ACADEMIC PROFILE

**Dr.N.Jayanthi**. M.Com., M.Phil., MBA, PGDCA, Ph.D., SET in Commerce & Management

# Associate Professor and Head

Department of Commerce,

Periyar Maniammai Institute of Science & Technology,(Deemed to be University) Vallam, Thanjavur-613403.

# Mobile: 9688550626.

**Email:** **jaiharshni@gmail.com**

**Educational Qualifications:**

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| **Qualification** | **Institution/University** | **Period of Study** | **Remarks** |
| **Ph.D in Commerce Full Time (Specialization- Marketing)** | Dr.GRD College of Science& Commerce , Coimbatore-14 | April2011- June 2013 | Awarded Dec’ 2014 with Highly Commended |
| **M.Phil in Commerce Full Time (Specialization- Marketing)** | PSG College of Arts & Science, Coimbatore-14 | 2004-2006 | Commended |
| **M.Com** | Sri GVG Vishalakshi College for Women, Udumalpet | 2002-2004 | First Class 73.63% |
| **B Com** | Govt.Arts College, Udumalpet | 1999-2002 | First Class 68.63% |
| **MBA(Specialization- Finance & Human Resource)** | TNOU, Chennai | 2007-2012 | First Class 65.81% |
| **PGDCA** | Alagappa University,Karaikudi. | 2004-2006 | First Class 62.13% |
| **UGC-SET in****Commerce** | Conducted by Bharathiar University- Coimbatore | October 2012 | Qualified |
| **UGC-SET in****Management** | Mother Teresa Women’s University- Kodaikanal | October 2016 | Qualified |

1. **TEACHING EXPERIENCE: Total Experience: 14 Years Fulltime Experience: 12 Years Part time Experience: 2 Years**
* Working as Head and Associate Professor in the Department of Commerce, Periyar Maniammai Institute of Science & Technology,(Deemed to be University) Vallam, Thanjavur-613403 (Since June 2017)- **5 Years**
* Worked as Assistant Professor in Commerce, Dept of MBA, Dr.SNS Rajalakshmi College of Arts & Science College, Coimbatore.(June 2013- June 2017) **4 Years**
* Lecturer in KG College of Arts and Science, Coimbatore. Dept of Commerce with CA. (June 2008 - Apr 2010) **2 Years**
* Lecturer in Nehru Arts and Science College, Coimbatore. Dept of Commerce with CA - (May 2007- June 2008) **1 Year**
* Guest Lecturer for B.Com., M.Com., & M.B.A., Courses in Alagappa University Study Center (Part time) -V.Net Technologies at Tirupur. (2004-2006) **2 Years**

# TEACHNING PLAN:

Teaching Plan: (for Theory & Problem Courses)

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| **Description** | **Pedagogy** | **Hour/ Per Unit** |
| **Required Hours** | **12 hours****(In case of Theory courses) 15 hours****(In case of Problem courses)** |
| Contact Hours : | Interactive Lecture, Chalk & Talk and ICT | **06 hours****(In case of Theory courses)****09 hours****(In case of Problem courses)** |
|  | **Concepts to be delivered** | **Time utilization (Per Hour)** |
|  | Introduction of the topic & Reviewof previous classes | **10 Minutes** |
|  | Explaining the applications of the course | **10 Minutes** |
|  | Comprehensive & Interactive Lecture with appropriate examples | **20 Minutes** |
|  | Integrating the knowledge shared about the course with itsapplications | **10 Minutes** |
|  | Consolidation and Review of the course taught | **10 Minutes** |
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| Case Discussion | Discussion & ICT | **02 hours** |
| Activities | Group Discussion/ Debate/Role Play/ Filliped Class Room | **02 hours** |
| Experiential Teaching | Guest Lectures, Seminars, Discussion with Industrial andAcademic Experts | **02 hours** |
| Classes through ICT | Power Point Slides, Web-based learning, Webinar, Skype, NPTEL Videos and usage of advancedresources | 03 hours (In case of additional hours & Resources available) |

# Additional Responsibilities:

* 1. Placement Coordinator of the department – Providing Guidelines for attending placements, Practice Sessions and Monk Interviews Conducted to final year students.
	2. Research coordinator of the Department- Internal Doctorial Committee Member in PMIST.
	3. Handling Classes for MBA, B.Com & B.Com (PA) from the academic year 2013-14 onwards, for B.Com (Hons) from the academic year 2017-18 onwards.
	4. Updating academic files for NAAC Re- accreditation in the area of curricular aspects
	5. Member in the Board of Studies, Dr.SNS Rajalakshmi College of Arts & Science, Coimbatore
	6. Coordinator of National level Conferences, Seminars, Workshops & Symposium since 2013-14.
	7. Associate Editor in SNS Journal of Human Resource, ISSN: 2429- 4936 (Bi- annual journal)
	8. Conducted a Special Lecture on Research Methodology to PhD Scholars of PMIST
	9. Acted as a Panelist among the Panel Discussion on “Impact of Demonetization” organized by Department of Management Studies- PMIST

# RESEARCH EXPERIENCE:

**Projects Undergone:**

* A study on Consumer awareness and Market Potentials for Renewable Energies in Tamilnadu- PhD
* A Study on ‘Consumer Satisfaction Towards Readymade Garments with Special reference to Men’s Wear – MPhil.,
* A Study on ‘Consumer Brand Preference for Passenger Cars in Tirupur Town ” – MCom,
* An Inter-Organizational Study on Financial Performance of selected IT Companies in India - MBA.,

**Consultancy PROJECTS ON GOING:**

* PMIST Seed Money Project “Prospective Market Analysis for Agro Based Value Added Products in Thanjavur”.
* Industry Consultancy Project “A study on costs and benefits analysis and supply chain mechanism for Thennagam natural products” - Principal Investigator.

# DETAILS OF PUBLICATIONS:

**Publications & Presentations:**

1. Exploring the Behavioral Aspects of Online Food Delivery Service Personnel, **Web of Science Publication,** [**Volume 12, Issue 2 - Serial Number 2**](http://www.journal-aquaticscience.com/issue_17705_18208.html),**Winter and Spring 2021 Pages 387-401**
2. “Feasibility for Billing of Water Consumption Among the Residential Sectors in Tamilnadu with special reference to Coimbatore District” Kala the Journal of Art History Congress Vol No.26 No.2 (XXII), 2020-2021 UGC CARE Group: I Journal ISSN 0975- 7945 Impact Factor 6.125.
3. “Essentials of Cold Chain Management in Agriculture with Special Reference to Thanjavur District”, One day National Conference on Emerging Trends in Commerce and Business Sustainability, 2021. ISBN: 978-81-948160-0-3
4. “Contribution of Agricultural Income towards the Economic Development” One day National Conference on Emerging Trends in Commerce and Business Sustainability, 2021. ISBN: 978-81-948160-0-3
5. “Effectiveness of Construction Sector and its Performance during Extended Lockdown to Stem the Covid -19 Pandemic, UCG Care List Utkal Historical Research Journal, Vol. 34(XVI), 2021 ISSN: 09762132
6. “Consumer Intention to Purchase Food through Online during the Covid-19 Pandemic”, UCG Care List Utkal Historical Research Journal, Vol. 34(XVI), 2021 ISSN: 09762132
7. “Stress Management of Staff Nurses’ in Private Hospital”,ISBN:9788194450986 March 2020“One Day National Conference on ” Redefining Commerce in Digital Era at Periyar Maniammai Institute of Science & Technology , March 2020
8. “Effects of Performance Appraisal on Corporate Profitability” ISBN:9788194450986 March 2020“One Day National Conference on ” Redefining Commerce in Digital Era at Periyar Maniammai Institute of Science & Technology on March 2020
9. “A Market Analysis For Agro-Based Value Added Products In Thanjavur”, Studies in Indian Place Names, UCG Care List ISSN 2394-3114, Feb 2020
10. “A Study On Cost And Benefit Analysis For Natural Food Products, Studies in Indian Place Names”, UCG Care List ISSN 2394-3114, Feb 2020
11. “Emotional Intelligence Of Staff Nurse In Government Hospital, Studies in Indian Place Names”, UCG Care List ISSN 2394-3114, Feb 2020
12. “A Study On Supply Chain Management For Natural Food Products, Studies in Indian Place Names”, UCG Care List ISSN 2394-3114, Feb 2020
13. “Service Quality Assessments In The Star Hotels: Critical Requisites For Success And Survival”, Think India Journal, **Scopus Indexed Journal** , **Dec 2019**
14. “A Study on Functional Activities of Uzhavar Sandhai with Reference to Thanjavur” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
15. “A Study Analyzing the Effectiveness of E-Seva Services in Thanjavur” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
16. “A Study on Innovative Techniques involved in Marketing the Value Added Products” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
17. “Impact of Gaja Cyclone in Agriculture with Reference to Pattukkottai” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
18. “CCTV Cameras and Its Impact on Social Security” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
19. “A Study on Technological Impact in Value Added Products” IJRAR- International Journal of Research and Analytical Reviews - e ISSN 2348 –1269, Print ISSN 2349-5138. (Google impact factor 5.75), **March 2019**
20. “Marketing Strategies for Renewable Energies in Residential Sector” Published in The International Journal Research Publication’s, Research Journal of Commerce & Behavioral Sciences (TIJRP), ISSN 2251-1547, Impact Factor (2018):7.02, **January 2019**.
21. “Market Potential for Value Added Agro-Based Products in Thanjavur District” Published in International Journal of Scientific Engineering and Research (IJSER), ISSN (Online): 2347- 3878 Index Copernicus Value (2015): 56.67, Impact Factor (2017): 5.156, **December 2018.**
22. “A Study On Smart Phones Used By Pmist Students For Educational purpose” Published in International Journal of Mechanical and Production Engineering Research and Development (IJMPERD), 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 4 pp 854-860, **SCOPUS Indexed Journal**, **December 2018**
23. “Manpower management and Interpersonal Skills” Presented paper in National conference on Applications of Management research in social Science, organized by M.A.M B-School and M.A.M college of Engineering and technology, Thanjavur, Impact factor:3.122, 25th **January 2018**
24. “Effects of Demonetization in the Indian Stock Market with Reference to BSE and NSE” in the National Conference on Problems and Prospects of Demonetization in India held at Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 09.03.2017
25. “Commercializing Financial Innovations with a Perspective of Electronic Benefit Transfer” in the International Research Conference on Global Issues, Innovations & Future Challenges in Business, Economics, IT & Management organized by KG College of Arts and Science, Coimbatore held on 18.02.2017
26. “Energy Management by the Household Consumers in Tamilnadu” Published in Radix International Educational and Research Consortium, Social Science, ISSN: 2250-3994 Vol. 4, Issue 3 ,March, 2015, PP 20-39.
27. “A study on Team Work, Motivation and Faculty Involvement in Higher Education Institutions in Coimbatore” , Published in SNS Journal o Human Resource, ISSN: 2429- 4936 , Vol 2, No.1, July – Dec 2014, 24 – 28.
28. “A Study on Work Environment with special reference to Mothi Spinning Mills Private Ltd, Erode”, Published in SNS Journal o Human Resource, ISSN: 2429- 4936 , Vol 2, No.2, July

– Dec 2013, 21 - 29

1. “Sustainability in Agricultural Marketing” published in Special Issue International Journal of Scientific Research and Management , 2013 **ISSN** : 2321-3418
2. Electricity- Consume Less, Save More to Economy with Special reference to Urban Households, Coimbatore - International Journal of Social Sciences & Interdisciplinary Research. Printed Vol.1.No.3, July –Sept’2012. ISSN:2277677X
3. "A study on Consumers’ awareness and attitude towards Solar Water Heaters in Coimbatore District"- Dr.GRD College of Science and commerce, International Conference on International Marketing in Asia Pacific Issues and Challenges 8th March 2013 . ISBN:978- 93-5104-903-6
4. Market Potentials for Solar Energy Technologies in Rural Areas, VIT University, Vellore.(March 2012) Published in Emerging Markets& Issues in Management, ISBN:978- 81-921178-7-4.
5. Green Energy as an Emerging Source in India – Periyar University, Salem. (Dec 2011)
6. Social Advertising a Sensitive Tool of Social Marketing – Periyar Maniammai University, Thanjavur.(Nov 2011)
7. Problems and Prospects of Rural Consumers with special reference to Palladam Taluk – Bharathiar University, Coimbatore.(July 2011).

# RESOURCE PERSON AND INVITED GUEST:

* 1. Member in Board of Studies in Commerce Department for B.Com & M.Com at Dr.SNS Rajalakshmi College of Arts & Science - Autonomous College, Affiliate to Bharathiar University, Coimbatore- Participated as other University nominee on 26th August 2020, 24th March 2021, 22nd October 2021.
	2. As a Resource person delivered a special lecture to the faculty members on the Topic: “***Reinforcing Skills and Technology for Successful Career development*”** during One week Faculty Development Programme for Faculty Members on 23nd June, 2020 1.30pm to 2.30 PM Adiyaman Arts and Science for Women,Uthangarai, Krishnagiri district
	3. Delivered a special lecture on the Topic: ***Skills required to sustain in the competitive Environment – a Perspective Analysis during Post Covid scenario*** for Faculty Members on 2nd June, 2020 11.00am to 12.00 pm Vivekananda College of Arts and Science for Women, Sirkali, Nagai district .

# AWARDS / PRIZES etc.,

* Award for 100% results Produced in the ODD and EVEN SEM for I & II year MBA students during the Academic Year 2013-14.
* Awarded **‘Women Researcher Award’** by Puducherry Academic Researchers Academy on 7th March 2021 during the 3rd International Conference on Women Writers & Researcher’s Cramp cum 2nd Women Para Awards 2021.

# RESEARCH GUIDANCE:

UG projects Guided 38

PG projects Guided 26

M.Phil Projects Guided 04

Ph.D Projects Guiding 05

1. **Other Activities:**

**BOOK PUBLICATIONS**

* **“**Social Entrepreneurship and Business Leadership”, Shanlax Publishers Ltd., Madurai, April 2014, Tamilnadu, India. ISBN: 978-93-80657-32-5
* “Mergers, Acquisition and Corporate Restructuring”, Shanlax Publishers Ltd., Madurai, April 2014, Tamilnadu, India. ISBN:978-93-80567-34-9
* “Cost Accounting Multiple Choice Questions with Answers” Shanlax Publishers Ltd., Madurai, April 2014, Tamilnadu, India Jan 2020 ISBN: 978-81-946192-6-0

# TRAINING COURSE ATTENDED:

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| S No | Title and Date | Organized by |
| 1 | One week online FDP on“Being a Super Teacher” from July 6 to July 12, 2020 | School of Management Studies, Bannari Amman Institute of Technology |
| 2 | One Week International Faculty Development Programme | Department of Management Studies and Internal Quality Assurance Cell (IQAC) of Periyar |

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|  | “Effective Teaching for the Next Generation” from 27th July to 2nd August, 2020 | Maniammai Institute of Science & Technology (Deemed to be University), Tamil Nadu, India |
| 3 | One Week International Faculty Development Programme on **“Challenges in****Restructuring the Innovative Teaching Learning Techniques”** from 02.06.2020 to 08.06.2020(35 Hours) | Department of Commerce, Auxilium College(Autonomous), Vellore - 632006 |
| 4 | Online Faculty Awareness Program on **“Outcome Based Education & NBA Accreditation”**during the period of 12/05/2020 to 17/05/2020. | Organized by Department of Mechanical Engineering of Rajgad Dnyanpeeth’s Shri Chhatrapati Shivajiraje College ofEngineering, Dhangawadi, Pune-412206 |
| 5 | One week faculty development Programme on Research, Critical Thinking and Innovation during the period of 22nd April to 28th April 2020 | Indian Academic Resource Association,Tirchirappalli in association with Entrepreneurship Development Cell Acharya Institute of Graduate Studies, Bangalore |
| 6 | 7 days online FDP on Implications of GST in Tally 17to 23rd June2020 | University of Madras in Association with Aakkam Industrial and Research Institute, Coimbatore , Tamilnadu India. |
| 7 | One Week Online Faculty Development Program on “Innovation, Entrepreneurship and its Relevance in Industry4.0 Practices in the Post Covid-19 Situation”conducted during May 25 – 29,2020 | Department of Mechanical engineering, TERNA Engineering CollegeNerul, Navi Mumbai 400706 |
| 8 | IIC Online Sessions to promoteInnovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28thApril to 22nd May 2020 during COVID-19 nationwide lockdown. | conducted by Institution'sInnovation Council (IIC) of MHRD's Innovation Cell, New Delhi |

* Completed Faculty Development Program (FDP101X)Foundation Programme in ICT for Education Conducted by IIT Bombay – from 3.08.2017 - 7.09.2017.
* Participated a program on Digital marketing Organized by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore in association with IIM- Calcutta on 20.03.2017& 21.03.2017.
* Faculty Development Program on “ Business Analytics Using R” organized by Sakthi Institute of Information Management Studies, Pollachi- Coimbatore held on 26.12.2016
* Participated and Associated Outdoor Leadership Development Programme to II MBA students at Athirapalli, Kerala Organized by Brainwave Business Solutions, Coimbatore (Aug 11th & 12th 2016)
* UGC Sponsored Short term Course on Disaster Management Conducted by Academic Staff College Bharathiar University, Coimbatore (Jan’ 22 to 25 of 2015)
* Faculty Development Program on “Business Research Methods and Application of Statistical Package” (SPSS) Organized by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore-49
* Use of SPSS Software for Data Analysis and Research Purpose – Bharathiar University, Coimbatore (June 2011)
* Personality Development Program conducted at Nehru Arts & Science College, Coimbatore.(May 2008)

# Seminar & Paper Presentations:

Participated in the National Symposium on “The Role of Women in Developing a Technology Driven Society” Organized by Dr.G.R.D College of Science on 3rd Nov’2016 “Green Marketing” - Sankara College of Science & Commerce, Saravanampatti, Coimbatore in the International Conference on “Emerging Trends and Innovations in Digital Marketing held on28.09.2016

“Entrepreneurship in Developing Countries”-Sankara College of Science & Commerce, Saravanampatti, Coimbatore in the International Conference on Entrepreneurial Excellence held on 25th Aug, 2015

“Entrepreneurship Challenges and prospects” – Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore in the National Level Conference held on 20th Feb, 2015

“Implication of Technical Indicators in Securities Market Reform”- Hindustan College of Arts and Science, Coimbatore, International Seminar on “Emerging Trends in Global and Indian Financial Markets” 6th Feb’ 2015

“Cases Studies related to advanced Entrepreneurial Innovations” – Karpagam College of Engineering , Coimbatore- National Conference on Strategic Integration and Entrepreneurial Innovations – 15th Nov’ 2014

Impact of E- Finance and Banking Services ”- Hindustan College of Arts and Science, Coimbatore, National Conference on “Application of Modern Management Thoughts” held on 5th March’ 2014

“Integrated Water Resource Management” Organized International Conference on Competency Building Strategies in Business and Technology for Sustainable Development – 25th Feb’2014

Marketing Strategy and Planning Organized by Dr. RV Arts and Science College in the State Level Seminar on “Changing Scenario of Marketing”- 21st Feb’ 2014

“Steps towards Green Economy through Solar Energy”- P.K.R. Arts College for Women, Gobichetti Palayam.- 17th Sep’ 2012

Problems and Prospects of Indian Woman Entrepreneurs in IT Sector, Providence College for Women, Coonoor.(March 2012)

A Study on ‘Consumer Awareness Towards Halmark Jewels’ – in State Level Seminar held at PSG College of Arts & Science. – Coimbatore - 14. (Sep’ 2011)

Seminar on ‘Entrepreneurial Awareness’ held at Sri G.V.G.Vishalakshi College for Women,Udumalpet. (March’ 2011)

The Impact of Globalization on Knitwear Industry held at Chikkana Govt. Arts College, Tirupur. (Feb’ 2011)

# Service Roles

1. **Service to Society and Institution:**

Organized an Extension Activity with MBA students:-

* to conduct Socio-Economic Survey of Tribal People India
* to create awareness about marketing the products cultivated by them and
* to enhance their livelihood in Tribal Villages under Mettupalayam Cluster,Coimbatore District, Tamilnadu, Chinna Jambukandi & Periya Jambukandi (2014 – 15)
* **External Examiner**- PG Department of Business Administration -Sri Sankara Arts & Science College, Kanchipuram

# Service to Institution:

* Discipline Committee Members
* Coordinator of Free Open Source Software (FOSS) courses
* BOS Member
* Advisory committee Member
* Academic Audit member

# Service to Students:

* Placement Guidance
* Class mentor and tutor
* Industry Institute Programme Cell (IIPC) Coordinator
* Organized Industrial Visit to LMW-Machine Tools Division, Arasur, Coimbatore
* Organized Educational Visit to IIM-K, Calicut
* Organized workshop on Digital Marketing in association with IIM-C

# REFERENCES:

* 1. **Dr.M.Raja**

Head & Associate Professor in Department of Commerce, Bharathidasan University Constituent College, Lalgudi

4 th Cross, Paramasivapuram Lalgudi Taluk Tiruchirappalli District

PIN : 621 601.

Mobile: 9994380339

Mail ID: rajacommerce@yahoo.co.in

# Dr.G.Thamizhchelvan,

Assistant Professor in Department of Commerce, Periyar Government Arts College,

Silver Beach Rd, Devanampattinam, Cuddalore, Tamil Nadu 607001

Mobile: 9944599886

Mail ID: selvathamizh@rediffmail.com

# Personal Details :

Father’s Name : A.Namachivayam

Mobile 9688550626

e-mail : jaiharshni@gmail.com

Date of Birth & Age : 11.05.1982 & 38 Years.

Sex : Female

Marital Status : Married

Community : B.C-Hindu, Viswakarma,

Languages Known : Tamil & English (Read, Write & Speak) Telugu (Speak)

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| **Permanent Address:**2L9, Vezha mania, S R Nagar,S S Kulam (P.O), Kovilpalayam, Coimbatore-641107 | **Contact Address:** 292 Radhani Illam, North Reddy Street , Pillaiyar Patti,Thanjavur-613403 |

# Declaration:

I Hereby declare that the information furnished are true and to the best of my knowledge and belief.

Place : Thanjavur

Date : ( Dr.N.JAYANTHI)