

BIO DATA

Name (in Block letters) : DR.S.TEPHILLAH VASANTHAM

**Department : BUSINESS ADMINISTRATION
(MAIN CAMPUS)**

Date of Joining : 18.7.2022

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Academic Qualifications

Examination	Subject(s)	Name of the Board/ University	Year of Passing	% of marks obtained	Division/Class/ Grade
B.Sc.	Bio. Technology	Madurai Kamaraj University	2009	73	FIRST CLASS
MBA	Management	Madurai Kamaraj University	2011	79	FIRST CLASS
M.Sc Psychology	Psychology	Tamil Nadu Open University		72	FIRST CLASS
M.Phil	Management	Techno Global University	2013	77	FIRST CLASS
MA	Labour Management	Madurai Kamaraj University	2014	74	FIRST CLASS
MA	English	Mother Teresa Womens University	2021	73	FIRST CLASS

PGDCA	Computer Application	CCI	2014	81	FIRST CLASS
PGDFM	Financial Management		2015	85	FIRST CLASS
PGDHM	Hospital Management	MKU	2015	87	FIRST CLASS
Diplomo in Sales and Management	-----	NILEM	2015	80	FIRST CLASS
Ph.D	Management	Mother Teresa Womens University	2020	-----	Highly commendable thesis
Post Doc	Management	Srinivas University	2021	----	NIL

Research Degree

Degrees	Title	Date and year of award	University
M.Phil		2013	Techno Global university
Ph.D	Retention of faculty in post graduate courses of self financing Institutions in Madurai District-An Analysis	August 2020	Mother Teresa Women's University
Post Doctoral	Retention of faculty in post graduate courses of self financing Institutions in Tamil Nadu-An Analysis	September 2022	Srinivas University, Mangalore

Experience Gained

- i. Teaching Experience in The American College as on 31/10/2023
6.5 Years (July 1, 2014 to April 30 2019 and from July 18,2022 till Date)**
- ii. Teaching Experience in other Institution:
Mepco Schlenk Engineering College (1 year)**
- iii. Other Experience:
Human Resource officer in AR Industries Madurai**

Fields of Specification:

(a) Human Resource Management, Marketing, Labour laws

(b) Systems, Emotional intelligence, work place counselling

Research Activities**Seminar/Conference/Workshop/ FDP Details:**

Name of the Seminar / Conference / Workshop / FDP	Name of the Institution conducted	From – To (mention date)	Organised/Participated/ Paper Presented/Acted as Resource Person
National conference on D2D Digitalization on Demonetization	KCS Kasi Nadar College of Arts and Science, Chennai	February 22,2018	Participated and presented paper on the title Marketing through advertising with social reference to demonetization
National conference on D2D Digitalization on Demonetization	KCS Kasi Nadar College of Arts and Science, Chennai	February 22,2018	Participated and presented paper on the title An overview on Demonetization on Entrepreneurial Development
third International conference on Managing human Resources at workplace	SDMIMD, Mysore	December 5,6 2014	Participated and presented paper
FDP	Entrepreneurship Development Cell, Anna University, Madurai	July 10 to July 23,2014	Participated
Panel Discussion on Union Budget 2014 to 2015	Economics Department, The American College	July 21,2014	Participated
UGC sponsored National seminar on current scenario in Business Management and Technology	Department of Rural Industries and Development, Gandhigram University	December 9,2015	Presented a paper on “Importance of emotional intelligence”

National seminar on Women Empowerment and Globalization	Women empowerment and globalization opportunities and challenges	January 22,2015	Participated and presented paper
International conference on Paradigm shifts in Management, Technology and Social Sciences	Indian Academicians and Researchers Association, Udaipur	January 17,2015	Participated and presented paper
Seminar on Accreditation and quality Management in Library Services: NAAC and NBA Parameters	Academic Library Association	April 2,2016	Participated
National conference on Commercialized language and Artistic business CLAB 17	Department of commerce and English at Loyola College of Arts and Science, Nammakal	March 8,2017	Participated and presented paper on topic ‘characteristics of Management information system’
National conference on Commercialized language and Artistic business CLAB 17	Department of commerce and English at Loyola College of Arts and Science, Nammakal	March 8,2017	Participated and presented paper on topic ‘Green Management’
National conference on Commercialized language and Artistic business CLAB 17	Department of commerce and English at Loyola College of Arts and Science, Nammakal	March 8,2017	Participated and presented paper on topic’ An overview on customer relationship management’
National conference on Strategies of quality initiatives, Enhancement and sustenance in Higher education	IQAC, The American College	February 21 and 22,2017	Participated
National conference on “Prospects of micro, small and	Department of Commerce, The American College	February,2018	Participated and presented paper on problems of small scale industries in India

medium enterprises in Indian scenario			
National online workshop on Research ethics and identifying predatory and cloned journals in publications	Indian institute of management and Commerce	November 25,2022	Participated alone
National level seminar on impact of GST on small and medium scale industries	Department of BBA, SVN college, Madurai	December 22,2017	Participation and presented paper on the topic ‘GST and Banking Industry
National level seminar on impact of GST on small and medium scale industries	Department of BBA,SVN college, Madurai	December 22,2017	Participation and presented paper on the topic ‘GST and Banking Industry
National seminar on Total quality management	Department of BBA, Sri Meenakshi Government Arts college for women	February 23 and 24,2017	Presented paper titled” contribution of society towards quality enhancement in higher education”
National seminar on Total quality management	Department of BBA, Sri Meenakshi Government Arts college for women	February 23 and 24,2017	Presented a paper titled ‘students in quality enhancement program’
National seminar on Total quality management	Department of BBA, Sri Meenakshi Government Arts college for women	February 23 and 24,2017	Presented paper titled” Role of Technology in Quality enhancement in Higher education’
National seminar on Total quality management	Department of BBA, Sri Meenakshi Government Arts college for women	February 23 and 24,2017	Presented paper titled” Role of Faculty in quality enhancement in higher education”
Second International conference on Business Management and Technology in New Normal	Lead college of Management, Kerala	December 17 and 18,2021	Presented a paper on the topic” An overview of competency mapping”
One day workshop on Introduction to	Mandsaur university	April 23,2021	participated

natural language processing			
National online workshop on New emerging challenges for disaster risk reduction new strategies and 15 th finance commission	National institute of disaster management	April 28 to April 30,2021	participated
National webinar on new education policy with reference to teacher education	Kashibhai Navale college of education and Training	May 8,2021	participated
FDP on Tools and Technologies on online teaching and assessment	Santan dharma college, Ambala	October 25 to 29,2021	participated
8 th International conference on Business Research	SRM, Chennai	December 1 and 2,2021	participated
National Research online workshop on How to write and publish	Truba group of institutes	May 6,7,2021	participated
Work life balance on professional success	Shasunjain College for women	November 9 to 16,2021	participated
1 week National level workshop on research methodology techniques and tools	Government model science College, REWA	November 1 to 7,2021	participated
National level workshop on research Methodology	Dwarka cOllege, Chennai	November 15 to 18,2021	participated
National seminar on Supervised learning methods	Dr.MGR Educational and research institute	May 14,2021	participated
International workshop on SPSS	Global Institute of social sciences	November	
International conference on	Rajiv Gandhi university	November 15 and 16,2021	participated

media education and NEP 2020			
National Education summit on national education policy a road map of transforming education system	Oriental college of Technology	May 5 to May 12,2021	participated

National level FDP on Entrepreneurship development and opportunities	National Institute of Technology, Sikkim	March 23 to 27,2022	participated
National level webinar on Hypothesis building and testing on a structural equation approach	Manipal academy of higher education	November 10,2021	participated
National workshop on research and plagiarism	Government PG college, Ujjain	September 18,2021	participated
International conference on Recontextualizing Entrepreneurship and business for future	Christ nagar college, Trivandrum	October 29 and 30,2021	participated
National webinar on Advent of cryptocurrencies	PB Siddhartha college of Arts and science	November 9,2021	participated
2 weeks international FDP	Transforming higher education institution by special minds	October 9 to 22,2021	participated
National webinar on Right to information as tool to eradicate corruption	Jain university	October 31,2021	participated
Workshop on Globalization from Industry perspective-	Department of MBA, Mepco Schlenk Engineering college, Sivakasi	April 30,2022	Participated

challenges and opportunities			
One week FDP on research Methodology	Kamala nehru Vidyalaya college, Nagpur	May 2 to May 7,2022	Participated

Two days National online FDP on Plagiarism in Academic research and Author Identifiers	Indian Institute of Management and commerce	April 11 to 14,2022	Participated
International conference on Managing trends technology economics tourism and social sciences	Gandhi global business studies	March 25 and 26,2022	Participated and presented paper on “Marketing Analysis of KFC with special reference to HOFSTEDE model
Workshop on Adoption of Technological changes	MBA Department,Mepco Schlenk Engineering college,Sivakasi	February 25,2022	Participated
2 weeks International FDP on Teaching Efficacy	St.Josephuniversity,Nagaland	February 14 to 21 and February 21 to 27,2022	Participated
Participated in National seminar on “Financial empowerment through wealth creation	Maharaja agrasaen institute of technology	February 16,2022	participated
Participated in one day national seminar on role of government and administration in the covid 19 pandemic crisis	Yeshwantrao Chavan arts,commerce and science college,beed	February 15,2022	participated
National Research conclave on scaling	Jain centre of Management studies	April 26 to April 30,2022	participation

techniques and data analysis using Excel and SPSS			
National webinar on Academic writing skills and development	Balani infotech noida	September 22,2023	participated
National webinar on Financial wellness program	Department of commerce accounting and finance,patrician college	October 10,2023	participated

National webinar on Academic writing skills and development	Balani infotech noida	July 25,2023	participated
Seminar on Ai/ML in real world	Dr.RC Roy Polytechnic college	August 28,2023	participated
National online webinar on National Education policy 2020 building india with futuristic vision	Jaikrinti Arts senior college	August 18,2023	participated
National conference on Artificial intelligence	IOT Academy	August 18,2023	participated
One week international FDP in Applicability in mathematical sciences	Sathyabama institute of technology	August 7 to 12,2023	participated
2 days national level FDP on Fundamentals of Research	IOT Academy	August 3 and 4,2023	participated
5 days International online FDP on outcome based education	Dr.MGR Educational and research institute	June 5 to June 9,2023	participated
National seminar on Financial empowerment	Mandre college of commerce and management	February 27,2023	participated

through wealth creation			
International conference on New management trends changes business leadership and challenges	Christ college	February 23 to 27,2023	Presented paper
National webinar on Research paper publication in scopus journals	St.Francis De Sales college	February 11,2023	participated

National webinar on Detecting fake and cloned journals	St.Francis De sales college	January 28,2023	participated
International webinar on Artificial intelligence in Human Resource	Saradha Gangadharan college	December 17,2023	participated
International conference on Emerging trends and perspectives disrupting the business landscape	IASMS	January 12,2023	Presented paper
Workshop on IPR	NIPAM	January 4,2023	participated
National webinar on Fund raising and wealth management for start ups	Sanketika technical campus	November 9,2022	participated
Workshop on IPR	NIPAM	November 16,2022	participated
3 days National workshop on How to write research papers	Hilearn education institute	November 18 to November 20,2022	participated
Seminar on Teacher Development	Education first	October 20 to November 24,2022	participated
National seminar on identifying	IIMC	January 25,2022	participated

predatory and cloned journals			
3 days international conference on contemporary issues in management and business	ICCIBM	February 21 to 25,2022	Presented
5 days on FDP by SRM College on IPR	Skill slate Academy	February 14 to February 18,2022	presented

International seminar on Employee engagement under uncertainty	Firebird institute of research and management	February 5,2022	participation
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Research Publications:

Title of the Paper / Book Chapter / Book	Name of the Journal / Publisher (with month, year)	UGC care list / Web of Science / SCOPUS / PubMed	ISSN/ISBN
A Good organizational climate paves way for employee retention	Journal of dynamical research and advanced control systems JARDCS	SCOPUS	ISSN 1943-023X
Assessing the impact of Artificial intelligence and cloud computing on supply chain management and communication during covid 19	Vidyabharti international interdisciplinary research journal	SCOPUS	ISSN 2319-4979
An overview on significance of employee retention	International journal of innovative Technology and exploring	SCOPUS	ISSN 2278-3075

An overview on significance of employee Retention	International Journal of Engineering and Technology	SCOPUS	ISSN 2249-8958
Investigation of block chain Technology based on Digital management system with Data mining Technology for green marketing	Second international conference on Advance computing and innovative technologies in Engineering	IEEE,SCOPUS	
An overview on supply chain Management	International Journal of Management	SCOPUS	ISSN 0976-6502
Retailers satisfaction and product movement of maggi noodles in Tenkasi	Asian Journal of basic science and research	ELSEVIER	ISSN 2582-5267
Analyze the Market potential of wizerlds product in Sivakasi	EPRA International Journal of Research and Development	ELSEVIER	ISSN 2455-7838
REPORT ON RETAILERS AND MECHANICS PREFERENCE FOR TVS EURO GRIP IN MADURAI AND VIRUDHUNAGAR DISTRICT	EPRA International Journal of Environmental economics and Educational Management	ELSEVIER	ISSN 2348-814X
RETAILERS PREFERENCE TOWARDS VARIOUS DIESEL ENGINE TESTING MACHINE IN INDIA	EPRA International Journal of Environmental economics and Educational Management	ELSEVIER	ISSN 2347-4378
Importance of HR Audit	International Journal of Management	ELSEVIER	ISSN 2515-2520

Retailers preference on various brands of fairness cream in Virudhunagar District	Irish interdisciplinary journal of science and research	ELSEVIER	ISSN 2582-3981
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A systematic review on various factors influencing employee Retention	Asian journal of applied science and technology	ISSN 2456-883X
A systematic review on importance of employee turnover with special reference to turnover strategies	Irish interdisciplinary journal of science and research	ISSN 2582-3981
Retailers preference towards various brands of shampoo in Sivakasi	Asian journal of applied science and technology	ISSN 2456-883X
Retailers outlook on MensDeodrant in Virudhunagar District	Middle east journal of applied science and technology	
Impact of customer services on sales and factors influencing customer service	Madhya Pradesh Journal of social sciences	ISSN 0973-855X
Importance of Business ethics	Infokara Research	ISSN 1021-9056
An overview on Employee satisfaction	Journal of information and computational science	ISSN 1548-7741
Retention of faculty in post graduate courses of employees of self financing institutions in Tamil Nadu-An Analysis	Rabindra Bharti University Journal of Economics	ISSN 0975-802X

Importance of Education 4 in 21st century	Journal of contemporary education research and innovations	ISSN 2249-9636,Vol.11,No.2,pp.17-22, April 2021
Role of women in Business	Drive women to thrive science technology commerce and humanities	ISSN 2455-1511
Importance of various factors influencing job satisfaction	International journal of engineering technology research and management	ISSN 2456-9348 Vol 5,issues 05,May 2021
An overview on Entrepreneurship	International conference on creation of self reliant entrepreneurs in the fourth industrial evolution era	ISBN 978-81-951626-8-0
Impact of customer services on sales and factors influencing customer service	Madhya Pradesh Journal of social sciences	ISSN 0973-855X
Need for Green resource Management with special reference to Green performance management	Business Transformation through innovation	ISBN 978-93-91274-38-2
Retailers preference towards milk brands with special reference to Erode District	International Research journal of modernization in Engineering technology and sciences	E ISSN 2582-5208
An overview on Artificial intelligence in Human resource Management	ICT Academy,ICABAIT 2021	ISBN 978-93-92032-06-6
Impact of Covid 19 on Environment	Kd publications	ISBN 978-93-90847-57-0

Entrepreneurship with special reference to women entrepreneurship	First international conference on Youth and entrepreneurship development	ISBN 978-93-5593-659-2

Teaching strategy using blooms taxonomy	"Defining, Designing and Developing Learning Outcomes - based Curriculum Framework in Arts & Science Colleges"	ISBN 978-93-5578-229-8
Redefining the management practices on covid 19	National conference by Kristu Jeyanthi college	ISBN 978-81949292-3-9-2
“Employee engagement – an Overview” Dynamics of Commerce and Management,		ISBN: 978-93-83241-43-9.,2014
“Absenteeism in the Work Place is a Problem for the Managers” Dynamics of Commerce and Management, 2014		ISBN: 978-93-83241-43-9.
“Factors influencing Employee Retention”	Emerging paradigms in management research, Shanlax publications	ISBN: 978- 93-80686-96-7.
“Employee Retention Strategies”,	Golden Resarch Thoughts	ISSN: 2231-5063.
Employee Absenteeism – an Overview”	Golden Research Thoughts	. ISSN: 2231-5063.

“Work Life Balance –An overview	IJRMSS	
“Performance Appraisal – an unavoidable Human Resource	IJESIT	ISSN: 2319-5967.
“Organizational Climate –	IJOSR	ISSN: 2278-8271.

Employee Satisfaction – an Overview”	Global Journal for research analysis	ISSN: 2277-8160.
“Employee Motivation and Methods to Improve Employee Motivation”	Tactful Management Research Journal	ISSN: 2319-7943.
“Methods to improve Talent Management Process	IJAME	ISSN 2278-3369
“Strategies Implemented to Retain Employees”	IJAME	ISSN 2278-3369
“Factors Affecting Job Satisfaction	Indian streams Research journal	ISSN: 2230-7850.
“Methods of Competency Mapping”	Primax International Journal of Human Resource (PIJHR	ISSN: 2321-3604.
Factors Affecting Employee Morale and Strategies Adopted to Build High Employee Morale	Primax International Journal of Human Resource (PIJHR	ISSN: 2321-3604.
Training Methods – An Overview”,	Review of research journal	ISSN: 2249-894x.
Causes of Employee Turnover	e-Library Science and Research Journal	ISSN: 2319-8435.

Performance appraisal in Organizations	International Journal of Multidisciplinary Research in Social and Management Sciences,	ISSN: 2320- 8236.
Advantages of Management information system	International Journals Research in Management and Social Science	ISSN 2322 -0899.

Decision Making in Management	Cognitive Discourse International Multi-disciplinary Journals	ISSN 2347-5692.
Benefits of human Resource Development	International Journal of Research in Economics and Social Sciences	ISSN 2249 -7382
Importance of Employee Development	Research and Review	ISSN 2249 -7196.
Effective Decision making in Management	International Journal of Application or Innovation in Engineering and Management,	ISSN 2319 – 4847.
Cross Cultural Management an one view	International Journals of Research in Management and Business Studies	ISSN 2348 – 6503.
Emotional Intelligence – An over view	International Journals of Engineering and Science Research	ISSN 2277 – 2685.
Strategic Management – An Overview	International Journal in commerce, It and Social Science	ISSN : 2394 -5702.
Importance of Feedback	Excel International Journals of Multidisciplinary	ISSN 249 -8834.

	Management Studies,	
Employee Morale and employee Retention	IPASJI International Journals of Management	ISSN 2321 -645.
Employee Retention – A very important factors in every Organization	International Journals of Business Economics and Management Research	ISSN 2229-4848.
Importance of Employee retention in the overall performance of an Organization	International Journals of Business Economics November 2016,	ISSN (2229 -4848).
Cross Cultural Competence	Innovative thoughts International Research Journals	ISSN 2347 -5722
An Overview on Significance of Employee Retention	International, Journals of Engineering and advanced Technology	ISSN: 2249 -8958.
Different Types Techniques employed in Performance Appraised	International Journals of Innovative Technology and application of engineering (IJI)	ISSN 2278 -3075.
An Overview on different Characteristics of Management Information system		ISSN 2278 -3075

CopyRight Details:

Title of the Paper / Book Chapter / Book	Name of the Journal / Publisher (with month, year)	DOI Link
A case study on Rolls Royce car to become a market leader by the adoption of 4Ps innovation strategy	April 21,2021	2876/2022-CO/L

A case study on Marketing analysis of KFC with special reference to Hofstede model	May 5,2022	3077/2022-CO/L
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Membership in Professional Body:

S.No	Details (Enclose copies of relevant certificates/documents)
1	Professional Member of Institute of engineering research and publication (Membership id no: PM96135278)
1	Life Member of National Institute of Personnel Management

Declaration

I declare that the information provided above is as per records and to the best of my knowledge.

S.Tephillah Vasantham