

BIO-DATA



Name : **T.R. Jeeva Priya**

Age and Date of Birth : 49 and 17th December 1974

Official Address : Associate Professor
Research Department of Business Administration
Sourashtra College
Madurai 625 004.

Residential Address : 212/60, South Masi Street,
Madurai 625 001.

Cell phone number : 99947 93267

Marital Status : Married

Languages known : English, Tamil, Hindi and Sourashtra

Educational Qualifications :

Degree	Year of Passing	Institution	Subjects	University
B.B.A.	1995	Sourashtra College, Madurai	Management	Madurai Kamaraj University
M.B.A.	1998	Thiagarajar School of Management	Management – Specialization in Marketing	Madurai Kamaraj University
P.G.D.C.A.	2002	Thiagarajar School of Management	Computer oriented	Madurai Kamaraj University
M.Phil.	2007	DDE, Madurai Kamaraj University, Madurai	Entrepreneurship	Madurai Kamaraj University
Ph.D.	September 2015	Madurai Kamaraj University	Management	Madurai Kamaraj University

Additional Qualification : Passed SLET Exam during May 2000

Work Experience :

Organisation	Period	Designation	Courses Handled
Thiagarajar College, Madurai	1998 September to 2003 June	Lecturer	BBA and MMS
Sourashtra College, Madurai	2003 June to 2007 October	Lecturer	MBA
Sourashtra College, Madurai	15 th October 2007 to till date	Associate Professor	BBA, MBA, M.Phil

Orientation/ Refresher Programmes attended:

S.No.	Programme	Organised by	Period
1.	Orientation Programme	Madurai Kamaraj University, Madurai	5-5-2010 to 1-6-2010
2.	Refresher Course	Madurai Kamaraj University, Madurai	1-3-2013 to 21-3-2013
3.	Refresher Course	Madurai Kamaraj University, Madurai	2-11-2016 to 22-11-2016
4.	Refresher Course	Teaching Learning Centre, Ramanujan College, University of Delhi	17-6-2021 to 1-7-2021

5.	Refresher Course	Teaching Learning Centre, Ramanujan College, University of Delhi	11-11-2023 to 25-11-2023
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Seminars/ Conferences/ Workshops participated:/Publications

S.No.	Title of the Paper	Organised by	Seminars/ conferences	Date
0.	Research Methodology for Commerce and Management	N.M.S.S.V.N. College, Alumini Association, Madurai	Faculty Development Programme	28 th August 2004
1.	Customer Relationship Management	Dept. of BBA, Sourashtra College	State Level Seminar	19 th Dec 2007
2.	Impact of Globalisation on Indian Business Culture	Dept of BBA and Swadeshi Academic Council, TN at Mannar Thirumalai Naicker College, Madurai	National Seminar	5 th Jan 2008
3.	Globalisation and its impact on Organisational Culture	Dept. of Economics, Sourashtra College, Madurai	National Conference	25 th Feb 2008
4.	Change Management	Dept. of Management Studies, Sourashtra College, Madurai	National Seminar	8 th Mar 2008
5.	The Role of Teachers in Higher Education	Internal Quality Assurance Cell, Sourashtra College, Madurai	NAAC sponsored State Level Workshop	21 st Aug 2009
6.	Poverty Alleviation in Rural India – Programmes and Strategies	Dept. of Economics, Devanga Arts College, Aruppukottai	UGC sponsored Two Day National Seminar	24 th & 25 th Sep 2009
7.	Innovative Strategies in Human Resources with special reference to retention of employees	Dept. of Management Studies, KLN College of Engineering, Pottapalayam	National Conference	25 th Sep 2009
8.	Role of Educational Institutions in promoting Consumer Awareness	Research Centre for Consumerism, Dept. of Business	International Conference	28 th & 29 th Jan 2011

		Administration, Kalasalingam University	Paper published ISBN NO. 978-81-905380-1-5	
9.	Challenges and Opportunities faced by Indian Telecom Industry	Dept. of BBA, S. Vellaichamy Nadar College, Madurai	UGC sponsored International Seminar	25 th Aug 2011
10.	Foreign Direct Investment in Indian Telecom Industry	Dept. of Commerce and Research Centre, Sourashtra College, Madurai	UGC Sponsored National Seminar Paper published ISBN 978-93-806860-6-6	1 st and 2 nd Feb 2013
11.	Academic Research – Writing and Publishing Research Papers	OAA – MAVMM School of Management, Madurai	Faculty Development Programme	24 th Jan 2014
12.	Test Designing and Item Analysis	National Testing Service – India of Central Institute of Indian Languages of Thiagarajar College, Madurai.	Training cum Workshop	10 th to 12 th Feb 2014
13.	Marketing Strategies in Telecommunication Industry	Dept. of Management studies, Sourashtra College, Madurai	National Seminar Paper published ISBN 978-81-904189-5-9	28 th March 2014
14.	Redefined Role of Teachers	Sourashtra College, Madurai	UGC Sponsored Faculty Development Programme	5 th March 2016
15.	A Study on Deposit Mobilisation of Co-operative Urban Bank Ltd. Thirumangalam	American College, Madurai	International Conference	24 th January 2020
16.	Emerging Avenues in HEIs: A Holistic Approach	Agurchand Manmull Jain College, Chennai	International webinar	27 th May 2020
17.	Adolescence: Opportunities and Challenges	Sourashtra College, Madurai (Counselling Cell)	Webinar	27 th May 2020
18.	Consumer Psychology – Global Scenario 2023	Department of Commerce and Research Centre, Sourashtra College	Two Days International Conference Acted as Rapporteur	21 st and 22 nd September 2023

19.	Workshop on Intellectual Property Rights	Tamil Nadu State Council for Science and Technology, Mannar Thirumalai Naicker College, Madurai	State Level Technical Workshop	16 th and 17 th October 2023
20.	Spirituality of South Indian IT Workers and Its Impact on Interpersonal Facilitation	Department of Management Studies, The ICFAI University, Himachal Pradesh	International Conference on Business Research and Practices	25 th August 2023

LIST OF PUBLICATIONS

Sl. No.:	Journal	Volume	Page No.:	Article Title
1	Research Centre for Consumerism, Dept. of Business Administration, Kalasalingam University	Paper published ISBN NO. 978-81-905380-1-5	279	Role of Educational Institutions in promoting Consumer Awareness
2.	Foreign Direct Investment in Retail Trade- Sourashtra College	Paper published ISBN 978-93-806860-6-6	187	Foreign Direct Investment in Telecom Industry
3.	Emerging Trends in Management- Sourashtra College	Paper published ISBN 978-81-904189-5-9	52	Marketing Strategies in Telecommunication Industry
4.	Shanlax International Journal of Management	ISSN: 2321-4643 4(1), July 2016	120	A Study on Human Resource Management Practices in SMEs
5.	Shanlax International Journal of Management	ISSN: 2321-4643 4(2), October 2016	118	Quality of work life among IT Sector Employees
6.	Kalyan Bharati	Volume 36, No.7 : 2021 ISSN No. 0976-0822 UGC -CARE List Group I	177	Effectiveness of Performance Appraisal System in Private Sector Banks at Tamil Nadu

7.	Utkal Historical Research Journal	Vol. 34 (12), 2021	239	Linkage between Performance Management Practices and Empirical Analysis in Private Sector Banks at Tamil Nadu
8.	Journal of Oriental Institute	Vol. 72, Issue. 01, No.1, 2023 ISSN : 0030-5324, UGC CARE List No. 135	147	Linkage between Talent Management, Psychological Contact and Organisational effectiveness in I.T. Sector
9.	South Indian Journal of Social Sciences	Vol. XXI, Jan – Jun 2023, No.2 ISSN: 0972-8945	85	Impact of Talent Management Practices on Sustainable Organizational Performance in I.T. Industry
10.	NIU International Journal of Human Rights	Vol 10, (X) 2023 ISSN : 2394 -0298	111	Transcendental Leadership: Exploring the Nexus of Spiritual Intelligence and IT Executive Performance

MINOR RESEARCH PROJECT

S.No.	TITLE	Funding	Period
1.	Human Resource Management- A Study among women employees in small Enterprises in Madurai District.	UGC- Rs. 1,05,000/- MRP- 5618/15 Jan-2015	2015-2017

LIST OF CANDIDATES REGISTERED PART TIME Ph.D(BUSINESS ADMINISTRATION) WITH MADURAI KAMARAJ UNIVERSITY, MADURAI (ONGOING)

S.No.	Name of the Ph.D. Scholar	Registration No.	Date of Registration	Research Topic	Date of Award
1.	R. Sri Sabarmathi	P5688	15.12.2018	Talent Management in I.T. Sector: A Study in Tamil Nadu	25.10.2023
2.	B.Vinoth Nagarajan	P5689	15.12.2018	Performance Management: A Study among Private Sector Banks in Tamil Nadu	16.03.2023

3.	Vineeth Shanmughom	P6074	30.6.2020	Spiritual Intelligence among I.T. Sector Employees: An Empirical Study in selected Districts of South India	Ongoing
4.	P.Pandiarajan	P6087	15.9.2020	Factors influencing Online Shopping: A Comparative Study among Youngsters and Elders in Madurai City	Ongoing

Subjects Handled

: Principles of Management

Human Resource Management

Cost Accounting

Financial Accounting

Other Activities:	1. NSS Co-Ordinator
	2. Served as Consumer Citizen Club co-ordinator.
	3. Examiner for Various Autonomous Colleges Business Administration Board and Madurai Kamaraj University.
	4. Member NAAC Committee
	5. Convenor IPR Cell

I hereby declare that the above said information are true to the best of my knowledge and belief.

T.R. Jeeva Priya