

Name: DR. S.VIJAYA KUMARI

Academic Qualification: MBA, GNIIT, M.Phil., MLM., Ph.D.

Experience: Teaching – 10 years, Corporate – 2 years

Specialization: Human Resource Management, Principles of Management, Business regulatory Framework, Marketing, Financial Management, Entrepreneurship Development

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Education:

- Ph. D – St. Peter’s University, 2017.
- MLM – Annamalai University, 2015.
- M.Phil. – St. Peter’s, 2012.
- MBA – Adhiparasakthi Engineering College, 2009.
- BBA – Dr. M.G.R Janaki College, 2007.
- GNIIT – NIIT, 2006.

Professional Experience:

- HR Consultant in Auro Ace Consultancy, Sep 2009- March 2010
- Lecturer in Dr. M.G.R Janaki College, June 2010- Oct 2010.
- Assistant Professor in Annai Veilankanni’s College, June 2012- Sep 2012
- Assistant Professor in Annai Veilankanni’s College, June 2014 –March 2020.
- Assistant Professor in Patrician College of Arts and Science, Oct 2020 – Nov 2023
- Assistant Professor in Madras School of Social Work, Dec 2023- Till date

Teaching Experience:

- **P.G. (in years) - 6 U. G. (in years) - 10**

Research Experience (in years) – 4

Posts held (in Patrician College):

- **Assistant Professor - Department of Management, Oct’ 2020 – Nov 2023.**
- **Coordinator – Experiential learning (Outbound training for PG Students)**
- **Cultural Coordinator**

Credentials:

- ✓ **Coordinator – ICT Academy, 2017 -2019 (in Annai Veilankanni’s College).**

✓ **Question Paper Setter** for Krishna Arts & Science College, Coimbatore, 2018 (in Annai Veilankanni's College).

✓ **NSS Program Officer – Unit-1** 2014 – 2015(in Annai Veilankanni's College)

✓ **Cultural Coordinator** - 2015 – 2017 (in Annai Veilankanni's College).

✓ **Completed the Orientation Program conducted by Empaneled Training Institution,** 2014 – 2015 (in Annai Veilankanni's College)

Published Books:

Book Title	Year of Publication	Publication
Marketing Management	2022	Charulatha Publications
Business Environment	2022	Charulatha Publications
Business Regulatory Framework	2018	Charulatha Publications
Entrepreneurship Development	2019	Charulatha Publications

Research Papers Presented / Published:

- “Blue Ocean Strategy: How to Create Uncontested Market Space” – Paper Presented in International Conference held at Sairam Engineering College, Chennai. Paper Published in Annamalai University Review bearing ISSN-0974-1690, Vol.4 Special Issue-1- July – December 2013.
- “Work Life Balance Between Working Mom & their Children’s” – Paper presented in National Conference held at Srinivas Institute of Management Studies, Mangalore, Karnataka. The Papers presented in the Conference published in the conference proceeding with ISBN No.978-81-929306-0-2
- “Current Strategies Followed for Quality Improvement to Retain Customer & Employees” – With Reference to Vodafone Company – Chennai (Ekkaduthangal Site) – Paper presented in International Multidisciplinary Conference held at Leelawati College of Commerce & Computer Studies, The Papers presented in the Conference published in the conference proceeding with ISBSN No.2249 – 7463

- “Current Status of Social Media in Political Campaign with reference to Communist Party of India” – Paper presented in International Conference on paradigm shift in Management held at St. Peters University, The Papers presented in the Conference published in the conference proceeding with ISSN No.2347-7814
- “A Study on Developing and Empowering workforce towards Employees through training development” – A Special Reference to Nokia Networks India Pvt Ltd.,- Siruseri Chennai) – Paper presented in International Conference on Management held at International School of Informatics Management – Jaipur.
- “A Study on Stress and its Brunt on Employees Work life balance with special Reference to Vodafone Company (telecom Sector) – Ekkaduthangal Site (Chennai)”, Paper published in Online Journal of International Organization of Scientific Research, The Papers published in Online Journal with e-ISSN No.2278-487X
- “An Exploratory Study of Work Life Balance Emanates and work Satisfaction in Ericsson Company – Chennai City” Paper published in Online Journal of International Journal of Scientific Research and management; The Papers published in Online Journal with e-ISSN No.2321-3418X
- “Factor Affecting Work Life Balance among Telecom Employees in Chennai” Paper Presented in International Conference on Banking, Finance, Business & Technology for Sustaining Economic Development in Global Market, held at Sairam Engineering College, Chennai. The Papers presented in the Conference published in the conference proceeding with ISSN 2347 – 8446
- “An Empirical Investigation on Work Life Balance among Telecom Employees : Emerging HRM Interventions with reference to Nokia Siemens Networks & Ericson Telecommunications” Paper published in Online Journal of International Journal of Science & Research, The Papers published in Online Journal with e-ISSN No.2319-7064 & Scientific Journal’s Impact Factor 5.6.(Vol – 4 Issue 12, December 2015)

- “The Impact of Work Life Balance on the Wellbeing of Employee in the Telecom Sector” Paper published in Online Journal of International Journal of Science & Research, The Papers published in Online Journal with e-ISSN No.2319-7064 & Scientific Journal’s Impact Factor 5.6 (Vol – 5 Issue 2, February 2016).
- “How the Telecom Sector Employees Managing Their Work Life Balance All The Way Through 24/7” MIM International Journal of Management Research, Vol. 3, February 2017.
- “Collide with Cyber Crime- Students most Vulnerable to online bullying in Chennai”, International Conference conducted by Patrician College of Arts and Science, Chennai, February 2017.
- “Constraints and Impediments: Challenges facing by Women Research Scholar”, International Conference conducted by St. Peters Institute of Higher Education and Research” and published in SPIM International Journal of Management Research, Vol.2, ISSN: 2394-5842.
- “Brunt and impediments in NET/SLET/PhD-An exploratory study about curtailment of women professor with reference to south Chennai colleges”, International Conference conducted by SRM Institute of Science and Technology, Vol.8, ISSN No.2250-0588

Workshop / Seminar / Conferences Attended:

- Visited “Sri Lanka” and presented paper at 5th International Conference on “Contemporary Issues in Agriculture, Engineering, Management, Information Technology and Life science” from May 11 to 15th 2017
- Attended Two days’ workshop on “Case Study- Teaching and Writing”, VIT Technology and Management and Business School, VIT University, October 2017.
- “Nobel Outbound Training for Faculty attended Two Days programme in Nehru Institute of Management – 18th & 19th October 2019 Coimbatore.

