

PROFILE

Name: Dr. R. MEENAKSHI DEVI

Designation: Assistant Professor



1. **Academic Qualifications:** M.B.A, M.Phil, NET, P.hD

2. **Teaching Experience** : 26 years

Sl No	Name of The Institution	From-To	Designation	Number of Years of Experience
1.	Fatima College (Autonomous) Madurai	16.06.1997- 28.2.2016	Assistant Professor & HOD	18 years, 8 months
2.	Mannar Thirumalai Naicker College (Autonomous) Madurai	29.02.2016 onwards	Assistant Professor	7 Years, 10 months

3. **Areas of specialization: Marketing Management**

4. **Orientation / Refresher / Short term courses attended:**

Sl No.	Name of the Program/ Course	Duration	Host Institution
1.	UGC-HRDC-Orientation Programme	5.02.2020 to 22.02.2020	UGC-MHRD-Madurai Kamaraj University
2.	PMMMNTT-Induction Training Program	22.04.2019 to 21.04.2019	Gandhigram Rural Institute-Deemed University, Dindigul
3.	UGC-sponsored online short term course in Outcome Based Education	5.08.2020 to 7.08.2020	Bharathidasan University, Trichy
4.	UGC-HRCD-Refresher Online Course in Management Studies	9.09.2021 to 22.09.2021	UGC-HRCD- Pondicherry University.
5.	UGC-HRCD-Refresher Online Course in Business Studies	17.03.2023 to 30.03.2023	UGG-HRDC-Madurai Kamaraj University

5. **Research experience**

- I. Research minor / major projects – from Government and non- governmental agencies -NIL-
- II. Seed money from the institution – Received institutional seed money for the Academic Year 2020-2021 for Faculty project in the topic-“**COUNSELING IN HEI'S -AN AVENUE TO SURPASS**

THE INFLUENCE OF SOCIO-ECONOMIC FACTORS UPON THE MENTAL HEALTH OF YOUTH”

III. ResearchGuideship: Approved Guide of Faculty of Business Administration, under Madurai Kamaraj University. Register Number:2145/22 from 24.05.2022

Number of Scholars Enrolled:

S.No	Name of the Scholar	Register Number	Affiliated University	Registration Date	Research Topic
1.	Mrs.S.Gomathieswari	MKU23PFOB11081	Madurai Kamaraj University	August, 2023	The challenges and scalability of women led enterprises in rural area of south Tamil Nadu with special references to Traditional Vs Non-Traditional Business.

IV. M.Phil. Dissertation– **A STUDY ON ENTREPRENEURS OWNING TWO-WHEELERWORKSHOPS IN MADURAI CITY**

V. Ph.D. Thesis– **“A STUDY ON CAUSE RELATED MARKETING IN TAMILNADU” -2019**

VI. Guided 3 U.G students of Business Administration (M.T.N College) to present the project in the title **“FARM TO TABLE- A GATEWAY TO ORGANIC FARMING”** at the Intercollegiate Research Fest-EXPLORIA 2020 organized by the Research Advisory Committee, FATIMA COLLEGE in collaboration with TAMIL NADU SCIENCE FORUM on 18th February 2020.

6. Papers publications in UGC notified journal

Publications (List of papers published, in year wise descending order):

S.No.	Title of the paper	Name of the Authors	Name of Journal	Month &Year	ISSN	Volume & Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE
	The Role of Artificial Intelligence in Hr: Transforming Recruitment and Hr Operations	Dr.R. Meenakshi Devi	Boletin De Literatura Oral - The Literary Journal	October , 2023	ISSN: 2173-0695	Volume10-(1), Pages-1374-1384.		Scopus
1.	A STUDY ON STATUS OF AGRIPRENEURSHIP - POST COVID IN INDIA	Dr.R. Meenakshi Devi	THE JOURNAL OF ORIENTAL RESEARCH MADRAS	June, 2021	0022-3301	Vol. XCII-XXXV	-	UGC
2.	AN EMPIRICAL STUDY - IMPACT OF CAUSE RELATED MARKETING ON BRAND IMAGE AND BRAND RECOGNITION*	Dr.R. Meenakshi Devi	THE JOURNAL OF ORIENTAL RESEARCH MADRAS	June, 2021	0022-3301	Vol. XCII-XXXV	-	UGC

3.	A Descriptive Study On Public Awareness About Cause Related Marketing Strategy In Tamilnadu	Dr.R. Meenakshi Devi	African journal of Business and Economic Research	Sep 2020	175 0- 456 2	Volume 15 Issue 3	H- indexed	H-Indexed
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4.	CRM—Brand Congruency Of Dettol Handwash And Whisper Sanitary Napkins	R. Meenakshi Devi	African journal of Business and Economic Research	December 2020	1750-4562	Volume 15 issue 3	H-Indexed	H-Indexed
5.	Organic Farming And Processing- A Boon To Agripreneurship	R. Meenakshi Devi	International Journal of Advanced Science and Technology	Jan 2020	-	Vol. 29, No. 4s, (2020),	Scopus	Scopus
6.	A Study On The Congruence Between CRM Strategy and Brands	R. Meenakshi Devi	Studies In Indian Place Names	Mar 2020	2394-3114	Vol-40, Special Issue-25	6.3	UGC
7.	<i>"GREEN & CLEAN ENTREPRENEURS HIP-A CASE STUDY ON MADURAI HOTELIERS"</i>	Dr.R.Meenakshi Devi	Parishodhpu Journal	January -2020	2347-6648	Vol-IX Issue-III	6.3	UGC-CARE listed
8.	<i>"ECO-FRIENDLY ENTREPRENEUR-ABEACON LIGHT TO GREEN INDIA; DREAM INDIA"</i>	Dr.R.Meenakshi Devi	Our Heritage Journal	January -2020	0474-9030	Vol-68 Issue-1	6.6	UGC-CARE listed
9.	<i>"HR WHICH LEAD TO CHALLENGES AND OPPORTUNITIES IN2020"</i>	Dr.R.Meenakshi Devi	International Education and Research Journal	September, 2016.	2454-9916	Vol.2, issue.9	3.563	E-journal

10.	<i>“WORK – LIFE BALANCE”</i>	Dr.R.Meenakshi Devi	Manna r Scroll	April , 2017	2321-788X	Vol.4, spl issue-1,	1.5496	Shanlax International Journal(UGC Approved Journal no-43960)
11.	<i>“CORPORATE SOCIAL RESPONSIBILITY IN HIGHER EDUCATION”</i>	Dr.R.Meenakshi Devi	Manna r Scroll	October, 2017	.2321-788X	Vol.5, spl issue-3,	1.5496	Shanlax international Journal(UGC Approved Journal no-43960)

7. Papers published with average citation Index in Scopus, web of Science, PubMed Indian

Citation Index

- International Journal of Advanced Science and Technology Vol. 29, No. 4s, (2020), pp. 540-544 540 ISSN: 2005-4238 IJAST Copyright ©2020 SERSC

“Organic Farming and Processing-A Boon To Agripreneurship”

- Boletin De Literatura Oral - The Literary Journal, Volume 10(1), Pages-1374-1384.

ISSN: 2173-0695 – *“The Role of Artificial Intelligence in Hr: Transforming Recruitment and Hr Operations”*

8. Articles published in conference proceedings and ISBN / ISSN journals

S. No	Name of the Author/Authors	Title of the Article	Title of the Conference/Seminar	International/ National	ISBN Number	dt/mm/yr
1.	Dr.R.Meenakshi Devi	<i>“SKILL REQUIREMENTS BY 2020”</i>	“Rejuvenation of Emerging Economies Through Rural skill Development” by the Department of Commerce, Manonmaniam Sundaranar University,	International	978-93-89507-28-7	13th and 14th December 2019.

2.	Dr.R.Meenakshi Devi	<i>“CAUSE-BRANDFIT-EN ROUTE TOWARDS THE SUCCESS OF CAUSE MARKETING”</i>	“Unfolding Contemporary Marketing” by the Department of Commerce, St.Joseph’s College of Commerce, Bengaluru	International	978-81-943859-0-5	10th December 2019.
3	R. Meenakshi Devi	Innovative Marketing Strategy – Cause Related Marketing	International Conference on Global Talent management in the Digital Era	International Conference Proceedings	978-93-86537-95-9	September 2017
2	R. Meenakshi Devi	Total Quality Management and Corporate Social Responsibility	Total Quality Management – Advanced and Intelligent Applications (TQMAIA - 2016)	International Conference Proceedings	978-93-80509-91-4	October 2016
1.	R. Meenakshi Devi	Marketing Disaster – Unethical Marketing Practices	Managing Disaster – A Strategic Perspective	International Conference Proceedings	978-8-1930-234-26	September 2016

9. Papers presented in conferences / Seminars

S. No	Title of the Paper	International/National /State level	Title of the Conference	Institution/College Name	dt/mm/year
1.	<i>“ORGANIC FARMING AND PROCESSING-A BOON TO AGRIPRENEURSHIP”</i>	International Conference	“Role of Management Education in promoting Entrepreneurship in the Globalised Business	Department of Management Studies, Periyar University, Salem, Tamil Nadu	27th & 28th January, 2020.
2.	<i>“MARKETING DISASTER-UNETHICAL”</i>	International Conference	“Managing Disaster – a strategic perspective”	Department of M.B.A & IT, Fatima College, (Autonomous) Madurai	29th & 30th September, 2019

	<i>MARKETING G PRACTICES</i>				
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3.	<i>“TOTAL QUALITY MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILIT Y”</i>	International Conference	“Total Quality Management -Advanced and Intelligent applications	Department of Management Studies, Anna University, BITcampus, Tiruchirappall i	26th Octobe r2016
4.	<i>“INNOVATIVE MARKETING STRATEGY- CAUSERELAT ED MARKETING”</i>	International Conference	“Global Talent Management in the Digital Era”	Fatima Institute ofmanagement Departments of MBA, MCA & M.sc IT	13th Septemb er, 2017

10. FDP / Workshops attended / Conducted

Attended the following FDP/

Workshops:

S.No	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	FDP	Mannar Thirumalai Naicker College	04-03-2017
2.	FDP on Online Teaching, learning & Assessment using MOOC, OER.	Mannar Thirumalai Naicker College	23rd & 24th October 2017
3.	FDP on e-content development & digital tools	Mannar Thirumalai Naicker College	2nd & 3rd March 2018
4.	Workshop on Technicalities of writing research proposal	Mannar Thirumalai Naicker College	29th June 2018
5.	FDP on Team Building	ICT Academy at Mannar Thirumalai Naicker College	20th & 21st July 2018
6.	FDP on Intellectual Property Rights, Skill Development, Innovations, Patents and setting up of Incubation centers.	Mannar Thirumalai Naicker College	22nd January, 2019
7.	FDP on The Application of SPSS & AMOS for data analysis	Mannar Thirumalai Naicker College	22nd & 23rd February, 2019
8.	FDP on Promotion of API score and CAS filing	Mannar Thirumalai Naicker College	2nd March, 2019
9.	FDP on Prospects of outcome based curriculum	Mannar Thirumalai Naicker College	9th March, 2019
10.	FDP on Outcome Based Education	Mannar Thirumalai Naicker College	28th August 2019
11.	FDP on Research Writing and Publications: Theory & Practice	Mannar Thirumalai Naicker College	19th October, 2019

12	Seminar on ADigital Transformation-Entrepreneur& Infopreneur 2K20	PG & Research Department of Commerce, Mannar Thirumalai Naicker College	24 th January, 2020
13.	FDP on Promotion of API scoreand CAS	Mannar Thirumalai NaickerCollege	3 rd March, 2020
14.	FDP on Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai NaickerCollege	11 th March 2020
15	FDP on 21 st century skills	Mannar Thirumalai NaickerCollege	5 th march 2020
16	Online FDP on Idea Generation Methods	ICT Academy	17.10.2023 to 21.10.2023

11. Academic Responsibilities:

Sl.No	Position Held	Date/Duration	Institution
1.	Convener - Soft Skills Development Committee	From 2021 to 2023 May	Mannar Thirumalai NaickerCollege
2.	Dean Of Academic Affairs (Arts)	From 2018 July onwards	Mannar Thirumalai NaickerCollege
3.	NAAC-Criteria-III-Convener	2018-NAAC	Mannar Thirumalai NaickerCollege
4.	IQAC member	2016-2019	Mannar Thirumalai NaickerCollege

12. Member in Board of studies-

- Member in Fatima College, BBA Department Board
- Member in Sourashtra College, BBA Department Board
- Member in the Academic Audit of Department of Management Studies, MEPCO schlenkEnggCollege Sivakasi.

13. External examiner for Viva Voce -

- External Examiner for Final Year U.G Students Project viva voce at VVVCollege, Virudhunagar
- External Examiner for I Year MBA students Viva Voce at Sourashtra College, Madurai.

14. Any other Activities:

A] Seminars /ICM Organized:

Sl.No	Name of the Event	Topic	Date
1.	One day State Level Seminar	“GST- policy & Implications”	10 th March, 2017
2.	Intercollegiate Business Meet	Business Battle in Action-2K19	23 rd March, 2019

3.	One day National Level Seminar	“National Seminar on Green Marketing Strategies and its Association with Consumer Awareness	20th December, 2019
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B] Received the fund Rs.1.00,000,from Government of India, Ministry of Science and Technology , Department of Science and Technology for conducting one month online Entrepreneurship Training Program for Women Entrepreneurs (WEDP) for the FY-2020-21. As the Principal Investigator conducted the 4 weeks Online WEDP on Food and Dairy Processing from 29.01.2021 to 26.02.2021

C] SWAYAM-NPTEL COURSES:

S.No	Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
1.	Short Term -NPTEL Online Certificate Course	Corporate Social Responsibility	SWAYAM-Indian Institute of Technology-Kharagpur	August-September 2018 (8 Week Course)
2.	Short Term -NPTEL Online Certificate Course (Equivalent to 1 Week FDP)	Enhancing Soft skills and Personality	SWAYAM-Indian Institute of Technology-Kanpur	February-April 2019 (8 Week Course)
3.	Short Term -NPTEL Online Certificate Course (Equivalent to 1 Week FDP)	Marketing Management-I	SWAYAM-Indian Institute of Technology-Kanpur	July-September (8 Week Course)

D] Conducted Online Quiz program on Soft skills and Organizational Behaviour during June 2020.
