

PROFILE

Name: Dr. R. MEENAKSHI DEVI

Designation: Assistant Professor

Additional Responsibility: Dean of Academics (Arts)



- **Academic qualification:** M.B.A, M.Phil, NET, P.hD
- **Area of specialization:** Marketing Management
- **Teaching Experience : 27 years**
 - Worked as Assistant Professor, Department of Business Administration, at Fatima College (Autonomous), Madurai for 19 years.
 - Joined as Assistant Professor in the Department of Business Administration, on 28.02.2016.
- **Orientation / Refresher / Short term courses attended:**
 - Attended Orientation programme and Induction Training programme at Madurai Kamaraj University and Gandhigram Rural Institute, Deemed University , Dindigul respectively.
 - Attended an online short term course conducted by UGC, titled Outcome Based Education, at Bharathidasan University in Trichy.
 - Attended an online Refresher Course in Management Studies funded by UGC-HRDC-Pondicherry University.
 - Attended an online Refresher Course in Business Studies funded by UGC-HRDC- Madurai Kamaraj University.
- **Research experience:**
 - Received Institutional seed money for the Academic year 2020-2021 under Faculty Project in the topic “Counselling in HEI’s-An Avenue to surpass the influence of socio-economic factors upon the mental health of youth”
 - Approved Guide of Faculty of Business Administration, under Madurai Kamaraj University. Register Number:2145/22 from 24.05.2022 -At Present guiding 2 scholars
 - Done Ph.D. Thesis in the topic- “A STUDY ON CAUSE RELATED MARKETING IN TAMILNADU” -2019.
 - 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.

▪ **Paper publications in UGC notified journals:**

- Published in UGC Care Approved “Changing Faces (Phases) Of Social Entrepreneurship- Diverse Dimensions” in, Group I, Bi-Annual Journal South India Journal of Social Sciences ; Vol. XXI, January –June 2023, No.30 with ISSN: 0972 – 8945
- Published in Scopus journal “Boletin De Literatura Oral - The Literary Journal, Volume-10 (1), (Pages- 1374-1384.) titled “The Role of Artificial Intelligence in Hr: Transforming Recruitment and HR Operations” with ISSN: 2173-0695 in October , 2023.
- Published in UGC Journal of Oriental Research Madras, Vol. XCII- XXXV, titled- “A Study on Status of Agripreneurship - Post Covid in India with ISBN -022-3301 in June 2021.
- Published in H-indexed African journal of Business and Economic Research, Volume 15 Issue -3, titled “A Descriptive Study on Public Awareness about Cause Related Marketing Strategy in Tamil Nadu”, with ISSN- 1750-4562 in September 2020.
- Published in H-indexed African journal of Business and Economic Research, Volume 15 Issue -3, titled “CRM—Brand Congruency Of Dettol Hand wash And Whisper Sanitary Napkins”, with ISSN -1750-4562 in December 2020.
- Published in Scopus International Journal of Advanced Science and Technology , Vol. 29,No. 4s, (2020),titled “Organic Farming and Processing- A Boon to Agripreneurship” in January 2020.
- Published in UGC care listed journal Parishodpu, Vol-IX Issue-III, titled “Green & Clean Entrepreneurship-A Case Study on Madurai Hoteliers”, with ISSN 2347- 6648 in January 2020.
- Published in UGC care listed Our Heritage Journal, Vol-68 Issue-1, titled Eco-Friendly Entrepreneur-A Beacon Light to Green India; Dream India” with ISSN- 0474- 9030 in January.

- Published in UGC care listed journal Studies in Indian Place Names, Vol-40, Special Issue- 25 titled “A Study On The Congruence Between CRM Strategy and Brands” with ISSN-2394-3114 in March 2020.
- 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”
- **Articles published in conference proceedings and ISBN / ISSN journals:**
- Published more than 10 papers in National and International conferences / Seminars with conference proceedings.
- **Chapters Edited:**
- Chapter “The Role of Organizational Culture in Promoting Work-Life Harmony” in Confluence of curiosity-Multi disciplinary explorations in modern research, Volume-1 by Red shine Publications in November 2023.
- Chapter “The Role of Innovation and Creativity in the Development of Non-Traditional Entrepreneurship” in the book (ISBN: 978-81-19337-33-0) entitled Navigating Tomorrow: A Guide to Entrepreneurship, Skill Development and Emerging Technologies, January –2023.
- **Fund Received from Government Agencies:**
- 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
- **Member in Board of Studies:**
- Nominated as the University Nominee in the Board of Studies in Business Administration (UG/PG/M.Phil) of Sri Meenakshi Government Arts College for Women (Autonomous), Madurai.
- Expert Member of Board of Studies in the PG department of R.L.Institute of Management Studies, Madurai.

▪ **SWAYAM-NPTEL COURSES:**

- Attended 3 Short Term -NPTEL Online Certificate Courses in
 - ✓ Corporate Social Responsibility
 - ✓ Enhancing Soft skills and Personality
 - ✓ Marketing Management-I

Dedicated, resourceful and goal-driven professional educator with a solid commitment to the social and academic growth and development of every child.
