



## Department of Management Studies

### Personal Details

<b>Name:</b>	Dr.V.SELVA LAKSHMI		
<b>Designation:</b>	ASSISTANT PROFESSOR (O.G)		
<b>Educational Qualification:</b>	Ph.D, MBA(HR & Marketing), B.Com , Diploma in labour law & labour welfare		
<b>Experience:</b>	12 Years		
<b>Area of Specialization:</b>	HR & Marketing		
<b>Date of Joining:</b>	07/07/2014		
<b>E-mail id</b>	<a href="mailto:selvalakshmimba@gmail.com">selvalakshmimba@gmail.com</a> <a href="mailto:selvalakshmiv.mba@valliammai.co.in">selvalakshmiv.mba@valliammai.co.in</a>		
<b>Cell:</b>	9444330461		
<b>Contact Numbers:</b>	044-27454784	Extn:8223	

### Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	PhD	Management	Satyabama Institute of Science and Technology(Deemed to be University)	2020
2.	B.Com	Commerce	Madras Christian College/Madras University	2006
3.	M.B.A	HR & Marketing	St. Mary's school of Management studies/ Madras University	2008
4.	D.L.L& L.W	Labour laws	Pune University	2012

### Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. TERA- Teaching & Education Research Association : Life Member.

### Publication Details

#### Journals:

- Accepted for publication "Examining Consumer Psychology and Marketing Professionals perception towards Neuromarketing", International Journal of Business and Globalisation, 2020. **(Inderscience)**
- "Organizational climate and job satisfaction of Teachers", Caribbean Journal of Science (2019), ISSN :0008-6452 , Volume 53, Issue 2 .**(Annexure 1)**.
- "Assessing the social difficulty and enhancing cultural adaptation among International students in Chennai Universities", International journal of management and business research, Vol 9(1) Page No: 17-26, ISSN NO:22287027**(SCOPUS)**
- "Cultural shock on learning of international students in India ", International journal of Economic research. VOL 14/ NO 1/ISSN NO: 0972-9380. (2016)**(SCOPUS INDEXED)**.
- "Exploring root cause for barriers in the Indian education for International Students", International Journal of Applied Engineering, VOL.10.No.5 (2015), ISSN 0973-4562.ONLINE ISSN NO: 9(14), 2637-2646. **(SCOPUS INDEXED)**.
- "A phenomenological study of international students cultural shock," Australian journal of basic and applied sciences. ISSN NO :1991-8178/VOL 10(1)/2016.**(SCOPUS INDEXED)**

- “International Students and Stress Driven Compulsive Online Spending”, Think India Journal (2019),Vol 22-Issue 14., **ISSN:0971-1260.(UGC CARE)**.
- “Employee Empowerment – A strategical tool for success in competitive business environment”, Think India Journal(2019),**ISSN:0971-1260.Vol:22,Issue 14.(UGC CARE)**
- Published paper titled ,”Pathway to success role of supply chain Management capabilities” in International Journal of Management and Social Science Research Review,**E- ISSN : 2349-6749**,Vol-5, Issue-11, Page No: 73-79,2018
- “Influence of Role stress on Employees and its correlating Factors – An Empirical Study”, International Journal of Business and Administration Research Review.(2017) **ISSN NO:2348-0653**.Impact Factor :4.729.
- “Organizational Cultural and organizational performance: Bridging the Quandaries”, International Journal of Applied Research, **ISSN NO:2394-7500**.
- “Emotional Intelligence: A pathway to self understanding”, Indo Asian Journal of Multidisciplinary Research, (2016) .**ISSN NO: 2454-1370**.
- “Unearthing hitch in international students ‘campus life – faculties ‘perception about the International students’ problems, an empirical study”, Journal of management research and development. VOL 2/NUMBER 1/2013.**ISSN NO: 2248-937X ONLINE: 2248-9390**.IMPACT FACTOR: 4.86.
- Encore - , “creating positive climate in transition” at encore 2015, international research conference held at AMET business school(2015)
- “Challenges in hinterland – a study about Indian higher education quality perspective “at smart national research conference held at Vivekananda education society, Mumbai (2014).

#### Conferences:

1. Presented a paper titled TATA – STARBUCKS IN INDIA : PUTTING TWO PLUS TWO TOGETHER at IIM Trichy - Strategic Management Forum Annual Convention 2018
2. International Research Conference – ENCORE 2015.
3. National Conference on Management,IAEME,2014
4. International Conference IBFBT 2015,SIMS, Oct 9&10, 2015
5. AIMS International Journal of Management -International Conference proceedings-2012.
6. Compendium on Contribution of service sector to the Indian economy ,ISBN :978-81-907153-7-3

Patent Published:Patent No:2020102839 - BlockChain Based Rice ATM.

Patent in process:Students Emotion Identification.Application No:356668-001

#### Other Details

<b>1.No. of Books Published:</b>	1)Title of the E -Book: International Students' Difficulties in Intercultural Communication ISBN: 978-3-659-38958-0 ,Publisher: LAP LAMBERT Academic Publishing, Germany. 2)Strategic Human Resource Management ,Everest publishing House,Pune ISBN No: 978 81 7660 326 32017 3)HR Accounting and compensation management.Everest Publishing House,Pune. ISBN NO:978 81 7660 326 3
<b>2.No. of STTP/FDP coordinated:</b>	02
<b>3.Certifications</b>	Successfully completed Certificate Program in Business Statistics using IBM SPSS (Mar – July 2013).

**Review Member of - Journal of Advances in Business Management.**

No. of International conference participated and presented papers :17

No. of National conference's Participated and Presented papers: 12

No. of Workshop's: 10

Guided Project and Mini project for more than 100 Students.

**Awards**

**Received Young Researcher Award in Management category from Universal Innovators Leadership Awards (UILA-2020)-** Held at Shaheed Sukhdev College of Business Studies, New Delhi, India in association with National Institute of Technology Patna and University of Valladolid, on 22nd Feb 2020

Received Best Teacher Award From International Association of Engineering and management Education, 2014.