

Name : Dr.P.Jackkuline

Designation : Assistant Professor

Department : MBA

Date of Joining : 04.08.2023

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Educational Qualification:

| Degree | Subject | College / University & Place | Year Completed |
|---------|----------------------------|---------------------------------------|----------------|
| Ph.D | Management | Bharathiar University, Coimbatore | 2023 |
| M.Phil | Management | Bharathiar University, Coimbatore | 2013 |
| MBA | Human Resource and Systems | Avinashilingam University, Coimbatore | 2008 |
| MSW | Social Work | Bharathiar University, Coimbatore | 2015 |
| SET | Management | UGC | 2016 |
| BBM(CA) | Business Management | Bharathiar University, Coimbatore | 2006 |

Specialization in Teaching: Research Methodology, Legal Aspects of Business, Marketing Management, Retail Marketing

Research Interest : Human Resource and Marketing

Other Work Experience: Teaching- 7 Years 7 Months Industry -7 Years

| Designation | Institution / Company | Year - From(month/year)To (month/year) |
|----------------------------|---|--|
| Assistant Professor & Head | Mannar Thirumalai Naicker College, Madurai | January 2023-July 2023 |
| Junior Assistant | Tamilnadu State Transport Corporation, Coimbatore | Dec 2016-Dec 2022 |
| Assistant Professor | PSG College of Arts and Science, Coimbatore | June 2010 –Nov 2016 |
| Lecturer | Government College of Technology, Coimbatore | Dec 2009-March 2010 |
| Lecturer | PSG College of Arts and Science, Coimbatore | July 2008-Sep 2008 |

Academic credentials:

1. Secured University 10th Rank in **Bachelor of Business Management with Computer Application**
2. Secured First Class with Distinction in **Master of Business Administration**

Positions held in teaching Experience:

1. Board of Studies member (2010-2016, 2023 - Till date)
2. Add-on Course and PG Diploma course - Syllabus framing Committee member (2008-2016)
3. University Examination Invigilator, Question paper setter (2008-2016)
4. Held various positions like In-plant training Co-ordinator, Project Co-ordinator, Management Association Committee Co-ordinator, Examination Committee Co-ordinator, Admission duty Co-ordinator, Tutor.
5. Co-Ordinator and accompanied students for out-bound Training, Industrial Visit and Extension activity.

Articles Published in Journals:

- Effect of Job Commitment on Organizational Citizenship Behaviour among Information Technology Professionals, Indian Journal of Psychology Book No. 03 2024, UGC CARE Approved, Peer Reviewed Journal, ISSN: 0019-5553
- A study on Consumer's awareness towards organic food products with special reference to Coimbatore, Dogo Rangsang Research Journal, Vol 13, Issue-4, No.8, April 2023, UGC Care Group-1 Journal, ISSN:2347-7180
- Job Satisfaction and Organisational Behaviour among IT Professionals: An empirical Study, International Journal of Innovative Research in Technology Vol 8, Issue-10, March 2022, ISSN:2349-6002
- Job Satisfaction and Organisational Citizenship Behaviour among IT Professionals: An empirical Study, Our Heritage Journal Vol-68, Issue-1, Jan 2020, UGC Care Listed, ISSN:0474-9030
- Work life Balance of Teaching staff in self financing colleges with reference to Coimbatore, Indian Journal of Applied Research, Vol 4, Issue-5, May 2014, ISSN: 2249-555X

Articles Published in Conference Proceedings:

- An article on "Mapping The Landscape of Employee Engagement" was published in the Conference Proceeding of International Conference on "Building Competitiveness through Technology Enabled Business, Management & Leadership" held on on 9th-10th February 2024

in The American College, Madurai by Shanlax publisher, January 2024 pg no-117-121 with ISBN No.978-81-19337-38-5.

- An article on “Digital Marketing” was published in the Conference Proceeding of International Conference on “Building Competitiveness through Technology Enabled Business, Management & Leadership” held on 9th-10th February 2024 in The American College, Madurai by Shanlax publisher, January 2024 pg no-214-218 with ISBN No.978-81-19337-38-5.

Conference/ Seminars - Organised / Attended

- Organised International Conference on “Building Competitiveness through Technology Enabled Business, Management & Leadership” on 9th-10th February 2024 in ASBA, The American College, Madurai.
- Presented a paper titled “Consumer awareness towards organic foods” in the International Conference on –MASK in SRM Institute of Science & Technology, Ramapuram on 27th & 28th March 2023.
- Participated in National Seminar on holistic & multidisciplinary approach towards National Higher Education Quality framework on 5th & 6th July 2023 in Cauvery College for Women, Trichy.
- Paper Presented on Work life Balance in National Conference on HR and Marketing strategies in post Recession Milieu on 5th & 6th March 2014 at Dr.G.R.Damodaran College of Science, Coimbatore.
- Presented a paper on “Rural Marketing” in the International Conference on competencies building strategies in business and technology for sustainable development organised by Sri Ganesh school of Business Management on 25th Feb 2014.
- Paper Presented on Multi Level Marketing in National Conference on Business Models in Dr.SNS Rajalakshmi Institute of Management on 16th Feb 2012.
- Paper Presented on Green Marketing in National Conference organised by Kongunadu Arts and Science College on 15th Feb 2012.
- Paper Presented on Emotional Intelligence of Women Entrepreneurs in National Conference on Management in New Era- Issues & Challenges on 14th Feb 2013 in Dr.G.R.Damodaran College of Science, Coimbatore.
- Paper Presented on “A glimpse on Impact and outcomes of micro finance” in National Conference on Innovative Strategies for Global Competitiveness on 11th Feb 2012 in RVS Institute of Management Studies and Research, Coimbatore.

- Paper Presented on Public awareness towards healthy lifestyle in National Conference on Emerging Dimensions in Management on 1st Feb 2013 in Karpagam University, Coimbatore.
- Paper Presented on “Guerrilla Marketing” in National Conference on Contemporary Issues in Global Business Management on 3rd Feb 2012 in Karpagam University, Coimbatore
- Participated in NAAC Sponsored State level Conference on Achieving academic excellence through internal Quality Assurance Cell on 9th-10th Dec 2011 at Dr.NGP Arts & Science, Coimbatore.
- Participated in UGC Sponsored National Level Seminar on combating Corruption in India at Gobi Arts & Science College on 19-20th August 2011
- Paper Presented on Customer Relationship Mgmt in National Conference on “Metamorphosis of modern Management” organised by SNS College of Engineering on 10th Dec 2010
- Paper Presented on CRM in National Conference on Managing Global Competitiveness through managerial Excellence on 6th Oct 2010 in Dr.G.R.Damodaran College of Science, Coimbatore.
- Paper Presented on “360 degree Marketing” in National Seminar on Service Sector strategies to win global competition on 3rd Nov 2010 in Bharathiar University, Coimbatore.

Lectures Given

- Acted as Resource Person for two sessions (10th Nov 2023) in Online Women Entrepreneurship Development Programme organised by Department of Science & Technology, Govt. of India sponsored & conducted by Mannar Thirumalai Naicker College, Madurai.
- Acted as Resource Person for two sessions (28th Nov 2023) in Online Faculty Development Program on Entrepreneurship from 22.11.23 - 05.12.23 sponsored by Department of Science & Technology, Govt. of India & conducted by Mannar Thirumalai Naicker College, Madurai.
- Acted as Resource Person Online Women Entrepreneurship Development Programme sponsored by Department of Science & Technology, Govt. of India & conducted by Tamil Nadu State Council for Science & Technology, Chennai with Horticulture College & Research Institution, Periakulam on 19th May 2023.

Workshops/FDP – Organised / Attended

- Participated in Faculty Corporate Connect on Sustainable Development through Industry Innovation and infrastructure from 10th July 2023 – 15th July 2023 organised by SRM

Institute of Science & Technology, Ramapuram

- Participated in FDP on Insights of National Educational Policy conducted by Mannar Thirumalai Naicker College, Madurai on 17th & 18th March 2023.
- Organised a State level Inter Collegiate Management Fest on 14th March 2023 in Mannar Thirumalai Naicker College, Madurai
- Organised a National level workshop on Digital Transformation in Management on 24th January 2023 at Mannar Thirumalai Naicker College, Madurai.
- Organised a Skill development Program on awareness of financial Literacy on 27th January 2023 by department of Business Administration, Mannar Thirumalai Naicker College,
- Organised a Hands on Training on Data Analysis using Excel on 22nd & 23rd Feb 2023 by department of Business Administration, Mannar Thirumalai Naicker College, Madurai
- Participated in a Workshop on Outcome based Education on 26th August 2016 at PSG College of Arts & Science, Coimbatore
- Participated in a Workshop on Research Analysis using SPSS on 15th July 2015 at Dr.G.R.Damodaran College of Science
- Participated in a UGC Sponsored State Level Workshop on changing contour of World Knowledge Economy: India's Tryst with Intellectual Property in 21st century on 2 -3rd Dec 2011 at PSG College of Arts & Science, Coimbatore