

**Name: Ms. P. Reshma**

**Designation: Assistant Professor**

**Department: MBA**

**Date of Joining: Jan 2019**

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**Educational Qualification:**

Degree	Subject	College / University & Place	Year Completed
PhD	Management Studies & Commerce	Manonmaniam Sundaranar University, Tirunelveli	Pursuing
MSc (Distance Education)	Psychology	Madurai Kamaraj University, Madurai	Pursuing
NET	Management	UGC	2015
SET	Management	Bharathiar University, Coimbatore	2012
MBA	Business Administration	Velammal College of Engineering and Technology, Madurai	2012
B. Tech	Information Technology	Jerusalem College of Engineering, Chennai	2008

**Specialisation in Teaching:**

- Human Resource Management
- Communicative skills for businesses
- Organizational Behaviour
- Industrial Relations and Labor Laws
- Organization change and development
- Cross Cultural Business Management
- Personality Development

**Research Interests:** Organizational Behaviour

**Other Work Experience:**

Designation	Institution / Company	Year - From (month/year) To (month/year)
Assistant Professor	The American School of Business Administration, The	July 2021 – Present

	American College, Madurai	
Assistant Professor	Department of Business Administration, The American College, Madurai	Jan 2019 – June 2021
Assistant Professor	Lady Doak College, Madurai	Jan 2017 – Dec 2018
HR Manager	Murugan group of skin hospitals, Madurai	June 2012 – Dec 2016
Visual Aids Specialist	McKinsey & Co.	Jun 2008 – Apr 2010

**Administrative /Academic Position/s (held/currently holding):**

<b>Positions held / currently holding</b>	<b>Year - From (month/year) To month/year)</b>
Assistant Professor	July 2021 – Present
NIPM Coordinator	April 2023 – Present
Library In charge	July 2023 – Present
HR Club Coordinator	July 2022 – Present

**Membership in Professional Bodies:**

1. All India Management Association – Member
2. NIPM Madurai Chapter

**Certifications:**

1. Certified AIMA BIZLAB Trainer.

**Academic honours and achievements**

- Qualified in **UGC-NET (Dec-2015)** and **SLET (Sep-2012)** in the first attempt.
- **Anna University Rank Holder** in 2012.
- Received several cash prizes and gold medal during post-graduation.
- Successfully completed 2 NPTEL courses Psychology for Everyday and Advances in Strategic HRM
- Won the "**Best Paper Award**" in AICTE sponsored International Conference in the year 2022.
- External Examiner and Question paper setter for various colleges and universities across India
- Received the "**Best Researcher**" award under Global Iconic Education Award-2024 by ESN Publications at IIT Madras Research Park, Chennai on 28th April 2024

### **Articles Published in International and National Journals:**

- Published a paper “Cognizance of Youth regarding the overuse of screen time” in Rabindra Bharati Journal of Philosophy, a UGC CARE Approved, Peer Reviewed and Referred Journal with ISSN: 0973-0087, Vol.: XXIII, No:30, 2022 with IF: 6.986
- Published a paper “A quantitative research on awareness about phishing attacks among college students in Madurai” in Business, Management and Economics Engineering with ISSN: 2669-2481 / eISSN: 2669-249X2023 Volume 21, Issue 01
- Published a paper titled “An Empirical Study on The Impact of Organization Culture on Employee’s Organizational Commitment in Post-COVID Scenario Across the Software Industry in Chennai” in Humanities and Social Science Studies journal with ISSN 2319-829X with IF=7.28, Vol. 12, Issue 01, No. 08, January - June: 2023
- Published a paper “Beyond the Bottom Line: Does Responsible Leadership Incite Effective Employee Commitment in The Post-Covid Scenario” in Humanities and Social Science Studies with ISSN 2319-829X, Vol. 13, Issue 1, No. 15, January – June: 2024
- Published a research paper “A Study on the Financial Performance of Shriram Finance Limited” in Rabindra Bharati Journal of Economics, a UGC-CARE Approved, Peer Reviewed and Referred Journal with ISSN: 0975-802X, Vol.: XXVIII, No:22, 2024 with IF: 6.986
- Published a paper “The Impact of Digital Transformation on Business Strategy” in Journal of Digital Economy with ISSN 2773-0670, Vol. 3, Issue 2, 2024, 264-273
- Published an article titled “Revolutionizing Talent Acquisition: How AI And Digital Tools Are Transforming Recruitment in The Tech Industry” in the International Journal of Cultural Studies and Social Sciences, Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal with ISSN: 2347-4777, with IF=7.138

### **Book Chapters Published:**

- Published a paper titled “Examining the role of MSMEs in Women Empowerment in India” in the International Conference on Emerging Trends in Science, Engineering & Technology organized by Jerusalem Engineering College with ISBN:978-81-9555848-3-3
- Published a paper “Quiet Quitting, an impediment to Organizational Performance” in National Conference organized by Sona College of Arts and Science, Salem ISBN No: 978-93-9542-322-9

- Published a book chapter titled "Transformational Leadership and its Impact on Student Performance in Online Learning Mode across Higher Education Institutions" in the book titled "Management Theory and Practice in the Post-Pandemic World" with ISBN No.: 978-93-89947-33-5

### **Conference/Seminar Presentations:**

- Participated and presented paper titled "Proliferation of a HR as a strategy partner", in HR Students Conclave held at Kalasalingam University.
- Participated and presented paper titled "Eco-marketing" in the National Conference on Managerial Excellence in Velammal College of Engineering and Technology, Madurai
- Participated in National conference on "Business and Professional Ethics – A 21<sup>st</sup> Century perspective" organized by Fatima College, Madurai
- Participated and presented paper titled "Study on customer preferences over 3G services in Madurai, with special reference to BSNL", in the National Conference on "Management practices at cross roads: challenges and opportunities", held at Kongu Engineering College, Erode.
- Participated and presented paper titled "Recycling and waste reduction ", in Yukti2K11 held at Thiagarajar School of Management, Madurai.
- Participated and presented a paper on "Impending innovation and technology in hospital management in India" in International Conference organized by the Department of Commerce, The American College in Feb 2019
- Participated and presented a paper "Examining the impact of COVID-19 on MSMEs in India", in the Online International Conference organized by FISAT Business School in July 2020.
- Participated and presented a paper titled "Examining the role of MSMEs in Women Empowerment in India" in the International Conference on Emerging Trends in Science, Engineering & Technology organized by Jerusalem Engineering College on 7<sup>th</sup> & 8<sup>th</sup> July, 2022.
- Participated and presented a paper titled "Quiet Quitting, an impediment to Organizational Performance" in National Conference organized by Sona College of Arts and Science, Salem on 9<sup>th</sup> November 2022.
- Participated and presented a paper titled "Cognizance of Youth regarding the overuse of screen time" in the International Conference organized by SRNM College, Sattur on 16<sup>th</sup> & 17<sup>th</sup> Nov, 2022
- Participated and presented a paper titled "Quantitative research about awareness of Phishing attacks among college students in Madurai" in the International Conference organized by The American College, Madurai on 5<sup>th</sup>&6<sup>th</sup> January, 2023.
- Participated and presented a paper titled "An Empirical Study on the Impact of Organization Culture on Employee's Organizational Commitment in Post-COVID Scenario across the Software Industry in Chennai" in the "Business Resilience – Revolution to Re-Evolution" in the International Conference organized by Loyola College, Chennai on 1<sup>st</sup> & 2<sup>nd</sup> March 2023.

- Participated and presented a paper titled “Role of organizational culture in repressing quiet quitting among disengaged employees” in the National Conference on “Innovation and Intelligence – A Contemporary Perspective” organized by Fatima Institute of Management on 14<sup>th</sup> March 2023
- Participated and presented a paper “Beyond the Bottom Line: Does Responsible Leadership Incite Effective Employee Commitment in The Post-Covid Scenario” in the International Conference on Building Competitiveness through Technology-enabled Business Management and Leadership organized by the Department of Management Studies held at The American College in February 2024
- Participated and presented a paper titled “Transformational Leadership and its Impact on Student Performance in Online Learning Mode across Higher Education Institutions” in the International Conference on Management Research Sahradaya – SIMS 2024 on 6<sup>th</sup> and 7<sup>th</sup> June 2024.

#### **Lectures /Talks given:**

- Acted as a resource person for a workshop on “**Group Discussion**” for the students of UG Commerce, **The American College**, Satellite Campus in August 2022.
- Acted as resource person for a session on “**Group discussion**” in a placement training program at the **SVN College**, Madurai on 21 Nov 2022.
- Delivered a lecture on “**Stress Management**” for the students of **Sri Sankara Bhagavathi Arts and Science college** on 14 August 2023.
- Acted as resource person for an international session Ten Days International Workshops on “**Entrepreneurship Development**” organized by the Centre for Research & Innovation, **DMI St. John the Baptist University, Malawi**.
- Acted as a resource person for a session on “**Empowering Entrepreneurial Excellence**” at **Grace college of Engineering** on 08 December 2023.
- Acted as a resource person for a workshop on “**Team Building**” for the students of UG Commerce, **The American College**, Satellite Campus on 07 March 2024.
- Acted as a resource person for a workshop on “**Career building**” for the students of UG Mathematics, **The American College**, Satellite Campus in 22 March 2024.
- Conducted a workshop on “**Effective Resume Building**” for the students of PG students of Department of Food Science & Nutrition, **The American College** on 19 September 2024.
- Handled a workshop on “**Stress Management**” for the students of Department of English, **The American College**, Madurai on 25 September 2024.

#### **Other Activities / Academic Credentials:**

#### **Workshops/FDPs/Webinars attended**

- Attended workshop on “Being an effective teacher” by Lady Doak College in February 2017

- Attended faculty workshop on “Micro teaching” by Lady Doak College in March 2017
- Participated in workshop on “Google classroom” in June 2017
- Participated in the Regional level seminar conducted by Lady Doak College on “Catalytic commerce curriculum: changing dimensions and future directions”
- Attended a faculty development program conducted by ICT Academy on “Team building”, at the Ramco Institute of Technology, Rajapalayam in Nov 2019
- Completed and qualified in the three-day online workshop on “Multi Criteria Decision Making” organized by REST society for Research International in April 2020.
- Completed and qualified in the three-day online workshop on “Research Methodology” organized by REST society for Research International in May 2020.
- Attended a faculty development program organized by M.O.P Vaishnav College for Women, Chennai on “Impact of COVID 19 and management of personal finances through this period” in May 2020.
- Participated in Faculty Learning Program “Post pandemic World: Skills and strategies for faculty”, organized by Business Standard Living in May 2020
- Attended Five days online Faculty Development Program on “Evolution of Teaching Learning Process”, organized by Bharath Institute of Higher Education and Research, Chennai.
- Attended webinar on “Digital marketing 101” conducted by Indian Institute of Design, Bangalore in May 2020.
- Attended a webinar titled “Safeguarding savings in pandemic times”, organized by the Post Graduate Department of Commerce, Stella Maris College, Chennai in May 2020
- Attended one week webinar series for faculty organized by Sathyabama University in association with UNIS, Brazil in May 2020.
- Participated in webinar on “Beat covid-19 through Effective Crisis Management Techniques”, organized by SRM Institute of Science and Technology in May 2020
- Participated in a five-day Faculty Development Program in “Principles of Management”, organized by Panimalar Institute of Technology in association with CSI and IEEE
- Attended a webinar titled “Self-awareness and social responsibility during pandemic”, organized by the Ladies Club of The American College, Madurai in June 2020.

- Attended a webinar titled “Innovations in Agriculture for a sustainable future of Agripreneurs”, organized by School of Management Studies and Sathyabama IIC in July 2020
- Completed one-week online Faculty Development Program on “Academic excellence in Digital Teaching and Learning” organized by Department of Management Studies, Madurai Kamaraj University in July 2020.
- Attended live webinar on “Human resources lifeline for corporate” conducted by NITTE School of Management, Bangalore in July 2020
- Attended panel discussion organized by the American School of Business Administration in July 2020.
- Participated in 2-day national conference “NEP 2020: Towards a self-reliant India” organized by SNM Training College in collaboration with Kerala State Higher Education Council, Council for Teacher Education Foundation (CTEF) and Council for Educational Administration and Management (CEAM) in Sep 2020.
- Participated in webinar organized by T John College, Bangalore on “Implementing NEP 2020 in higher education institutions” in March 2021
- Participated in international webinar on “The power to change the world” organized by Women’s Forum, The American College, Madurai in March 2021.
- Attended a national level webinar on “Strategies for supporting mental health at work place” organized by Dr. M.G.R Educational and Research Institute in Sep 2021.
- Participated in “Educators conclave on preparing post pandemic graduate”, organized by ICT Academy
- Participated in workshop on “Emerging International Markets and Innovative Business Models” organized by the Department of Management Studies, The American College, Madurai
- Participated in workshop on “Awareness of Commodity Derivatives and Job Opportunities” organized by the Department of Management Studies, The American College, Madurai on 30th April 2022
- Participated in workshop on “Research Methodology and Data Analysis” organized by Mepco Schlenk Engineering College, Sivakasi on 27th and 28th June 2022
- Participated in international webinar on mental health organized by MS Chellamuthu Institute for Mental Health and Rehabilitation on 2nd August 2022
- Participate in FDP organized by Mannar Thirumalai Naicker College in collaboration with ICT Academy on “Stress Management” from 22nd Aug 2022 to 24th Aug 2022

- Participated in online workshop on “Manuscript Writing and Publishing” by Madras Christian College, Chennai from 12th September 2022 to 16th September 2022
- Participated in “HR Analytics” workshop by Dindugal District HR Foundation on 17th September 2022
- Participated in Faculty Orientation program organized by IQAC, The American College on 20th September 2022.
- Participated in workshop on “Self-Reengineering” organized by MS Chellamuthu Institute for Mental Health and Rehabilitation on 6th & 7th October 2022.
- Participated in a workshop on “Research Methodology and Research Tools” organized by The American College, Madurai from 14th-16th December 2022.
- Participated in FDP on “A Step-by-Step Guide to write a Good Research Paper” organized by Faculty of Commerce, Parul University, Gujarat from 20th - 29th Dec 2022.
- Participated in FDP on “Effective Teaching and Quality Research Publication” organized by National Institute of Technology, Tiruchi on 31st March, 2023.
- Participated in 5-day FDP on “Instilling Research and Journal publication for Upskilling” organized by Department of Management Studies of Jeppiar Engineering College from 15th-19th May 2023
- Participated in training program on “Statistics with Excel” organized by Research Foundation of India and RFI Care from 5th-9th June 2023
- Participated in HR Conclave 2023 organised by Jansons School of Business on the theme “Building an Inclusive Workplace: DEI in Action” on 28<sup>th</sup> Oct, 2023
- Participated in 5-day FDP on “Idea Generation Methods” conducted by ICT Academy on 25 Jun 2024 to 29 Jun 2024
- Participated in in the online Faculty Development Programme on " Getting started with R and R studio" organized by Research Learning and Development Centre of Sahrdaya Institute of Management Studies (SIMS) from 23rd to 28th September,2024.

#### **Workshops/FDPs/Webinars organized**

- Member of the organizing team of PG ICM, ‘Commercio-2018’.
- Member of the organizing team of the National Conference, “Corporate Governance - Issues and Challenges - A Road Ahead”
- Organized a National Level Inter-College Paper Presentation Competition for students in 2007
- Organizing member of Intercollegiate meet for students’ “Tycoons”
- Organizing member of Intercollegiate meet for students “American Mercado”



- Conducted training session for faculty members on ‘E-Content preparation’ in July 2020
- Organized an international webinar titled,” Misinformation in Medicine- Myths vs. Facts” in July 2020 with 1200+ registrations and 530 participants across 11 countries
- Organized the Women’s Day Celebration, “Synergia” at the Satellite Campus during March 2022 &2023
- Organized library orientation on “E-Resources” for PG MBA students on October 27<sup>th</sup> and 28<sup>th</sup>, 2022
- Organized “International Level Training on Mind Education” for MBA students with an international team from Vietnam
- Initiated the Student Chapter of NIPM, Madurai at American School of Business Administration.