ΝΑΜΕ	:	Dr. B. Jayanthi
POSITION	:	ASSISTANT PROFESSOR
FACULTY OF	:	MANAGEMENT STUDIES
EMAIL ID	:	jayab.mba@gmail.com
LANGUAGES PROFICIEN	СҮ	
READ	:	ENGLISH & TAMIL



READ : ENGLISH & TAMIL

WRITE : ENGLISH & TAMIL

SPEAK : ENGLISH & TAMIL

### **1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	B.A. ECONOMICS	FATIMA COLLEGE, MADURAI	1996
2.	PG	МВА	FATIMA COLLEGE, MADURAI	1998
3.	M.PHIL.	MANAGEMENT	MADURAI KAMRAJ UNIVERSITY, MADURAI	2004
4.	Рн.D.	BUSINESS ADMINISTRATION	Manonmaniam Sundaranar University, Tirunelveli	2013

### **2. TEACHING EXPERIENCE**

S. No.	ΙΝSTITUTION	FROM – TO (PERIOD)
1.	MANGAYARKARASI COLLEGE OF ARTS & SCIENCE FOR WOMEN, MADURAI	Nov. 1999 - Jan. 2002
2.	PSNA College of Engineering & Technology, Dindigul	MAR. 2006 - JUNE 2010
3.	NPR College of Engineering & Technology, Natham	JULY 2010 - DEC. 2010
4.	AGNI SCHOOL OF BUSINESS EXCELLENCE, VADAMADURAI	Ост. 2012 - Јицу 2014
5.	Assistant Professor, Fatima College, Madurai	JUNE 2017 - TILL DATE

### **3. POSITION HELD OUTSIDE**

<b>S. No.</b>	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1	PR FRUITS TRADERS, ODDANCHATRAM	MARKETING CONSULTANT	Aug. 2014 - May 2017

### 4. AREAS OF SPECIALIZATION

MARKETING & HR

# 5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

<b>S.</b> No.	PROGRAMME	Тнеме	ORGANIZED BY	DATE
1.	FDP	FACULTY DEVELOPMENT PROGRAMME FOR ARTS AND SCIENCE	R. L. MANAGEMENT, MADURAI	Nov. 06 & 07, 2006
2.	FDP	RESEARCH PUBLICATION	DEPT. OF MANAGEMENT STUDIES, PSNA CET, DINDIUL	Aug. 29, 2009
3.	FDP	TECHNOLOGIES IN TEACHING, LEARNING PRACTICE	DEPT. OF MANAGEMENT STUDIES, PSNA CET, DINDIUL	JAN. 11 & 12, 2010
4.	FDP	LEADERSHIP ENRICHMENT PROGRAMME FOR COLLEGE TEACHERS	Agni school of Business Excellence, Vadamadurai	MAY 18, 2014
5.	ORIENTATION	NEWLY RECRUITED STAFF	FATIMA COLLEGE, MADURAI	JUNE 15 - 22, 2017
6.	FIP	-	IQAC, FATIMA COLLEGE	15.06.2017 - 22.06.2017
7.	3-DAY FACULTY INDUCTION PROGRAMME	-	IQAC, FATIMA COLLEGE	28.06.2018 - 30.06.2018
8.	FDP	MICRO TEACHING	IQAC, FATIMA COLLEGE	10.07.2018
9.	3-DAY FACULTY INDUCTION PROGRAMME	-	IQAC, FATIMA COLLEGE	13.06.2019 - 15.06.2019

### 6. NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	NATIONAL SEMINAR ON INDIAN CAPITAL MARKET AND FINANCIAL SERVICES - PROBLEMS AND PROSPECTS	ST. ALBERT'S COLLEGE, ERNAKULAM	JAN. 18, 2008	Presented	Emerging Issues In Indian Health Insurance
2.	NATIONAL CONFERENCE ON RECENT TRENDS IN INFORMATION TECHNOLOGY	Fatima College, Madurai	FEB. 15, 2008	PRESENTED	KNOWLEDGE MANAGEMENT – EMERGING PERSPECTIVES
3.	NATIONAL CONFERENCE ON INFORMATION TECHNOLOGY AND MANAGEMENT	PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	FEB. 16, 2008	PRESENTED	ENTERPRISE RESOURCE PLANNING – AN OVERVIEW
4.	NATIONAL CONFERENCE ON EMERGING ISSUES & CHALLENGES IN MANAGEMENT	PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	FEB. 17, 2007	PRESENTED	MICRO FINANCE IN MODERN WORLD AND ITS FINANCIAL STABILITY
5.	NATIONAL CONFERENCE ON GLOBALIZATION: PROSPECTS AND PROBLEMS	DEPARTMENT OF ECONOMICS, SOURASHTRA COLLEGE, MADURAI	Feb. 25, 2008	PRESENTED	IMPACT OF GLOBALIZATION ON MANAGEMENT EDUCATION IN INDIA
6.	UGC Sponsored National Seminar on Emerging Trends In Retail Management	MBA DEPT, INDUSTRY INSTITUTE PARTNERSHIP CELL (IIPC), ANNAMALAI UNIVERSITY, TAMILNADU	Feb. 29, 2008	Presented	RECENT TRENDS IN RECRUITMENT IN RETAIL INDUSTRY
7.	UGC SPONSORED NATIONAL SEMINAR ON ORGANIC FARMING AND SUSTAINABLE AGRICULTURE FOR FOOD SECURITY	FACULTY OF AGRICULTURE AND ANIMAL HUSBANDRY, GANDHIGRAM	Mar. 01, 2008	PRESENTED	MEETING THE FOOD SECURITY CHALLENGE THROUGH ORGANIC AGRICULTURE

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
8.	NATIONAL CONFERENCE ON SERVICE SECTOR	DEPARTMENT OF BUSINESS ADMINISTRATION, KALASALINGAM UNIVERSITY, KRISHNANKOVIL	Mar. 07 & 08, 2008	Presented	BEST PRACTICES FOR POVERTY ALLEVIATION THROUGH TOURISM
9.	UGC SPONSORED NATIONAL SEMINAR ON INTERFACE BETWEEN INDUSTRY AND HIGHER EDUCATION INSTITUTIONS TO FACE GLOBAL COMPETITION	DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT, GANDHIGRAM RURAL UNIVERSITY, GANDHIGRAM	Mar. 13 & 14, 2008	Presented	GLOBALIZATION AND HIGHER EDUCATION: PROS & CONS
10.	SYMPOSIUM ON CORPORATE SOCIAL RESPONSIBILITY	DR. SNS RAJALAKSHMI INSTITUTE OF MANAGEMENT, COIMBATORE	Mar. 20, 2008	PRESENTED	CORPORATE SOCIAL RESPONSIBILITY
11.	UGC SPONSORED WORKSHOP GLOBALIZATION AND HUMAN RIGHTS	DEPT. OF ECONOMICS, GANDHIGRAM RURAL UNIVERSITY, DINDIGUL	Mar. 27, 2008	PRESENTED	NATIONAL IMPACT OF ON GLOBALIZATION ON WOMEN RIGHTS
12.	NATIONAL CONFERENCE ON RECENT TRENDS IN ADVANCED COMPUTING	DEPARTMENT OF COMPUTER APPLICATIONS, K.L.N. COLLEGE OF INFORMATION TECHNOLOGY	Apr. 10 & 11, 2008	Presented	E-CRM – A MANTRA FOR WORLD CLASS BUSINESS
13.	INTERNATIONAL CONFERENCE ON SERVICES MARKETING IN THE GLOBALIZED ERA	SAN INTERNATIONAL BUSINESS SCHOOL, COIMBATORE	MAY 15, 2008	PRESENTED	OPPORTUNITIES AND CHALLENGES OF BANKING SECTOR IN GLOBALIZED ERA
14.	INTERNATIONAL CONFERENCE ON INTERNATIONAL CHALLENGES OF GLOBAL BUSINESS IN THE 21ST CENTURY	DEPARTMENT OF COMMERCE, REV JACOB MEMORIAL CHRISTIAN COLLEGE, AMBILIKKAI INDUSTRIES	FEB. 04 & 05, 2009	Presented	HUMAN RESOURCE CHALLENGES IN SOFTWARE
15.	INTERNATIONAL SEMINAR ON MANAGEMENT CHALLENGES IN THE ERA OF GLOBAL RECESSION	SENGUNTHAR INSTITUTE OF MANAGEMENT STUDIES, SENGUNTHAR ARTS AND SCIENCE COLLEGE, TIRUCHENGODE	FEB. 10, 2009	Presented	MANAGEMENT: THE NEW GLOBAL FINANCIAL THREATS
16.	SECOND NATIONAL CONFERENCE ON INFORMATION TECHNOLOGY AND MANAGEMENT	PSNA CET, DINDIGUL	Apr. 03, 2009	PARTICIPATED	-
17.	NATIONAL CONFERENCE ON TRENDS IN CURRENT MANAGEMENT PRACTICES	PAVENDAR BHARATHIDASAN College of Eng & Tec, Mathur , Trichy	SEP. 18, 2009	PRESENTED	E-MARKETING OF SERVICES, CHALLENGES & PROSPECTS
18.	INTERNATIONAL CONFERENCE ON GLOBAL RECESSION AND ITS IMPACT	MBA DEPT, NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE	Feb. 18, 2010	PRESENTED	WORK LIFE BALANCE DURING RECESSION
19.	ICSI SPONSORED INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT	DEPARTMENT OF BUSINESS ADMINISTRATION, SRM UNIVERSITY, CHENNAI	Feb. 28, 2013	Presented	FACULTY PERCEPTION OF WORK-LIFE IMBALANCE AND COPING STRATEGIES IN EDUCATIONAL INSTITUTION
20.	WORKSHOP ON EFFECTIVE TEACHING AND LEARNING METHODOLOGIES FOR COLLEGE TEACHERS	AGNI SCHOOL OF BUSINESS EXCELLENCE, VADAMADURAI	Apr. 13, 2013	PARTICIPATED	-
21.	CSIR SPONSORED TWO DAYS NATIONAL SEMINAR ON "EMPOWERING FACULTY AS LEADER MANAGEMENT CHALLENGES	Anna University Regional Centre, Madurai	JULY 29 & 30, 2013	Participated	-

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
22.	INTERNATIONAL CONFERENCE ON New Vistas of Indian Business In Global Scenario	DEPARTMENT OF BUSINESS ADMINISTRATION, BRAHMA SCHOOL OF MANAGEMENT, NAMMAKAL	Ост. 18, 2013	Presented	IMPACT OF WORK-FAMILY CONFLICT AMONG EMPLOYEES IN CONSTRUCTION
23.	IREC SPONSORED NATIONAL WORKSHOP ON CASE TEACHING FOR MANAGEMENT FACULTIES	DEPT. OF MANAGEMENT STUDIES, KUMARASAMY COLLEGE OF ENGG., TECH, KARUR	Ост. 04, 2013	PARTICIPATED	-
24.	A NATIONAL WORKSHOP ON DATA ANALYSIS AND BUSINESS MODELLING	DEPT. OF MANAGEMENT STUDIES, RAJALAKSHMI ENGG. COLLEGE, CHENNAI	JAN. 10 & 11, 2014	PARTICIPATED	-
25.	NATIONAL CONFERENCE ON STRATEGIES FOR COMPETITIVENESS	HALLMARK BUSINESS, TRICHY DISTRICT	Apr. 04, 2014	Presented	FACULTY'S INVENTIVENESS AND WORK LIFE BALANCE OF SELECTED INSTITUTIONS IN MADURAI SCHOOL
26.	PLACEMENT WORKSHOP On "Corporate Skills"	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE , MADURAI	SEP. 08, 2017	PARTICIPATED	-
27.	CONFERENCE ON GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE, MADURAI	SEP. 13, 2017	PRESENTED	Making Talent Management Work In Education
28.	SYMPOSIUM ON GATEWAY TO BANKING CAREER	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE , MADURAI	Ост. 04, 2017	PARTICIPATED	GATEWAY TO BANKING CAREER
29.	SYMPOSIUM ON ROADMAP TO A CULTURE OF SELF IMPROVEMENT	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE , MADURAI	Ост. 09, 2017	PARTICIPATED	ROADMAP TO A CULTURE OF SELF IMPROVEMENT
30.	SYMPOSIUM ON ENHANCING RESEARCH SKILLS	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE , MADURAI	DEC. 12, 2017	PARTICIPATED	ENHANCING RESEARCH SKILLS
31.					BUSINESS RESTRUCTURING IN PR FRUITS TRADERS
32.	INTERNATIONAL CONFERENCE ON INNOVATIVE STRATEGIES, ADVANCES AND CHALLENGES IN COMMERCE AND MANAGEMENT	DEPT. OF COMMERCE, SIR Parashurambhau, College Tilak Road, Pune	FEB. 15, 2018	Presented	A STUDY ON THE IMPACT OF E-COMMERCE ON CUSTOMER SATISFACTION WITH REFERENCE TO FOUR WHEELER PURCHASE
33.	CONFERENCE ON PROSPECTS OF SMALL , AND MEDIUM ENTERPRISES (MSME) IN INDIAN SCENARIO	DEPT. OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	FEB. 16, 2018	Presented	ENTREPRENEURIAL DEVELOPMENT SCHEMES AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES
34.	SYMPOSIUM ON EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS)	SEP. 18, 2018	ORGANIZED	-
34.	WORKSHOP ON "CORPORATE GROOMING"	DEPARTMENT OF MBA , FATIMA COLLEGE , MADURAI	Ост. 08, 2018	PARTICIPATED	-
35.	WORKSHOP ON "ENHANCING EMOTIONAL INTELLIGENCE"	IQAC , FATIMA COLLEGE, MADURAI	Feb. 07, 2019	PARTICIPATED	

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
36.	AN INTERNATIONAL CONFERENCE CONTEMPORARY ISSUES & FUTURISTIC TRENDS IN MANAGEMENT	VIJAY INSTITUTE OF MANAGEMENT, DINDIGUL	FEB. 19, 2019	Presented	A STUDY ON CONSUMER PERCEPTION TOWARDS STONE PRODUCTS WITH SPECIAL REFERENCE TO ROYAL PARK IN MADURAI
37.	EXPLORIA- INTERCOLLEGIATE RESEARCH FEST	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE, MADURAI	Feb. 20, 2019	ORGANISED	SUSTAINABLE GOALS OF INDIA
38.	Workshop on "Awareness On Intellectual Property Rights"	RESEARCH ADVISORY COMMITTEE& INTELLECTUAL PROPERTY RIGHTS CELL, FATIMA COLLEGE	JULY 26, 2019	PARTICIPATED	-
39.	NATIONAL CONFERENCE ON BUSINESS ANALYTICS- A ROAD MAP TO INNOVATIVE ENTREPRENEURSHIP	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE, MADURAI	SEP. 06, 2019	Presented	INDIAN STARTUPS – A BOOST FOR ECONOMIC GROWTH

# 7. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

S. No.	JOURNAL/PROCEE DING/ MAGAZINE /BOOK NAME	TITLE OF THE ARTICLE	Month / Year	Vol. No.	lss. No.	Page No.	ISSN	Publisher	IMPACT FACTOR
1.		RECENT TRENDS IN RECRUITMENT IN RETAILING INDUSTRY	JULY 14,	-	-	-	-	-	-
2.	www.articlesba se.com	Tourism – A Fight Against Poverty	2008	-	-	-	-	-	-
3.		STRATEGIES TO RETAIN HUMAN RESOURCES	JULY 17, 2008	-	-	-	-	-	-
4.	INTERNATIONAL JOURNAL OF INNOVATIONS IN ELECTRICAL POWER SYSTEMS	BIOMASS: AN ALTERNATIVE SOURCE OF ENERGY	JULY - DEC. 2009	1	2	77-85	0975-5306	RESEARCH SCIENCE PRESS	-
5.	SNS JOURNAL OF MARKETING	CUSTOMER PERCEPTIONS AND EXPECTATIONS FOR SERVICE QUALITY IN STANDARD CHARTERED BANK WITH REFERENCE TO COIMBATORE CITY	Jan June 2010	1	1	20	0975-7627	SNS SCHOOL OF MANAGEMENT	-
6.	PSNA JOURNAL OF BUSINESS AND SYSTEM	BRIC ECONOMIES AND RECESSION	2012	1	1	62	-	PSNA COLLEGE OF ENGG & TECH	-
7.	GLOBAL MANAGEMENT REVIEW	WORK-LIFE IMBALANCE AMONG EXECUTIVES: A GENDER FOCUS"	Fев. 2012	6	2	24	0973-9947	Sona School of Management	-
8.	PROCEEDINGS OF INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT	FACULTY PERCEPTION OF WORK-LIFE IMBALANCE AND COPING STRATEGIES IN EDUCATIONAL INSTITUTION	Mar. 2013	1	1	63	-	BIZAD-2K13	-

S. No.	JOURNAL/PROCEE DING/ MAGAZINE /BOOK NAME	TITLE OF THE ARTICLE	Month / Year	Vol. No.	lss. No.	PAGE No.	ISSN	Publisher	IMPACT FACTOR
9.	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE & MANAGEMENT	THE RAPPORT BETWEEN THE FIVE SENSES AND BUILDING BRAND IDENTITY AND AWARENESS - A SPECULATIVE STUDY"	Jan Mar. 2014	1	4	45	2321-3604	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE & MANAGEMENT	-
10.	INTERNATIONAL JOURNAL OF MANAGEMENT REVIEW	FACULTY INVENTIVENESS AND WORK LIFE BALANCE OF SELECTED INSTITUTIONS IN MADURAI DISTRICT	Apr. 2014	1	1	25	2348-4373	HALL MARK B SCHOOL	-
11.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	MAKING TALENT MANAGEMENT WORK IN EDUCATION	SEP. 2017	1	1	71-72	978-93- 86537-95- 9	Shanlax Publication, Madurai	-
12.	INNOVATIVE ADVANCES AND CHALLENGES IN MANAGEMENT	THE NEED AND INFLUENCE OF INFORMATION TECHNOLOGY ON FUTURE HUMAN RESOURCE MANAGEMENT	Ост. 2017	1	1	80-82	978-93- 81723-78- 4	VIRUDHUNAGAR HINDU NADAR'S SENTHIKUMARA NADAR COLLEGE, VIRUDHUNAGAR	-
13.		BUSINESS RESTRUCTURING IN PR FRUITS TRADERS				323- 325			
14.	INTERNATIONAL JOURNAL OF MULTIDISCIPLINA RY STUDIES	A STUDY ON THE IMPACT OF E-COMMERCE ON CUSTOMER SATISFACTION WITH REFERENCE TO FOUR WHEELER PURCHASE	FEB. 2018	4	8	331- 336	24548499- (LISTED JOURNAL NO 45141)	IRJMS	1.3599
15.	MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN INDIAN SCENARIO	ENTREPRENEURIAL DEVELOPMENT SCHEMES AND THEIR RESULTS IN EMPLOYMENT OPPORTUNITIES	Fев. 2018	2	3	213- 219	978-93- 86712-19- 6	Jayalakshmi Publications, Madurai	-
16.	DIGITAL MARKETING - A GLOBAL PERSPECTIVE	THE FUTURE OF E- TAILING	Aug. 2018	-	-	30-32	978-93- 87871-67- 0	Shanlax Publications	-
17.	MANAGEMENT IN DIGITAL ERA	A STUDY ON IMPACT OF DEMOGRAPHIC FACTOR ON LIFE INSURANCE DEMAND WITH REFERENCE TO MADURAI DISTRICT	DEC. 2018	1		220- 231	978-93- 86782-60- 1	LORDINE NUOVO PUBLICATION	-
18.	Shanlax International Journal Of Management	A STUDY ON CONSUMER PERCEPTION TOWARDS STONE PRODUCTS WITH SPECIAL REFERENCE TO ROYAL PARK IN MADURAI	Fев. 2019	6	SPL. Iss. 6	90 - 96	2321-4643	SHANLAX PUBLICATIONS	3.122

#### 8. ENDOWMENT LECTURES DELIVERED

S. No.	ΙΝSTITUTION	THEME/TITLE	DATE
1.	SAKTHI COLLEGE OF ARTS & SCIENCE, DINDIGUL	CAREER GUIDANCE	14.02.2014
2.	Anna University, Regional Campus, Madurai	LECTURE ON DATA COLLECTION METHODS	13.12.2017

### **9.** ACHIEVEMENTS

S. No.	NAME OF THE AWARD	Award Received for	SPONSORS / SOURCE	DATE
1.	GOLD MEDAL & CERTIFICATE OF HONOR	100% RESULTS	PSNA CET, DINDIGUL	2007
2.	GOLD MEDAL & CERTIFICATE OF HONOR	100% RESULTS	PSNA CET, DINDIGUL	2007 & 2008
3.	GOLD MEDAL & CERTIFICATE OF HONOR	100% RESULTS	AGNI SCHOOL OF BUSINESS EXCELLENCE	2013

### **10. BOOKS PUBLISHED**

S. No.	Βοοκ Ναμε	YEAR	PUBLISHER	ISBN
1	A PERSPECTIVE OF HUMAN RESOURCE MANAGEMENT	2018	BONFRING PUBLISHING HOUSE	ISBN 978-93- 86638-63-2

### 11. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	Consultant / Radio Talk / TV Shows	Consultancy (on/for) / Themes	INSTITUTION / ORGANISATION	PLACE	DATE
1.	Consultancy (Faculty Internship) - Honorary	MARKETING	Assai Polymers Pvt Ltd,	DINDIGUL	DEC. 11 - 16, 2017
2.	CONSULTANT	MARKETING	AALAYAM PACKAGING	Karur	26.11.2018 - 01.12.2018