



# SRM Valliammai Engineering College

Jagar, Kattankulathur-603203, Chengalpattu District, Tamil Nadu

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## Department of Management Studies

### Personal Details

<b>Name:</b>	Dr. S. RAJA		
<b>Designation:</b>	Assistant Professor		
<b>Educational Qualification:</b>	M.Sc., DIBT.,MBA., M.Phil., PGDIB., Ph.D.,		
<b>Experience:</b>	11 years		
<b>Area of Specialization:</b>	HUMAN RESOURCES & MARKETING		
<b>Date of Birth:</b>	24/02/1986		
<b>Date of Joining:</b>	30/06/2014		
<b>E-mail id</b>	<a href="mailto:ksraja22486@gmail.com">ksraja22486@gmail.com</a> , <a href="mailto:rajas.mba@valliammai.co.in">rajas.mba@valliammai.co.in</a>		
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### Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	PhD	Human Resources Management	Annamalai University	2020
2.	M.Phil.	Management	PRIST University	2011
3.	MBA	HR & Marketing	Sri Venkateswara Institute of Science & Technology/ ANNA University	2010
4.	M.Sc.	Applied Microbiology	Jaya College of Arts & Science / Madras University	2008
5.	B.Sc.	Microbiology	Jaya College of Arts & Science / Madras University	2006

### Diploma Courses/Certificate Courses

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	Post Graduate Diploma	International Business	Annamalai University-(Distance Education)	2012

### Professional Society Memberships

1. Indian Society of Technical Education: Life Member.
2. Teaching and Education Research Association (TERA); Life Member.
3. Aims –International.
4. IIRJC- The i-Explore International Research Journal Consortium.
5. Indian Science Congress-(Institutional Membership)
6. Madras Management Association- MMA-(Institutional Membership)

### Publication Details

#### Journals:

1. Employee Training and Development: A Tool to Increase the Performance Among Workforce in Organization, Turkish Online Journal of Qualitative Inquiry (TOJQI), Volume 12, Issue 08, July 2021 (**Scopus Indexed**).
2. A Study On Occupational Stress Among The Employees In Software Companies In Chennai, Jijnasa: A Journal of the History of Ideas and Culture, Volume: 38, Issue No. 7, May-2021.
3. Exploration of Factors Influencing Vendor Buyer Relationship in Automobile Business Market, Elementary Education Online,2021; Vol 20, Issue 5, pp.3366-3373, March 2021 (**Scopus Indexed**)

**Indexed).**

4. Impact of Corporate Social Responsibility on the Organisational Performance – A Study With Reference to Select Companies in Chennai City – Reviews and Conceptual Framework, PSYCHOLOGY AND EDUCATION, An Interdisciplinary Journal, Volume: 58 Issue: 2, Feb 2021 **(Scopus Indexed)**.
5. A Study on Analysis of Loans and Deposits at Axis Bank, Solid State Technology, Volume 63, Issue 5, Dec-2020 **(Scopus Indexed)**.
6. Continuous Monitoring Of Organisational Role Stress And Sources Of Stress, PSYCHOLOGY, and EDUCATION, An Interdisciplinary Journal, Volume:57 Issue:9, Dec 2020 **(Scopus Indexed)**.
7. Exploring Effectiveness Of Dagmar Approach In Promotional Campaigns Of Fast-Moving Consumer Goods, SHODH SARITA- International Journal, Vol. 7, Issue 27(I) July – Sept 2020.
8. Socio-Economic Upliftment Of The Women Through Self-Groups, PROTEUS JOURNAL, Volume11 Issue 8 2020, Page No: 128-135, Aug-2020. **(Web Of Science)**.
9. Analysing The Employee Engagement: A Study With Special Reference To Private Computer Service Centre At Chennai, International Journal of Management, 11 (4), 2020, pp. 15-24. April-2020. **(Scopus Indexed)**.
10. A Study on the Level of Employee Engagement in Perfect Computer Services, International Journal of Multidisciplinary Educational Research, Volume 9, Issue 4(2), April 2020.
11. Impact Of Human Resource Management Practices on Employee's Intention To Leave Organization Volume 11, Issue 4, Page no-990- JES Journal of Engineering Sciences- April 2020.
12. A Conceptual Study Of Work-Life Balance And Stress Management Among Women Employees Of IT Companies In Chennai- Volume 11, Issue 2, Page no-23- International Journal of Management (IJM) - Feb-2020 **(Scopus Indexed)**.
13. The Impact Of Work-Life Balance On The Wellbeing Of Employees In The It Companies In Chennai- Volume 11, Issue, Page No: 280-Compliance Engineering Journal-JAN-2020.
14. Improvising Business Decisions and Return on Marketing Investments with Market Analytics-Vol-22- Issue-14, Pg-6130- THINK INDIA JOURNAL-December-2019.
15. Application of Data Science and Research Trends in Marketing through Big Data- Vol-22-Issue-14 Page-118-THINK INDIA JOURNAL-December-2019
16. Team Leaders Emotional Intelligence Motivation and Organizational Effectiveness Volume: 09, Number: 05, Pg-24- TIJRP- Research Journal of Social Science & Management-September 2019.
17. Influence of Organizational Climate on Employee Performance in Manufacturing Industry - Vol 9, Issue 3 pp 146-157 - Suraj Punj Journal for Multidisciplinary Research - March-2019.
18. A Study on Organizational Climate at Manufacturing Industries – Chennai - Special Issue, pp64-70 - International Journal of Research and Analytical Reviews - Feb 22-2019.
19. Nepotism and Family-Owned Business - Vol 7, No 4.39 (2018) Special Issue 39 - International Journal of Engineering & Technology - Oct -2018. **(Scopus Indexed)**
20. A Study on Organizational Climate at Electromags Automotive Products Pvt. Ltd., Chennai VOLUME 5 ISSUE 3International Journal of Research and Analytical Reviews JULY – SEPT 2018.
21. Effect of Organization Climate on Innovative Work Behaviour. Volume 7, Number 3, PG-3646International Journal of Organizational Behaviour And Management Perspectives July – September 2018.
22. Investigating the Effect of Organizational Climate on Innovative Work Behaviour In Manufacturing Industries "Volume: 08, Number: 01, PG-81Research Journal of Social Science &Management-May-2018.
23. Assessing the Organizational Climate in Besmak Components Pvt Ltd. Volume-Iv Special Issue – Iv-PG-589Emperor international journal of Finance and management research- April-2018.
24. A Study on Workplace Diversity in Perfetti Vanmelle Pvt, ChennaiVol.12 Special Issue -2M - Infiniti Journal of Management March – March- 2018
25. A Study on Employee Awareness About Company's Vision and Values Volume3, Issue1, PG-235International Journal of Multidisciplinary Research and Modern Education (IJMRME)43602
26. A Study on Working Capital Management in KAIC. Volume-X, Issue – 5-Pg-21International Research of Business and Management-IRJBM43602
27. Organizational Climate and Welfare Measures in Industries: An Empirical Study Volume3; Issue3; PG 111-115International Journal of Commerce and Management Research-May-2017.
28. An In-Depth Analysis of Investors Strategies: An Empirical Study. Vol. 2, Issue.17 Page 88International Journal of Business and Administration Research Review, Jan - March 2017.
29. A study on the effectiveness of grievance handling mechanism in page one technologies vol.6,

Page no: 1-7 Indian Streams of Research Journal MAY-2016.

30. A study on Relationship between organizational climate with job motivation Vol.2 Page No: 117-120 Indo Asian Journal of Multidisciplinary Research (IAJMR) Jan-2016.
31. Employees Perception of Organizational climate in Manufacturing Industries at Sriperumbudur. Vol. 4 Page No: 197-202 Sankhya-International Journal of Management and Technology Oct-2015
32. A Study on Work-life Balance of Woman Employees in Information Technology Sector with Special Reference to Chennai city. Vol- 1, Issue-1, pg. no - 15 SPIM – International Journal of Management Research April-2015.
33. Analyzing the Effectiveness of Organizational climate in the organizations vol-1 Page No: 78-85 International Journal of Business Intelligence & Innovations March-2015.
34. The Impact of service quality on customer satisfaction and loyalty in Indian banking sector, Vol-1 Page No: 1-6 International Journal of Business Intelligence & Innovations March-2015.
35. A study on organizational climate with reference to Hindustan Motors Special Issue, Page - 135 International Journal of Exclusive Management Research April-2014.
36. A Study on Organizational climate and its Dimensions Vol- 4, issue -1, Page no: 38 Indo Asian Journal of Advanced Management Jan – June 2014.
37. A Study on Role Stress Levels of IT Professionals in Chennai Issue -2, Vol- 2, Page no: 76 International Journal of Functional Management April- June-2014.

### Books Published

No. of Books Authored: 6

#### Details:

1. Name of the Book- Total Quality Management  
Authors- **Dr.S.Raja**, Dr.M.Ganesan @ Kanagaraj,  
Publisher- 720 Degree Research Pvt. Ltd  
ISBN- 978-81-954016-7-3  
Month/Year- May 2021
2. Name of the Book- Legal Aspects of Business  
Authors- Dr. K. Malar Mathi, **Dr.S.Raja**, Dr.K.Dhanalakshmi,  
Publisher- 720 Degree Research Pvt. Ltd  
ISBN- 978-81-947660-2-5  
Month/Year- May 2021
3. Name of the Book- INFORMATION SYSTEMS MANAGEMENT  
Authors- Mr. K Guru, Mrs. A. Umadevi, **Dr.S.Raja**,  
Publisher- Global Learners Academy of Development  
ISBN- 978-81-949922-2-6  
Month/Year- May 2021
4. Name of the Book- Principles of Management  
Authors- Dr. K. Janaki Priya, **Dr.S.Raja**, Dr. G. Hudson Arul Vethamanikam  
Publisher- TARAN PUBLICATION  
ISBN- 978-81-953392-5-9  
Month/Year- October 2021
5. Name of the Book- Retail Management (Handbook for Understanding Retail Business)  
Authors- Mr. K.Guru, **Dr.S.Raja**  
Publisher- Global Learners Academy of Development  
ISBN- 978-81-949922-1-9  
Month/Year- August 2021.
6. Name of the Book- Business Analytics (Tools and Application for Strategic Decision Making)  
Authors- Mr. K.Guru, Mr.S.Purushotham, **Dr.S.Raja**  
Publisher- Global Learners Academy of Development  
ISBN- 978-81-949922-3-3.  
Month/Year- March 2021.

### Book Chapters

No. of Chapter Published: 4

S.No	Name of the Author(s)	Title of Book & Chapter Name	Publishers Name	Year of Publication
1	Dr. K. Guru, Dr. S. Raja, Mrs. A. Umadevi, Mr. M. Ashok, and Mr. Kumar Ramasamy	<b>Book Name:</b> Artificial Intelligence, Machine Learning, and Data Science Technologies (Future Impact and Well-Being for Society 5.0) <b>Chapter Name:</b> Modern Approaches in HR Analytics towards Predictive Decision-Making for Competitive Advantage. (Scopus Indexed) <b>ISBN:</b> 978- 1- 003- 15340- 5 <b>DOI:</b> 10.1201/978100315340-5	CRC Press- Taylor & Francis Group	2022
2	Dr.S.Raja Ms.A.Umadevi,	<b>Book Name:</b> EMERGING GLOBAL BUSINESS PRACTICES AND TRENDS IN POST PANDEMIC ECONOMY <b>Chapter Name:</b> Impacts of COVID-19 on Globalization Flows <b>ISBN:</b> 978-93-91077-05-1	SK Research Group of Companies - SKRGC PUBLICATION	2021
3	Ms.V.Lalitha, Ms.R.M.Gomathi, Dr.S.Raja	<b>Book Name:</b> Management Analytics and Software Engineering <b>Chapter Name:</b> Business Analytics at the Strategic Level <b>ISBN:</b> 978-81-950305-5-2	ESN Publications INDIA	2021
4	Ms.P.Padma, Dr.S.Sivarajeswari, Dr.S.Raja	<b>Chapter Name:</b> Customer and Product Profitability Analytics <b>ISBN:</b> 978-81-950305-5-2	ESN Publications INDIA	2021

### Patent

No. of Patents Sanctioned/ Applied: 02

Patent number: 2020102839- BLOCKCHAIN BASED RICE ATM

Application Number: 202141055003A-Competency Mapping for HR Professional in Indian IT Industry.

### Awards

**Received Young Researcher Award in Human Resource 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(22.02.2020).

### Online Courses - Completed

#### NPTEL Courses-

1. Jul-Oct-2021-Entrepreneurship
2. Feb-April-2021-Enhancing Soft Skills and Personality
3. Jan-Feb 2021- Effective Writing
4. Sep-Oct 2020 -Leadership
5. Jul- Oct 2019 - Human Resource Development
6. Aug-Sep 2018 - Marketing research and analysis
7. Jul - Sep 2017- Corporate social responsibility
8. Jan -Feb 2017-Services Marketing: A Practical Approach
9. Jul -Sep 2016 -Marketing Management – II

10. Jan-Mar 2016 - Introduction to Research

**NITTR Courses-**

1. Module 2\_ Professional Ethics & Sustainability

**AICTE-(ATAL) Academy-**

1. Organizational Behaviour from 14-09-2020 to 18-09-2020.

**Other Particulars**

1. **No. of International conference participated and presented papers (within India): 22**

2. **No. of National conference's Participated and Presented papers: 18**

3. **No. of Workshop: 14**

4. **No. of FDP: 05**

5. **Webinars Participated: 100**

6. **Examiner/Question paper setter:**

- Examiner for Central Valuation at Anna University Theory and Practical exams. (various Affiliated colleges)
- Examiner for Tamil Nadu Dr.J.Jayalithaa Fisheries University, Nagapattinam.
- Examiner for Central Valuation at Saveetha Institute For Medical & Technical Sciences
- Examiner for AVIT-Chennai-Vinayaka Mission University
- Examiner for Central Valuation at VELAMMAL ENGINEERING College
- Question paper setter for 1. IFET College of Engineering (Autonomous),  
2. S.A-Engineering College, Avadi,  
3. Saveetha Institute For Medical & Technical Sciences.

7. **Project Guide:** Guided more than 100 MBA Mini projects and Main Projects.

8. **Editorial Board/Reviewer:**

- **"Associate Editor"** -International Journal of Research in Academic World (**IJRAW**)
- Reviewer and External Advisory Board Member for CNR'S International Journal of Social and Scientific Research (**CNR IJSSR**)
- Editorial Board Member International Journal of Research Publication(**IJRP**)
- Reviewer International Journal of Creative Research Thoughts (**IJCRT**)
- Editorial Board Member INTERNATIONAL JOURNAL OF MANAGEMENT & INFORMATION TECHNOLOGY (**IJMIT**)
- Editorial Board member for college quarterly Tamil Magazine '**Poriyari**'

9. **Seminars/Resource Person :**

- Delivered the Lecture Titled **"Economic Impact of COVID -19 on Transgenders: Recommendations for Policy Inclusions"** in the webinar "Lockdown Impact On Public And Government Relations: Challenges & Best Practices" Organized By The Tamil Nadu Dr. Ambedkar Law University (TNDALU), Chennai & National Institute Of Disaster Management (NIDM) Ministry Of Home Affairs Govt. Of India, NEW DELHI on 28.06.2021.
- Delivered the Lecture Titled **"Research Methodology for Managers (The Need and Importance)"** organized by the Department of Management Studies, Velammal Engineering College on 11.06.2021.
- Delivered the Lecture Titled **"Business Opportunities and Market Survey"** Women Entrepreneurship Development Programme (WEDP) on 25.01.2021.
- Coordinator for the Value-Added Course (UG & P.G) **"Design Thinking and Entrepreneurial Development"** from 06.07.2020 to 14.07.2020 at SRM Valliammai Engineering College, Kattankulathur.
- National seminar "EXPORT MARKETING INNOVATION; PARADIGMS IN DIGITAL ECONOMY" on 02.03.2020 at SRM Valliammai Engineering College, Kattankulathur.
- Organized Impact Lecture Series -(IIC)- in 2020 and 2021.
- Organized and delivered a lecture titled **"Innovation in Workplace"** for Non- Teaching Staffs of SRM VEC on 11.12.2020.
- Delivered the Lecture titled **"Linking Business Opportunities with Entrepreneurs"** Women Entrepreneurship Development Programme (WEDP) on 15.11.2019.
- Delivered the Lecture titled **"Lessons from Narayana Murthy"** in Faculty Development



Program on 27.04.2018.

**10. E-Profiles/Ids:**

- Scopus Author ID-57213222508
- Google Scholar <https://scholar.google.com/citations?user=FmV-q3MAAAAJ&hl=en>
- Research Gate: [https://www.researchgate.net/profile/Raja\\_Sambandam](https://www.researchgate.net/profile/Raja_Sambandam)
- Researcher Id: <https://publons.com/researcher/4113628/drraja-samb>
- Microsoft Academic Search Id: <https://academic.microsoft.com/profile/e1i14616-9648-483e-ee11-1e1531hie3ef/Dr.S.RAJA/no-publications>
- Linked in: [linkedin.com/in/dr-raja-s-a68bb11bb](https://www.linkedin.com/in/dr-raja-s-a68bb11bb)
- Vidwan-ID: 186506
- ORCID ID- 0000-0002-0727-4798
- SSRN ID-2195864