



SRM Valliammai Engineering College


SRM Nagar, Kattankulathur-603203, Kancheepuram District, Tamil Nadu

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Department of Management Studies

Personal Details

Name:	Dr. ANAND.J	
Designation:	ASSISTANT PROFESSOR (O.G)	
Educational Qualification:	M.B.A, M.COM, P.G.D.F.M, M. Phil., Ph.D	
Experience:	12 years	
Area of Specialization:	HUMAN RESOURCE, FINANCE.	
Date of Joining:	30/06/2014	
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Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	Ph.D	HUMAN RESOURCES MANAGEMENT	BHARATHIAR UNIVERSITY	2020
2.	M. Phil	COMMERCE	PRIST UNIVERSITY	2015
3.	M. Phil	MANAGEMENT	BHARATHIAR UNIVERSITY	2014
4.	M.COM	ACCOUNTING & FINANCE	ANNAMALAI UNIVERSITY	2013
5.	M.B.A	HR & FINANCE	JEPPIAAR S.R.R Engineering College ANNA UNIVERSITY	2010
6.	P.G.D.F. M	FINANCIAL MANAGEMENT	ANNAMALAI UNIVERSITY	2009
7.	B.B.A	BUSINESS ADMIN	The New college UNIVERSITY OF MADRAS	2008

Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Teaching and Education Research Association (TERA): Life Member.
3. Indian Science Congress: Annual Member.
4. Madras Management Association- MMA (Institutional Membership).

Publication Details

Journals:

S.N O	JOURNAL NAME	PAPER TITLE	MONTH YEAR	ISSN / ISBN NO	IMPACT FACTOR / LISTED JOURNALS
1	INTERNATIONAL JOURNAL OF RESEARCH IN IT, MANAGEMENT AND ENGINEERING	"THE EFFECTIVE PROVISIONS OF WELFARE MEASURES FOR EMPLOYEES IN IT SECTOR AND THEIR IMPACT ON HIGHER PRODUCTIVITY AND QWL"	VOLUME1 ISSUE3 (FEBRUARY 2012)	2249-1619	IMPACT FACTOR: 5.070 FOR 2014
2	INTERNATIONAL JOURNAL OF RESEARCH IN IT, MANAGEMENT & ENGINEERING	"ANALYZE THE CUSTOMER EFFECTIVENESS THROUGH ONLINE ADVERTISEMEN T"	VOLUME1 ISSUE3 (FEBRUARY 2012)	2249-1619	IMPACT FACTOR: 5.070 FOR 2014
3	INTERNATIONAL JOURNAL OF EXCLUSIVE MANAGEMENT RESEARCH	"CORPORATE SOCIAL RESPONSIBILIT Y MANAGING ISSUES FOR HUMAN RESOURCES DEPARTMENT IN IT SECTOR"	NOVEMBER 2011-VOL 1 ISSUE 6 2011	2249 – 8672	IMPACT FACTOR – 5.76 UGC APPROVAL NO : 49166 (UP TO JUNE 2019)
4	INTERNATIONAL JOURNAL OF PHYSICAL AND SOCIAL SCIENCES	"A STUDY ON SAFETY AND HEALTH PROVISION THAT ACT AS A DRIVE FORCE FOR THE EMPLOYEES IN MANUFACTURI NG SECTORS"	VOLUME 2, ISSUE 2 (FEBRUARY 2012)	2249-5894	INDEXED & LISTED AT: ULRICH'S PERIODICALS DIRECTORY ©, U.S.A.,
5	MANAGEMENT TODAY RECENT TRENDS ON MANAGEMENT	E- RECRUITMENT TRENDS IN THE CURRENT SCENARIO	MARCH 2015	ISBN 978-93-84389-04-8	----
6	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE	TECHNOLOGY ACCEPTANCE MODEL (TAM) FOR E- RECRUITMENT: A SURVEY LITERATURE	MARCH 2015	ISSN 2348 4705	-----
7	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE AND INNOVATIONS	A STUDY ON JOB SEEKER'S PERCEPTION TOWARDS E- RECRUITMENT WITH SPECIAL REFERENCE TO CHENNAI CITY	APRIL 2015	ISSN 2348 7405	----

8	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE AND INNOVATIONS	CUSTOMER SATISFACTION SURVEY FOR VARIOUS BRANDS OF TRACTORS	APRIL 2015	ISSN 2348 7405	-----
9	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE AND INNOVATIONS	EMPLOYEES PRODUCTIVITY SUPREMACY DRIVERS - QUALITY OF WORK LIFE - SAFETY AND WELFARE	APRIL 2015	ISSN 2348 7405	-----
10	INTERNATIONAL JOURNAL OF MANAGEMENT AND TECHNOLOGY	PERCEPTION & ADOPTION OF E-RECRUITMENT	OCT 2015	ISSN 0975-3915	LISTED IN ULRICH INTERNATIONAL DIRECTORY
11	INTERNATIONAL JOURNAL OF APPLIED ENGINEERING RESEARCH	THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE IN ADOPTION OF E-RECRUITMENT BY HR PROFESSIONALS	DEC 2015	ISSN 0973 4562 1087 1090	SCOPUS INDEXED JOURNAL - ANNA UNIVERSITY ANNEXURE 2 JOURNAL
12	INDIAN STREAMS RESEARCH JOURNAL	FACTORS INFLUENCING THE ADOPTION OF E-RECRUITMENT BY HR PROFESSIONALS	JAN 2016	ISSN 2230 7850	IMPACT FACTOR 3.156
13	INDO ASIAN JOURNAL OF MULTIDISCIPLINARY RESEARCH	VARIABLES TO STUDY THE ADOPTION OF E-RECRUITMENT BY HR PROFESSIONALS	JAN 2016	ISSN 2454 1370	-----
14	INTERNATIONAL JOURNAL OF APPLIED RESEARCH	IMPACT OF E-RECRUITMENT & CHALLENGES FACED BY HR PROFESSIONALS	MARCH 2016	ISSN 2394-5869	IMPACT FACTOR 5.2 REFEREED JOURNAL INDEXED JOURNAL
15	ICRSME 2016	ADOPTION OF E-RECRUITMENT BY HR PROFESSIONALS	FEB 2016	---	-----
16	INTERNATIONAL JOURNAL OF APPLIED RESEARCH	LITERATURE REVIEW ON E-RECRUITMENT AND ITS PERCEIVED BENEFITS : A WALK TOWARDS	NOV 2016	ISSN 2394 5869	IMPACT FACTOR(ISRA) 5.2 REFEREED JOURNAL INDEXED JOURNAL

		PAPERLESS HR			
17	INTERNATIONAL RECOGNITION MULTIDISCIPLINARY RESEARCH JOURNAL	EFFECTIVENESS OF E- RECRUITMENT ADOPTION :- A WALK TOWARDS PAPERLESS HR	NOV 2016	ISSN 2231 5063	IMPACT FACTOR 4.6052 (UIF)
18	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE & INNOVATIONS	IMPACT OF PERCEIVED BENEFITS ON ADOPTION OF E- RECRUITMENT AMONG HR PROFESSIONALS IN IT COMPANIES IN CHENNAI	NOV 2016	ISSN 2348 4705	-----
19	INTERNATIONAL JOURNAL OF ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PERSPECTIVES	IMPACT OF HR PROFESSIONALS PERCEIVED EFFECTIVENESS ON ADOPTION OF E- RECRUITMENT IN IT COMPANIES OF CHENNAI	JUN 2017	ISSN 2279 0950	SJIF (2016) 7.185 H5-INDEX: H5-MEDIAN:H- CIATIONS:1 UGC JR.NO 47661.
20	EMPEROR INTERNATIONAL JOURNAL OF FINANCE AND MANAGEMENT RESEARCH	IMPACT OF PERCEIVED EFFECTIVENESS & BARRIERS ON ADOPTION OF E- RECRUITMENT BY HR PROFESSIONALS AMONG IT COMPANIES IN CHENNAI	DEC 2017	ISSN 2395 5929	IMPACT FACTOR 1.14 UGC JR.NO 45308
21	INTERNATIONAL JOURNAL OF BUSINESS INTELLIGENCE & INNOVATIONS	AGILE DIGITAL RECRUITMENT	FEB 2018	ISSN 2348 4705	-----
22	NATIONAL CONFERENCE ON SUCCESS THROUGH SYNERGY	E- RECRUITMENT - AN OVERVIEW	FEB 2018	ISBN:978- 81- 936440-6- 5	-----
23	M-INFINITI INTERNATIONAL JOURNAL OF MANAGEMENT	UNDERSTANDI NG THE SCOPE OF ARTIFICIAL INTELLIGENCE IN HR TECHNOLOGY E- RECRUITMENT - A THEORETICAL PERSPECTIVE	MARCH-APRIL 2018	ISSN 0973 7197	LISTED IN ULRICH INTERNATIONAL DIRECTORY
24	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL	IMPACT OF PERCEIVED EFFECTIVENESS ON ADOPTION	MARCH 2019	ISSN 2349-5138	UGC JOURNAL NO: 43602, REFEREED, COSMOS IMPACT FACTOR 4.236

	REVIEWS	OF E-RECRUITMENT BY RECRUITERS IN INFORMATION TECHNOLOGY COMPANIES IN CHENNAI			
25	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS	IMPACT OF PERCEIVED BARRIERS ON ADOPTION OF E-RECRUITMENT BY RECRUITERS IN INFORMATION TECHNOLOGY COMPANIES IN CHENNAI	MARCH 2019	ISSN 2349-5138	UGC JOURNAL NO: 43602, REFEREED IMPACT FACTOR 4.236
26	THINK INDIA JOURNAL	IMPACT OF PERCEIVED BARRIERS ON ADOPTION OF E-RECRUITMENT BY RECRUITERS IN INFORMATION TECHNOLOGY COMPANIES IN CHENNAI	VOL-22- ISSUE-14-DECEMBER-2019	ISSN:0971-1260	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL
27	INTERNATIONAL JOURNAL OF PHARMACEUTICAL RESEARCH	RECRUITER'S PERCEPTION ON E-RECRUITMENT IN INFORMATION TECHNOLOGY COMPANIES IN CHENNAI	OCT - DEC 2019 VOL 11 SUPPLEMENTARY ISSUE 1	ISSN-0975-2366	SCOPUS INDEXED
28	OUR HERITAGE	A STUDY ON CUSTOMER SATISFACTION TOWARDS LOANS WITH SPECIAL REFERENCE TO ING VYSYA BANK	VOL 68, ISSUE 47, FEB 2020.	ISSN: 0474-9030.	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL
29	OUR HERITAGE	EVALUATION OF HOLISTIC TRAINING PROGRAM CONDUCTED BY LEARNING AND DEVELOPMENT CENTRE - NEYVELI LIGNITE	VOL 68, ISSUE 47, FEB 2020.	ISSN: 0474-9030.	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL

		CORPORATION INDIA LIMITED			
30	OUR HERITAGE	THE IMPACT OF LEADERSHIP STYLES ADOPTED TO IMPROVE EMPLOYEE MOTIVATION AND COMMITMENT: AN EMPIRICAL STUDY IN INDIA CEMENTS LIMITED	VOL 68, ISSUE 47, FEB 2020.	ISSN: 0474- 9030.	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL
31	STUDIES IN INDIAN PLACE NAMES	A STUDY ON INVESTOR'S BEHAVIOUR TOWARDS MUTUAL FUND DECISION: AN EMPIRICAL ANALYSIS WITH REFERENCE TO CHENNAI REGION	VOL-40-ISSUE 59-(2020)	ISSN: 2394-3114	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL
32	STUDIES IN INDIAN PLACE NAMES	REVIEW OF LITERATURE ON WORKING CAPITAL MANAGEMENT	VOL-40-ISSUE 59-(2020)	ISSN: 2394-3114	UGC CARE JOURNAL AND PEER-REVIEWED OPEN ACCESS JOURNAL
33	INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION,	A COMPOUND CURVE FIT ANALYSIS OF FDI FLOWS IN SELECTED SECTORS IN INDIA	VOL. 24, ISSUE 05, 2020	ISSN: 1475-7192	SCOPUS INDEXED
34	INTERNATIONAL JOURNAL OF PSYCHOSOCIAL REHABILITATION	A STUDY ON PERCEPTION OF DIGITAL PAYMENTS SYSTEM	VOL. 24, ISSUE 05, 2020	ISSN: 1475-7192	SCOPUS INDEXED
35	INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN MANAGEMENT, ARCHITECTURE, TECHNOLOGY AND ENGINEERING (IJARMATE)	E- RECRUITMENT: AN ADVANTAGE OVER TRADITIONAL RECRUITMENT.	VOL. 6, ISSUE 4, APRIL 2020	ISSN (ONLINE) : 2454- 9762	10.20256/ IJARMATE.2020.0605002
36	SHANLAX INTERNATIONAL JOURNAL OF ARTS, SCIENCE AND HUMANITIES	INVESTIGATING THE FACTORS INFLUENCE ADOPTION OF INTERNET BANKING IN CHENNAI: ADAPTERS PERSPECTIVE	VOL. 8, ISSUE 1, JULY 2020	P-ISSN: 2321- 788X	DOI: HTTPS://DOI.ORG/10.34293/ SIJASH.V8I1.2425
37	MANAGEMENT &	ARTIFICIAL	2020	ISBN 978-	-

	ENGINEERING RESEARCH TOME	INTELLIGENCE IN MANAGEMENT		93-89515-20-6	
38	SHANLAX INTERNATIONAL JOURNAL OF ARTS, SCIENCE AND HUMANITIES	A STUDY ON ORGANIZATIONAL WORK CULTURE IN INFORMATION TECHNOLOGY INDUSTRY	01.01.2021	P-ISSN: 2321-788X	DOI: HTTPS://DOI.ORG/10.34293/SIJASH.V8I3.3550
39	SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT	A STUDY ON THE IMPACT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF MOBILE PHONES IN CHENNAI	01.01.2021	P-ISSN: 2321-4643	HTTPS://DOI.ORG/10.34293/MANAGEMENT.V8I3.3574
40	SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT	A STUDY ON QUALITY OF WORK FROM HOME AMONG THE WOMEN EMPLOYEES AT INFORMATION TECHNOLOGY COMPANIES IN CHENNAI	01.01.2021	P-ISSN: 2321-4643	HTTPS://DOI.ORG/10.34293/MANAGEMENT.V8I3.3579
41	SAMBODHI	A STUDY ON SUBTLE DISTINCTION OF DIRECT MARKETIN AND MULTI-LEVEL MARKETING APPLIED IN BUSINESS PRACTICES	OCT-DEC 2020	ISSN 2249-6661	UGC JOURNAL
42	EMERGING GLOBAL BUSINESS PRACTICES AND TRENDS IN POST PANDEMIC ECONOMY	CONSEQUENCES AND IMPLICATIONS OF COVID-19 IN INTERNATIONAL BUSINESS	APRIL 2021	ISBN: 978-93-91077-05-1	-
43	ANVESAK	A STUDY ON DETERMINANTS OF USER ACCEPTANCE OF E-RECRUITMENT.	VOL. 51, NO.1(XXIII) JANUARY – JUNE 2021 PG 51-54	ANVESAK ISSN : 0378 – 4568	UGC CARE GROUP 1 JOURNAL
44	DESIGN ENGINEERING	TOWARDS APPLICABILITY OF BLOCKCHAIN IN HUMAN RESOURCE MANAGEMENT	ISSN: 0011-9342 YEAR 2021 ISSUE: 9 PAGES: 3630-3636	ISSUE 09, 2021	SCOPUS INDEXED

Conferences:

1. International Conference On Competency Building Strategies In Business & Technology - The Effective Provisions Of Safety, Health Measures For Employees In Manufacturing Sector Acts As Drive Force For Productivity & Commitment
2. International Conference On Quality Management System - Talent Management In It Sector Acts As A Driving Force For Quality Policy
3. Entime 2013- The Reasons For Slow Progress Of Woman Entrepreneurs In Tamilnadu, Chennai
4. Young Entrepreneur, (Eecs-2010) - G.K.M College Of Engineering & Technology, Chennai.
5. Talent Management - Driver For Organizational Success, Vels University, Chennai
6. Pattern Of Investment - Gold & Silver As Better Investment Option, Vels University, Chennai
7. International Conference On Competency Building Strategies In Business & Technology- At Sri Sai Ram Engineering College
8. Talent Management In It Sector Acts As A Driving Force For Quality Policy- Dr. Mgr University

FDP & Work Shop:

1. Faculty development programme on **“How to publish research papers in journals”**, Adhiparasakthi engineering college.
2. A National level FDP on **“Research report writing”**, in association with Indo-Australian Chamber of Commerce & Business Line, Asian Management science Association, at Sri Sai Ram engineering college.
3. International FDP on **“Global education strategy for business & technology”** in association with Asian Management science Association, Indo-Australian Chamber of Commerce & Business Line in Sri Sai Ram institute of management studies.
4. FDP in Chennai Business School, Chennai **“The Effective Teaching Methods of accounts and finance”**
5. FDP in National Institute of Management Studies , Chennai **“The Effective Teaching Methods”**

RESEARCH PROPOSALS - SANCTION FROM FUNDING AGENCY:

Name of the Investigators	Title of the Proposal	Agency Name	Amount sanctioned	Year
Dr.Anand J Dr.Padmini.J	Entrepreneurship Awareness Camp (EAC) (3 Days program)	National Science and Technology Entrepreneurship Development Board	Rs 20,000	2017
Dr.Anand J Dr.Padmini.J	Entrepreneurship Awareness Camp (EAC) (3 Days program)	National Science and Technology Entrepreneurship Development Board	Rs 20,000	2018
Dr.Radha GaneshKumar and Mr.Anand J	Women Entrepreneurship Development Programme (3 weeks program and follow up research of business done by participants for a year)	National Science and Technology Entrepreneurship Development Board	Rs 2,00,000	2019

PATENT FILED & GRANT (INDIAN / INTERNATIONAL):

S.NO	NAME OF THE PATENTS	PATENT APPLICATION NUMBER	INDIAN / FOREIGN	STATUS
1.	BLOCKCHAIN-BASED SHOPPING CART	202041020687	INDIAN	PATENT FILED AND PUBLISHED
2.	BLOCKCHAIN BASED RICE ATM	2020102839	AUSTRALIAN	PATENT FILED - PUBLISHED WITH GRANT
3.	STUDENT'S EMOTION	356668-001 CBR NO 212066	INDIAN	APPLICATION UNDER PROCESS (WAITING FOR TECHNICAL EXAMINATION)

ONLINE COURSES - COMPLETED

Sl. No	Title	Recognized by AICTE / UGC / NITTTR/ NPTEL-AICTE	Duration (1 Week / 2 Weeks / 8 Weeks)

1	INTRODUCTION TO RESEARCH -FEB 2016	NPTEL	10 HOURS
2	MARKETING MANAGEMENT II -SEP 2016	NPTEL	20 HOURS
3	CORPORATE SOCIAL RERESPONSIBILITY-SEP 2017	NPTEL	8 WEEKS
4	MARKETIN RESEARC AND ANALYSIS - SEP 2018	NPTEL	8 WEEKS
5	ENHANCING SOFT SKILLS & PERSONALITY EXAM 2020	NPTEL-AICTE	8 WEEKS
6	STRATEGY 2020	AICTE TRAINING AND LEARNING (ATAL) ACADEMY	1 WEEK
7	OPERATIONS MANAGEMENT 2020	AICTE TRAINING AND LEARNING (ATAL) ACADEMY	1 WEEK
8	MODULE 2_ PROFESSIONAL ETHICS & SUSTAINABILITY – FEB 2021	AICTE - NITTT	-
9	MODULE 5 - TECHNOLOGY ENABLED LEARNING & LIFE LONG SELF LEARNING – SEP 2021	AICTE - NITTT	-

Other Particulars

1. **No. of International conference participated and presented papers (within India): 15**
2. **No. of National conference's Participated and Presented papers: 18**
3. **No. of Workshop: 10**
4. **No. of FDP: 05**
5. **Webinars Participated: 80**
6. **Resource Person: "PRIMARY EVALUATOR" Toycathon Competition (Toy Hackathon)**
Toycathon 2021 was taken up for **AICTE Training and Learning (ATAL) Academy Cell.**
7. **Reviewer:** Review Committee Member - Editorial Board - **Shanlax International Journal of Arts, Science and Humanities.** P-ISSN: 2321-788X | E-ISSN: 2582-0397.
8. **E-Profiles/Ids:**
 - **Google Scholar:** <https://scholar.google.com/citations?user=TJxFSyEAAAAJ&hl=en>
 - **Research Gate:** <https://www.researchgate.net/profile/Anand-Jayachandran-2>
 - **ORCID ID-** 0000-0001-8342-9061
 - **Linked in:** <https://in.linkedin.com › dr-anand-jayachandran-9a37a4141>
9. **Coordinated ISR Activities.**