

# Staff Profile



1.Name: Dr. M.S.GAYATHRI

2.Gender: Female

3.Age: 41& D.o.B:21.12.1978

## 4.Educational Qualifications:

S. No.	Degree	College/University	Year of passing	Subjects	Grade/ Percentage
1	Ph.D	Annamalai University	2015	Management	Highly Commended
2	M.Phil	Annamalai University	2009	Management	65%
3	PG	Annamalai University	2001	Management	78%
4	UG	Bharathidasan University	1999	Commerce	48%
5	Others	UGC –NET- Management	2012	Management	I class

## 5.Total Teaching Experience as on date

Sl. No.	Name of the Institution	From	To	YY//MM/DD
1	A.V.C College (Autonomous)	2.07.2014	Till date	-
2	A.V.C.College of Engg,Mayiladuthurai	5.7.2007	12.6.2014	6 years and 11 months
3	A.R.C.Visvanathan college, Mayiladuthurai	3.7.2003	4.7.2007	4years
4	Shree Raghavendra Arts and science college, Mayiladuthurai.	20.12.2001	4.4 .2003	1year 6 months

**6. Total Teaching Experience at AVC College (specify SF/Aided) as on 1.1.2011**

Sl. No.	Institution	From	To	Subjects Taught	Remarks
1	Self financing	5.7.2007	Till date	Business Administration	-

**7. Orientations/ Refresher courses attended - Total**

1

**8. Conferences attended** – Number

11

a. Participated and presented in a paper international Conference on management parading Regarding “HR Temping in India BPO/ITES” in Muthiyammal College of Engineering , Namakal, 26<sup>th</sup> October 2007.

b. Participated and presented in a paper International Conference of Mngement practices for sustainable growth Regarding “Socoal Entrepreneurship –A non –Governmental approach to solve a social problem” in Department of business administration, Annamalai University, Chidambaram, 28<sup>th</sup> to30 July 2010.

c. Participated and Paper presented in International Conference on Synchronizing Management Theories and Bussiness practices:Challenges Ahead Regarding “ A study on emotional intelligences and strees coping of strategies of employees in organizing “ Annamalai University, India in association with Putra Intelek International college of Malaysia, 27-29<sup>th</sup> July 2012.

d. Participated and paper presented in International Conference on Competency Building strategies in business and technology for suitable development Regarding “Emotional Intelligence and strees coping strategy of employees in the organization” in Sai Ram Institute of Management studies, Tambaram Chennai, 22<sup>nd</sup> and 3<sup>rd</sup> September 2011.

e. Participated and paper presented in National Conference on Emerging Trends in Management Regarding “Emotional Intelligence for professional Excellence” organized by American college, Madurai,2007.

f. Participated and paper presented in National Conference on Innovative challenges of Merchandising strategies in fashion retailing with special reference to private labels Vs manufactured labels ”In Srinivasan College of Arts and Science ,Perambalur,10-20<sup>th</sup> March 2010.

g. Participated and paper presented in National Conference on Recent trends in Management Practices Regarding "A study on Emotional intelligence and occupational stresses of employees" organized by research Department of Business Administration, Rajah serfoji Government college(Autonomous), Thanjavur, 25<sup>th</sup> and 26<sup>th</sup> February 2013.

h. Participated and paper presented in National Conference on self Management and emotional intelligence at work Regarding "Emotional intelligence and self management at work in PRAYAS" 12 organized on March 16<sup>th</sup> 2012 in Saranthan College of Engineering, Department of Management studies, Trichy.

i. Participated and paper presented in *international* Conference on Innovation in commerce and management titled "A study on Relationship of Emotional intelligence and stress coping strategies of employees in chemical industry- International journal of advanced scientific research and development –Dec 2015."

j. Participated in the international Conference on Bridging Urban and Rural Divide- Techno Management Perspective' Organised by Sastra University was held on 26<sup>th</sup> & 27<sup>th</sup> February 2016.

k. Participated and paper presented in **International Seminar on E-Governance- Challenges and prospects** "titled as Global Marketing" organized by Department of Management studies, Annai college of Arts and science on 21<sup>st</sup> September 2016

l. Participated and has presented a paper Titled , "Women and Sustainable leadership" in ONE DAY INTERNATIONAL SEMINAR ON SUSTAINABLE DEVELOPMENT IN COMMERCE & MANAGEMENT EDUCATION" organized by PG & Research Department Of Commerce., Idhaya College For Women, Kumbakonam on 13<sup>th</sup> March 2019.

m. Dr.M.S.Gayathri has presented a paper Titled on 'A Study on work life balance of employees in an Organisation', ONE DAY INTERNATIONAL CONFERENCE ON "NEW FRONTIER IN COMMERCE A GLOBAL PERSPECTIVE organized by Department Of Commerce., commerce CA Department of business administration , Mass College of Arts & Science Kumbakonam on 16<sup>th</sup> March 2019.

## 9. Seminars attended

5

a. Participated in a National seminar on strategies issues in business, Annamalai University , in a Chidambaram on 10th June 2010.

b. Participated in a UGC Sponsered National seminar on Innovative practices in Management in Annamalai University, Chidambaram on 10<sup>th</sup> March 2011.

c. Participated in a National Seminar on " Contemporary Issues and challenges in Business management" Regarding An Empirical study of emotional intelligence and stresses coping strategies of employees in chemical industry in Tamilnadu" organized by Business administration wing, Directorate of Distance education, Annamalai University on 27<sup>th</sup> March 2014.

d. participated in a National Seminar on 3<sup>rd</sup> Advanced Data Analysis, Business Analytics and Economic intelligence “ Regarding “A study on Emotional intelligence for Nurse in hospital” organized by PG& Research Department of Economics, Rajaj Serfoji Government college(Autonomous), Thanjavur, 20-21th june 2011.

e. Participated in International seminar on “Globalisation – A SWOT Analysis “ organized by PG and Research Department of Commerce and Management , Idhaya college for Women,Kumbakonam, on 22<sup>nd</sup> September 2016.

#### **10.Workshops attended**

A. Participated in a workshop on Consumer Production and welfare conducted by DDE, Annamalai University, Chidambaram on 7<sup>th</sup> to 9<sup>th</sup> April 2010.

b. Participated in one day woarkshop on Quality management system ISO9001:2008 organizes by A.V.C College of Engineering, Mayiladuthurai 4<sup>th</sup> Janauary 2011.

c. Participated in one day AICTE workshop on excellence in management research organized by A.V.C COLLEGE OF Engineering , Mayiladuthurai on 8<sup>th</sup> to 10<sup>th</sup> Apirl 2005.

d. Participated in one day workshop on case teaching for Managment Teachers organizes by M. Kumarasamy college of Engineering in association with International consortium for innovation and Entrepreneurship Research on 4<sup>th</sup> October 2013.

e. Participated in the psychometric workshop organized by management Development centre of DOMS on Apirl 2012 in A.V.C COLLEGE OF Engineering, Department of management studies.

f. Participated in the UGC sponsored National Workshop on soft skills Development for faculty members organized by the Business administration wing Directorate of Distance Education, Annamalai university on 28<sup>th</sup> and 29<sup>th</sup> March 2014.

#### **11.Training programmes attended**

a. Participated in one day Faculty Development programme titled”Application of statistical tools in business research” conducted by Department of Management studies periyar Maniammai University, Vallam, Thanjavur, Dated 2009.

b. Participated in one day Faculty Development programme titled”Industry Experts based FDP” conducted by Department of Management studies, Annamalai university Chidambaram, dated as 18<sup>th</sup> February 2010.

c. Participated in one day Faculty Development programme titled "New methods of Management teaching "conducted by Department of Management studies, DDE Annamalai university Chidambaram, dated as 27<sup>th</sup> January 2011.

d. Participated in one day Faculty Development programme titled "Managing Emotions"conducted by Department of Management studies, DDE Annamalai university Chidambaram, dated as 18<sup>th</sup> February 2010.

e. Participated in one day Faculty Development programme titled "Management Games"conducted by Department of Management studies, Annamalai university Chidambaram, dated as 2<sup>nd</sup> March 2011.

f. Participated in one day Faculty Development programme titled " Academic Research Writing"conducted by Department of Management studies, Annamalai university Chidambaram, dated as 8-9<sup>th</sup> March 2011.

g. Participated in Two weeks Faculty Development programme titled " Entrepreneurship Development Programme" conducted by Department of Management studies, Annamalai university Chidambaram, dated as 26<sup>th</sup> Nov-8<sup>th</sup> Dec 2012

h. Participated in one day Faculty Development programme titled " "Guru – An Introspection" conducted by Department of Management studies, A.V.C.College of Engineering, 15<sup>th</sup> septmber 2012.

## 12.Resource Person

Participated as a Resource in Inter college seminar titled " New Marketing strategy and Retail Trading" on 13<sup>th</sup> September 2014 in A.R.C. Visvanathan college, Mayiladuthurai.

## 13.Proceedings Published in Seminars/Conferences/ Journals etc.

### List of Publication (Journals):

1. A study on emotional intelligence among doctors and nurses in Nagapattinam – **International Journal of Applied Management Research** – Vol.3 Special Issue-I pp225-227. June2011 ISSN-0974 8709.
2. A Empirical Study on Emotional Intelligence competencies of employees in Chemical Industry at Tamil Nadu – **Interdisciplinary Journal of Contemporary Research in Business (IJCRB)– Double Blind Peer Reviewed Journal** - Vol.4 No.9, pp 1230-1241 January 2013 ISSN- 2073 7122.
3. Emotional Intelligence and Its Impact on Stress Among Middle level employees in Chemical Industry – **Asian Journal of Research in Social Science and Humanities** – Vol.3 Issue VII, pp 43-46 July 2013 ISSN 2250-1665.
4. A study on Emotional Intelligence and Occupational Stress of Employees in Chemical Industry , Cuddalore District, Tamil Nadu - **Research Explorer A Referred Bi Annual International Research Journal on Multidisciplinary** - Vol.2 , Special Issue , pp 833-836 February 2013, ISSN 2250-1940.

5. Published a Paper titled "A study on Relationship of emotional intelligence and stress coping strategies of employees in chemical industry," Tamilnadu-**International journal of Advanced scientific Research and Development**-Vol.2,ISSN-2394-8906/ Impact Factor 2.415 published in August 2015.
6. Published a paper titled "An empirical study on relationship between emotional intelligence and subjective well being of employees in an organisation " in UGC approved online journal Aarthat Multidisciplinary international Education Research Journal (AMIERJ) with impact factor 5.18, ISSN No. 2278-5655 in the Dec 2017.
7. Published a paper titled "A Study on influencing factors of Quality of work life in NPKRR Co-operative Sugar mills LTd., Thalainayer, Mayiladuthurai" in UGC approved online journal Aarthat Multidisciplinary international Education Research Journal (AMIERJ) with impact factor 5.18, ISSN No. 2278-5655 in the Dec 2017.
8. Participated and Presented a paper entitled "**An effective approved of self help group for providing managerial skills**". Annai Velankakki Arts & Science College Thanjavur. 2<sup>nd</sup> International Conference on 'Integrated Business and Management organized by post graduate department of commerce in 16<sup>th</sup> Feb 2018.

**List of Publications (Proceedings):**

1. A study on Emotional Intelligence and Leadership Behavior at Workplace in an organization – "**Excellence in Management Practices**", pp 65-68, 18<sup>th</sup> April 2011 ISBN 978-81-920303-5-7.
2. A study on Emotional Intelligence and Stress coping strategies of Employees at workplace – "**Human Resource Management in the knowledge Economy**", pp 66-71, 12<sup>th</sup> July 2012 ISBN 978-93-82338-09-3.
3. Effectiveness and Employer Brand Behavior in Modern Business – "**Innovative Management Perspective s**", pp 38-40, 11<sup>th</sup> December 2011, ISBN 978-81-920303-7-1.
4. A study on Emotional Intelligence and Stress coping strategies of Employee in the organization – "**Contemporary Building Strategies in Business and Technology**", Vol.3, pp 946-949, ISBN 978-81-921764-3-7

**Book Publications:**

1. Published a book titled "Principles of Management" ISBN No. 978 -93-84608-27-9, by A.R.S. Publications, Nagapptinam Tamilnadu, India, in the Month of June2016,

2. Published a Book Titled ( Total Quality Management) with ISBN-978-93-84608-68-27-9in the year June 2017, published by A.R.S. Publication, Chennai.

13.Other Positions Held in AVC College:

Sl. No.	Positions held	From	To	Nature of work
1.	Disclipline committeeMember	2015	Till date	

**Residential Address:**

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