

Faculty Profile



Dr. S.VASANTHA
PROFESSOR
MBA DEPARTMENT

HIGHLIGHTS:

- Number of Journal Publications(Scopus):132
- H-Index: 10
- Project Funding Received: 2
- Patents Published: 3
- Patents Granted:

PROFESSIONAL LINKS:

- **Scopus ID: 56585826400**
- **Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=56585826400>**
- **Google Scholar ID:: <http://surl.li/zobfxv>**
- **Anna University Faculty ID: 281000**
- **AICTE Faculty ID: 1-4633734814**
- **Anna University Supervisor ID:NIL**
- **LinkedIn: <https://t.ly/38UJ8>**

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 30 years
- Industrial Experience: NIL

INTERNATIONAL EXPOSURE:

- 2017: Received Patron's grant of 1000 GBP to organize Gender Workshop from The Association of Common Wealth Universities, London
- International Conference On Global Trends In Business, Legal & Social Sciences Thailand -2019 May 27-28, 2019 at AIT University Conference Center, Bangkok, Thailand

AREA OF SPECIALIZATION:

- Finance

Ph.Ds AWARDED WITH DETAILS:

S:No	Name of Scholar	Title of Thesis	Year of Completion	Full Time/Part Time
1	KANCHANA VINOOTH	Impact of Employer Brand on Employee Retention – With Special Reference to It Industry	2016	Full time
2	VETO DATTA	Impact of Perceived Experiential Value on Customer Loyalty of Tour And Travel Websites	2016	Full time
3	SRI PRATHIYANGIRA SWAMY	Impact Of Medical Astrology In Managing Gynecological Disorders And Their Pariharas	2017	Full time
4	K.SANDHYA	Factors Influencing Work Engagement Practices and Its Effect On Turnover Intention With Reference To It Sector, Chennai	2017	Full time
5	P.G.THIRUMAGH AL	Determinants Of Dividend Payout And Its Impact On Shareholders Wealth- Evidence From Indian Industries	2017	Part time
6	Ms. PRABHA KIRAN,	Influence Of Social Media Communication On Purchase Intention Of Passenger Cars	2017	Full Time
7	M.BHUVANA	Effectiveness Of Financial Inclusion On Banking Services Through Information And Communication Technology	2017	Full Time
8	JACOB JOJU	E-Crm Practices In Banking Services And Customer Satisfaction With Special Reference To Selected Private Sector Banks In Kerala	2018	Part time
9	Ms.Meenakshi Thanji	Effectiveness Of Online Learning Methods Offered	2018	Part time

		By Educational Institute- A Learner Perspective		
10	Mr.N.Ragothaman	Impact Of Market Stimuli And External Stimulation Purchase Decision Of Consumers Of Steel In Tamilnadu	2019	Part time
11	Manas Ranjan rath	Effectiveness Of Emotional Intelligence On The Job Performance Of Employees In Public Sector Steel Industries With Organizational Interventions As A Mediating Variable	2019	Part time
12	K.Vinitha	Effect Of Information Communication Technology On Usage Of Electronic Payment System And User Satisfaction	2019	Full Time
13	K.Vinita kumari	Impact Of Occupational Stress On Job Performance With The Mediating Effect Of Emotional Intelligence And Resilience In The Banking Industry	2020	Part time
14	ANGELIN S. KIRUBA	Determinants Of Individual Investors' Investment Decision – The Case Of Indian Nse Market	2021	Part time
15	Ms. P. SARIKA	Determinants Of Mobile Wallet Adoption And Its Effect On User's Satisfaction	2021	Part time
16	Ms.Yasmeen Bano	Influence Of Generic Skills, Career Development Learning And Emotional Intelligence On Employability Of The Students.	2022	Full Time
17	Ms. A. NAVITHA SULTHANA	Influence Of Social Media Usage, Electronic Word Of Mouth And User Generated Content On Purchase Intention	2022	Part time
18	Mr. P.V.S.Kiran	HR Analytics In Human Capital Management Practices And Its Effect On Organizational Performance	2023	Part time
19	Mr. R.Rajesh	Assessing Determinants Of Self-	2023	Part time

	Kannan	Service Technology Adoption And User Satisfaction For Payment Of Electricity Bill		
20	Mr. B.Charan	Effect Of Brand Experience On Green Purchase Intention With Mediating Role Of Brand Love & Brand Satisfaction: A Study From E-Mobility Users (E-Scooters)	2023	Part time
21	Ms. Ruby Evangelin.M	Determinants Of Shopping Enjoyment And Its Effect On Online Impulsive Buying	2023	Part time
22	Ms. Subalya	The Role Of Work Life Balance On Job Performance Through Mediating Effect Of Emotional Intelligence In Chennai City Police	2023	Full Time
23	Mr. B. Saravanan	Employee's Organizational Adaptability and its effect on Retention	2023	Part time
24	Menaga.A	Influence Of Corporate Social Responsibility On Brand Loyalty With A Moderating Effect Of Social Media	2024	Part time
25	P.Krithika	Determinants of website Design Quality in consumer value in E-commerce Apparel websites	2024	Part time

Ph.Ds GUIDING:

- **Full Time Scholars: NIL**
- **Part Time Scholars : 2**

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

Fund Received:

Project:

- 2023- Collaborated as a Co-Investigator on the project titled “STI Hub for Technology-Enabled Production and Marketing of Value-Added Agricultural Products to Enhance the Livelihood of the SC Community in Thellar Block, Vandavasi Taluk, Tiruvannamalai District, Tamil Nadu” for a duration of one year, with a funding of Rs 2,66,13,618.
(VISTAS)

- 2016: Served as a Co-Investigator on the research project titled "A Study on Lifestyle Trends Influencing Processed Food and Its Impact on Health Among School-Going Children," funded by the Tamil Nadu Department of Science and Technology, for a duration of two years, with a grant of Rs. 4,07,000.

Seminar Grant

- 2019-Seminar/Partial financial Assistance of Rs.15000 received from TANSCT for organizing National Conference on Technology enabled Teaching and learning in higher Education (VISTAS)
- 2017: Received Patron’s grant of 1000 GBP to organize Gender Workshop from The Association of Common Wealth Universities, London
- 2016: Grant of Rs.39000 received from NABARD for conduct of MEDP on Artificial jewelry making for 30 self-help group members for 13 days
- 2015: Seminar grant-aid Rs, 200,000 received from ICSSR for National Conference entitled “Achieving “Millennium Development Goals” - Challenges and Future.

Applied

- Project ICSSR :Designing and Assessing the impact of AI Driven Chatbot guidance on Equity Market Investment
- ICSSR: Assessing the Role and Challenges of Social Enterprise Innovations in Promoting Rural Development and Sustainable growth
- TANSCT: Citizen Engagement and feedback towards sustainability of e –governance services(Student Project)

PATENTS PUBLISHED/GRANTED:

- Machine Learning Based Security Device for Wireless Communication
- design number 425121-001 dated 29/07/2024
- Microwavable Heating Pad Using Rice Husk", 202241008088
- 2020-2021-Pressure Cooker Lid Water Spill Absorber, 202041040450

COURSES CERTIFIED:

- Supply Chain Management: A Learning Perspective, an online non-credit course authorized by Korea Advanced Institute of Science and Technology(KAIST) and offered through Coursera , J an 19, 2023
- Diploma in Supply chain Management ,Indian Institute of Materials Management

ACHIEVEMENTS AND AWARDS:

- Best Researcher Award-2023 byTamil Thai Foundation
- Best Professor Award by Puducherry Academic Research Academy
- National Teachers’ Day Awards ‘2024- Outstanding educator and scholar award by

National Foundation for Entrepreneurship Development (NFED)

SPECIAL SESSIONS DELIVERED:

- Psychology of Entrepreneurship understanding the mindset of successful entrepreneurs at SIMATS
- Research methodology workshop at MAHER
- Corporate social responsibility & environment sustainability at AMJ College
- Intellectual property rights at VISTAS
- Workshop on Research methodology at Asan Institute of Management

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

National Conferences: 30, International conferences: 25

➤ **Faculty Development Programmes:10, Workshops:15**

PROFESSIONAL MEMBERSHIPS:

- All India Council For Technical Skill Development
- Life time membership in International Society for Research & Development

OTHER DETAILS (If any):

Consultancy Assignment

Financial Literacy Consultancy Project at Hedge School of Applied Economics

- S Logistics INC,
- SS RYDERS INDIA PVT
- Raunaq Steels Trading PVT LTD
- Research Supervisor for ICSSR Post-Doctoral Researcher (2019 – 2021) titled Rural
- Development Through E-Governance Initiatives with Special Reference to Tamil Nadu
- Mphil Guidance: Awarded: 11