

**Dr.V.Selvalakshmi-B.Com,D.L.L.&L.W,MBA(HR& Marketing),Ph.D**

Designation and Department : Associate Professor & HOD – MBA.

Velammal College of Engineering and Technology, Madurai

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**Educational Qualification:**(will be either in Table (or) Paragraph starting with Higher Degree)

- **PhD in Human Resource Management from Sathyabama University,Chennai,2020.**
- **June 2006 – May 2008**  
Master of Business Administration (HR and MARKETING) from Madras University, India.
- **June 2003 – May 2006**  
Bachelor of Commerce (VOC) from Madras Christian College,Chennai.
- **July 2011 –June 2012**  
D.L.L & LW from University of Pune.
- **Jan 2011 –Apr 2011**  
Completed MS-CIT with 84 %

**Experience in Years: 14 Years ( Including 1 Year Corporate Experience as HR).**

**Employment History:**

Sno	Institute Name	Designation	Duration
1	Vellammal College of Engineering and Technology, Madurai.	Associate Professor & HOD	Sep 2023 - till date
2	SRM Valliammai Engineering College	Assistant Professor- Senior Grade	7th July 2014 to Aug 2023
3	Allana Institute of Management Sciences, Pune. (NBA Accredited, Affiliated to University of Pune)	Assistant Professor	Sep 2010 to 5th July 2014
4	Mafoi Management Consultants	HR - Associate	2008

**Interested Research Areas:**Organisational Behaviour ,CSR,ESG Framework,Cross-cultural Behaviour.

### **Scholarships and Awards received:**

- Awarded as **Dynamic Teacher (National level)** by Avishkar Foundation, Solapur,2022.
- Awarded "**Young Researcher** "in Universal Innovators Leadership Award,2020 (**University of Delhi, NIT PATNA**).
- Received **Best Teacher Award** from **IAEME** International Association of Engineering and Management Education,2014.

### **Funded Research Projects: NIL**

**Publications Details:** (will be either in Table (or) Paragraph starting with latest publication)

#### **1. Patent rights received:**

- Australian Patent is published based on blockchain technology.PatentNo:2020102839.

#### **Patent Journal Publication Details:**

- Indian Patent published titled, "Stress level Indicator Mouse.Patent No:365851-001.
- Indian Patent published titled, "Students Emotion Detection Batch".  
Design No:356668-001.
- Indian Patent filed on "Mental status analyzing system using Handwriting".Application No :202121013879.

#### **2. International Journal Publication Details:**

- **SAGE PUBLICATION:** "Optimism Bias as moderator to Deal with Anxiety & Depression: Empirical Evidence from PLS-SEM Based Approach"(2023), International Journal of Educational Reform.  
DOI:[10.1177/10567879231168375](https://doi.org/10.1177/10567879231168375)
- "Sustainable strategy: Analyzing the role of CSR communication of select companies to the stakeholders"(2023).International Journal of Professional Business Review. **ISSN NO: 2525-3654(SCOPUS INDEXED)**.
- "Cross-cultural Adjustment: Impact of Self-Construals",(2022).The Seybold Report.(**SCOPUS INDEXED**).**ISSN NO:1533-9211**.
- "Artificial Intelligence Based Customer Churn Prediction Model for Business Markets",(2022),Computational Intelligence and Neuroscience, Hindawi.(**SCI**).  
<https://doi.org/10.1155/2022/1703696>
- Measures to Access the dimensions of Emotional Intelligence related to mental & physical health and to health behaviours"(2022),International Journal of Early Childhood Special Education.(**SCOPUS INDEXED**)
- "A study on consumer awareness on the BEE Energy-efficient star rating labels for electrical appliances in Chennai (2022),Journal of the Asiatic Society of Mumbai.(**UGC CARE 1**)

- “Analyzing the Impact of a Corporate Social Responsibility Policy and Human Resource Policies on Financial Performance as a Road to Sustainable Entrepreneurship”, Empirical Economics Letters, Issue 21(2022).ISSN 1681 8997.(ABDC – “C” Category ).
- “Imitative Buying Behavior of Online Shoppers in the Purchase of Electronic Gadgets: A Qualitative Analysis using NVIVO”, Empirical Economics Letters, Issue 21(2022).ISSN 1681 8997.(ABDC – “C” Category ).
- “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 (2019).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. (UGCCARE).
- “Employee Empowerment – A strategical tool for success in competitive business environment”, Think India Journal (2019), ISSN:0971- 1260.Vol:22, Issue 14. (UGC CARE)
- “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) ISSNNO: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.
- “Inorganic Growth: From Mirage To Reality-An empirical research paper on Mergersand Acquisitions and the role of HR department”, Journal of Management and Science, ISSN NO: 2249 -1260.
- “Crunch branding: The innovative HR Tool to lead Indian Inc in creating favorable Employer branding and Employee retention”, Elixir online Journal(Jan 2013).ISSN NO: **2229-712X (Elixir International Journal Current Index Copernicus, Poland Value (ICV) is 5.09**.
- “Total productivity and employee engagement”, Zenith International research Academic Journal (Dec 2012) ISSN NO: **2249 -8826. (ZIJBEMR – 0.503)**.
- “Engaging employee: Transformation in corporate world, A conceptual study”, AIMS International Journal of Management -International Conference proceedings- 2012-2013. ISSN **1939-7011**.
- “The featherless swan: a case study on NACIL hr issues”, Excel International Journal of Multidisciplinary Management Studies (Dec 2012).ISSN online No: **2249 -8834(Impact Factor (2012) – 0.526)**
- “Understanding the minds using Howard Garner MI test-A tool for Training methodology”, Elixir online Journal (Aug 2012).ISSN:**2229-712X (Elixir International Journal Current Index Copernicus, Poland Value (ICV) is 5.09.K)**

### **3. International Conference Presentation Details:**

- Presented two papers titled,” The Esg Framework As A Attracting And Retaining Top Talent. Unifying Force In Winning Today And Tomorrow's Races” and “Green HRM Practices and Business sustainability: Impacting role of technological Innovation among logistics companies” at CERE 2023 held during 8-11th June 2023 at **IIM INDORE**.
- Presented paper titled,”A study on the growing use of social media for effective recruitment” at Internatinal Conference(ICRASEM),2023.
- Presented paper titled ,” Sustainable Strategy:Analyzing the role of CSR Communication to its stakeholders”at 24<sup>th</sup> Annual Convention of Strategic Management Forum between **21-23<sup>rd</sup> Dec 2022** held at Institute of RuralManagement,Gujarat.

- Presented paper titled **,"Does It Pays? The Impact Of Esg Activities On Organaizational Behavior"**, at 2<sup>nd</sup> Pritam Singh Memorial Conference held at **IIM Nagpur** between November 17th-19th 2022 with Prof.Shiva Kakkar & Prof.Alok Kumar Singh (As conference Chairperson).
- Presented paper titled,**"Can ESG Concerns provide Competitive Advantages by Leveraging the Benefits of Social Innovation and Service Quality?"** at International Conference on Sustainable Goals held at **IIM Bodhgaya** during 16-09-22 to 17-09- 22.
- Presented paper titled,**"Cultural Endeavor During Adaptation Of International Students"** at International Conference on Innovative Practices in Commerce, Management, Humanities Technology,2022.
- Presented a paper entitled,**" The Transformation Of Business And The Society With The Influence Of Data Science"**, in the Second International Conference on Emerging Trends in Materials, Computing and Communication Technologies 'ICETMCCT 2021'
- Presented paper titled **,"Acculturation strategies - A empirical perspective"**,at International E Conference on "Sustainable Innovation, Research, and Emerging Trend in Entrepreneurship",Pratap University,Jaipur,2021
- Presented a paper on Critical Analysis Of Fdi Inflows In Automobile, Chemical And Computer Software In India Using Compound Curve Fit. in the Two Day International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) conducted at Vellore Institute of Technology, Chennai on 23rd & 24th October, 2020.
- Presented a paper on Application of Data Science for Predicting Customer Age Based on E-Commerce Data to Boost Online Sales in the Two Day International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG2020) conducted at Vellore Institute of Technology, Chennai on 23rd & 24th October, 2020.
- Presented paper titled,**"Revitalizing the employee attitude towards Job Satisfaction"**, at 6<sup>th</sup> International Conference on Eminent Management Practices- A Vision for sustainable business growth, SRM University,2019.
- Presented paper titled,**"Leap beyond the horizon:Appraising the employee performance"**, at 6<sup>th</sup> International Conference on Eminent Management Practices- A Vision for sustainable business growth, SRM University,2019.
- Presented paper titled,**"Predicting the unpredictable:Psychological factors influencing adjustment of International Students"**, at Manipur University,2018.
- Presented paper titled,**"Study about cultural shock among International students,"** at ICRSME(2<sup>nd</sup> International Conference),2016.

#### 4. National Conference Presentation Details:

- Presented paper titled, "Examining Customer Satisfaction on Banking services & Products", National E-Conference on Digital Innovations and Business Transformations– The Era of New Normal, SRM University, 2022.
- Presented paper titled, "EMOTIONAL INTELLIGENCE: A pathway to self understanding", at 4<sup>th</sup> National conference on opportunities and challenges of Indian Business in dynamic global environment, at Sacred Heart, Tirupattur, 2016.
- Presented paper titled, "Stress management and workplace" at National conference - Driving NEXTGEN Excellence: Entrepreneurship and Business Management on 24<sup>th</sup> April 2015.
- Participated & presented paper titled, "A strategic application of Porter's competitive force in the small scale industry" at Loyalla College, Chennai, 2007.
- Participated & presented paper titled, "An effective use of the emerging financial tools activity based costing and economic value added" at Muthayammal Engineering College, Rasipuram, Chennai, 2006.

#### 5. Google Scholar report:

<https://scholar.google.co.in/citations?user=AMjmyYMAAAAJ&hl=en>

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organisational behaviour International students Cultural shock

TITLE	CITED BY	YEAR
Data Analytics platform for intelligent agriculture K Sumathi, K Santharam, N Selvalakshmi 2018 2nd International Conference on I-SMAC (IoT in Social, Mobile ...	13	2018
Artificial intelligence based customer churn prediction model for business markets J Faritha Banu, S Neelakandan, BT Geetha, V Selvalakshmi, A Umadevi, ... Computational Intelligence and Neuroscience 2022	8	2022
Crunch branding: The innovative HR tool to lead Indian Inc. in creating favourable employer branding and employee retention V Lakshmi, D Sohail Elixir International Journal 54, 12507-12512	7	2013
Organizational cultural and organizational performance: Bridging the Quandaries V Selvalakshmi, K Guru International Journal of Applied Research 3 (4), 658-660	5	2017
A phenomenological study about the international student's cultural shock in India VS Lakshmi, S Ramchandran	4	2016

**Cited by**

	All	Since 2018
Citations	46	41
h-index	4	4
i10-index	1	1

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