

Name: DR. S.VIJAYA KUMARI

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

Experience: Teaching – 7 years, Corporate – 2 years

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

Email: vijaya@patriciancollege.ac.in

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 – Till Date

Teaching Experience:

- **P.G. (in years) - 4 U. G. (in years) - 7**

Research Experience (in years) – 4

Posts held (in Patrician College):

- **Assistant Professor - Department of Management, Oct’ 2020 – Till Date.**

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
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.