12.08.2008.
- Emerging Executive Meet on 02.02.2007.
- National Seminar on Enhancement of Quality in Marketing Services on 25.01.2012.
- Appointed as Center co-ordinator by Laurus Edutech Life Skills Private Limited for implementing STAR Scheme in Auxilium College from 10-02-2014 to 15-08-2014.
- International Seminar on “Evolve as an Expert in Life Style Management” on 20-08-2014.
- Co-ordinator for the International Special Project of the Duke of Edinburgh's International award of UK Government in Auxilium College.
- Concerned authority for the MOU signed between Department of Business Administration, Auxilium College and Audacious Dreams, India to train and develop the skills of the students and there by learn and share the best practices from industry.
- Co-ordinator for the India Srilanka Youth exchange programme 2015 for Global understanding and sustainable development.
- Served as the Mentor for the course Empowering Young Leaders Potential on 15<sup>th</sup> May 2015, organized by Global Partnership for Youth in the post 2015 – Agenda.
- Concerned authority for the MOU signed between Department of Business Administration, Auxilium College and Academy of Prisons and Correctional Administration for Faculty Exchange, Sharing of Expertise, Organize Programmes and workshops and there by learn and share the best practices from both the organization.

- Concerned authority for the MOU signed between Department of Business Administration, Auxilium College and Ambalal group of Companies for the Placement, Internship, and for training in Online stock trading on 8<sup>th</sup> March, 2019.
- Concerned authority for the MOU signed between Department of Business Administration, Auxilium College and Matha Skill Development Centre for entrepreneurial and skill training for the students on 8<sup>th</sup> March, 2019.
- Organized Two days International Virtual Conference on “Rediscovering you for Post Covid Success” in Collaboration with Audacious Dreams Foundation on 21<sup>st</sup> and 22<sup>nd</sup> May 2020.
- Organized three days Virtual National Seminar on “Own Your Journey through the Journey of Entrepreneurship” in Collaboration with National Institute for Micro, Small & Medium Enterprises (ni-msme), Ministry of MSME, Govt of India, Hyderabad from 27<sup>th</sup> May to 29<sup>th</sup> May 2020.
- Organized an International Faculty Development Programme on “Synergia to Revitalise, Reform, and Refresh Ourselves as Agents to Ensure Quality Education.” in association with VIT B School, Amaravathi, AP from 1<sup>st</sup> June to 7<sup>th</sup> June 2020.
- Organized Two Days National Webinar on “Impact of COVID 19 in Service Sector : Strategies to Overcome the Challenges” in Collaboration with Jayaraj Annappackiam College for Women, Periyakulam on 1<sup>st</sup> and 2<sup>nd</sup> June 2020.
- Organized 21 Days Webinar on Micro Skillpreneurs Development Programme in Collaboration with Entrepreneurship Development Institute of India Ahmedabad, Gujarat and Matha Skill Development Centre from 1<sup>st</sup> to 25<sup>th</sup> July 2020.
- Convener for the International Webinar on the SDG Goal 16 “Promoting the Rule of Law and Human Rights are the key for Peace and Justice” organized in collaboration with St. Josephs college, Cuddalore on 26<sup>th</sup> October 2021.

### **Out Reach Programme**

- Certificate Courses in Basic Management Skills & Human Resource Management was framed and conducted for the life time prisoners in Vellore Prison.
- Educational service and timely need is offered to children of After Care Home, Allapuram, Vellore.
- From 2006 every year Christmas is celebrated in Central Prison, Vellore and in After Care Home, Allapuram, Vellore among the inmates by organizing cultural programmes

and by sharing gifts with the inmates, along with the students and staff of the Department of Business Administration, Auxilium College.

- Training for Trainers - Life Skill Training is given to the Government School Children of Katpadi girls and boys school through college girls.