Faculty Profile

Dr. S. Jainab Zareena, M.B.A., Ph. D
Assistant Professor

HIGHLIGHTS:

- Number of Journal Publications: 24
- H-Index: 4
- Patents Published: 3
- Patents Granted: 1

PROFESSIONAL LINKS:

- Scopus ID: 57216939838
- Scopus Link: https://www.scopus.com/authid/detail.uri?authorId=57216939838
- Google Scholar ID:
  https://scholar.google.com/citations?user=OTs_ohYAAAAJ&hl=en&oi=ao
- Anna University Faculty ID: 283223
- AICTE Faculty ID: 9316317801
- Anna University Supervisor ID: -
- LinkedIn: https://www.linkedin.com/in/dr-jainab-zareena-0754aa109

PROFESSIONAL BACKGROUND:

- Teaching Experience till date: 6 years 9 months
- Industrial Experience: 6 months

AREA OF SPECIALIZATION:

- Marketing Management
- Human Resource Management

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- Applied for funding to the Indian Council of Social Science Research (ICSSR) for a research project titled 'Assessing MBA Students' Employability using Machine Learning Techniques' during November 2024.

PATENTS PUBLISHED/GRANTED:

- Published a patent titled, 'Implementing Data Mining for Human Resource Management based Economic Analysis'. Application No.202441013980 A. Publication Date: 22/03/2024.
- Published a patent titled, 'An Advanced Novel Technique for Digital Marketing using AI, Blockchain, and IOT'. Application No.202441014839 A. Publication Date: 08/03/2024.
- Design Patent has been published and granted for 'An Air Purifier', with Design No. 353069-001. Date of Issue: 04/01/2023.

COURSES CERTIFIED:

- Completed the NPTEL certification course "HR Analytics" from IIT Roorkee in November 2024.
- Successfully completed the Innovation Ambassador Program conducted by Ministry of Education's Innovation Cell & AICTE, comprising 16 sessions of 30 contact hours, from June 30 - July 30, 2021.
- Completed the NPTEL certification course "Soft Skills Development" offered by IIT Kharagpur in March 2020.
- Completed the NPTEL certification course "Enhancing Personality" from IIT Kharagpur in March 2019.

ACHIEVEMENTS AND AWARDS:

- Honoured with the prestigious title of "Innovation Ambassador" by Institution's Innovation Council, Ministry of Education, Government of India.
- Serve as one of the reviewers for the Journal, 'Bulletin of Science, Technology, and Society' © SAGE Journals.
- Contributed as a Peer Reviewer at the 5th International Conference on Modern Management based on Big Data, held in Beijing, China from October 25 to 27, 2024.
- Served as Session Chair for the International Conference on 'From Tradition (IKS) to Tomorrow (NEP 2020): Multidisciplinary Conference for a Viksit Bharat @ 2047' held on September 29, 2024.
- Editor for the 'Journal of Research and Innovation in Technology, Commerce, and Management'.
- Recipient of Sarvepalli Dr. Radhakrishnan Award for Best Faculty, bestowed on September 5, 2024.
- Received the award for Teaching and Research Excellence at the International Conference on Multidisciplinary Research and Latest Innovation 2022, organized by J.S. University, Shikohabad, and the Institute for Social Reforms and Higher Education Charitable Trust, Uttar Pradesh.

SPECIAL SESSIONS DELIVERED:

- Delivered a session on the topic, 'Data Privacy issues and Compliance Requirements' for the One-Week FDP on Ethical and Responsible AI: Challenges and Opportunities, organized by Coimbatore Institute of Technology from October 1 to 5, 2024.

- Delivered a talk on the topic, 'Enhancing Soft Skills and Personality' organized by the Department of Knowledge Engineering on 12.03.2024 at SIMATS Engineering, SIMATS University.

- Delivered a session on the topic, 'The Role of Events in the Start Up Development Process' organized by the Department of Nano Electronics Materials and Sensors on 14.02.2024 at SIMATS Engineering, SIMATS University.

- Delivered a talk on the topic, 'Resume Writing' organized by the School of Management Studies, Sathyabama Institute of Science and Technology on 08.08.2024.

- Delivered a session on the topic, 'Business Model Canvas' organized by the Department of Electrical and Electronics Engineering in association with IIC (Institution's Innovation Council) on 27.01.2023 at Mother Terasa Engineering College, Tuticorin.

- Delivered a session on the topic, 'IP Management and Startups' organized by the Department of Management Studies in association with IIC (Institution's Innovation Council) on 16.06.2022 at SCAD College of Engineering and Technology, Cheranmahadevi.

- Delivered a talk on the topic, 'Mentoring Session on Idea Innovation' organized by the Department of Management Studies in association with IIC (Institution's Innovation Council) on 04.01.2022 at SCAD College of Engineering and Technology, Cheranmahadevi.

- Delivered a session on the topic, 'Entrepreneurship Skill, Attitude, and Behavior Development' organized by the Department of Information Technology in association with IIC (Institution's Innovation Council) on 03.12.2021 at Francis Xavier Engineering College, Tirunelveli.

- Delivered a session on the topic, 'Critical Thinking and Student Innovators' organized by the Department of Computer Science Engineering in association with IIC (Institution's Innovation Council) on 24.01.2022 at Francis Xavier Engineering College, Tirunelveli.

- Delivered a session on the topic, 'Technology transfer and Entrepreneurship' organized by the Department of Electrical and Electronics Engineering in association with IIC

(Institution's Innovation Council) on 10.02.2022 at Mother Terasa Engineering College, Tuticorin.

- Delivered a talk on the topic, 'Soft Skills Development' on 26.11.2021 organized by the Department of Science and Humanities, Christian College of Engineering and Technology, Dindigul.

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Participated and presented a paper titled, 'Technological Impact and English Proficiency Level of Engineering Students' in International Conference on Educating the Post Millennials (ICEM'24) on May 17, 2024 organized by Saveetha Teaching Learning Centre, Saveetha Engineering College, Chennai.

- Participated and presented a paper titled, 'An Empirical Study of AI and its adoption in Manufacturing and Health Care Sector in India' in International Conference on Contemporary Engineering and Technology (ICCET 2024) organized by Prince Shri Venkateshwara Padmavathy Engineering College, Chennai in Collaboration with Samarkand State University, Uzbekistan on March 23-24, 2024.

- Participated and presented a paper titled, 'Student Innovators and Digital Entrepreneurship' in International Conference on Global Business Transformation: Now, Next and Beyond (INCONSYM 2024) on Jan 30-21, 2024 organized by Symbiosis Centre for Management Studies, Symbiosis University, Hyderabad.

- Participated and presented a paper titled, 'Work life Imbalance of IT Employees: Post Pandemic Era in India' in International Conference on Computational Engineering (ICCE 2023) on Dec 8-9, 2023 organized by Division of Mathematics, Saveetha School of Engineering, SIMATS, Chennai.

- Participated and presented a paper titled, 'Problems encountered by students while learning English Language' in International Conference on Newer Engineering Concepts and Technology on 28.04.23 organized by the Department of English, K. Ramakrishnan College of Technology (Autonomous), Trichy.

- Participated and presented a paper titled, 'Digital Entrepreneurship' in International Conference on Contemporary Developments in Entrepreneurship, Business, and Management in Digitized Era – Towards Industry 5.0' on Dec 27 – 28, 2022 organized by REVA University, Bangalore.

- Participated and presented a paper titled, 'Socio-demographic and Job-related antecedents to Work life Imbalance of IT Employees' in International Conference on Emerging Research in Business, Technology, Entrepreneurship, and Economy for Sustainable development on Dec 16-17, 2022 organized by Sai Ram Engineering College, Chennai.

- Participated and presented a paper titled, 'An Empirical Study of Customers' Perception towards M-Payment Systems in India' in International Conference on Science, Engineering, and Technology ICSET 2022 on Nov 18-19, 2022 organized by School of Engineering, RK University, Rajkot.

- Attended a nine-day FDP on "Application of Artificial Intelligence for Effective Teaching Pedagogy" organized by Sairam Institutions, Chennai from December 11 to 19, 2023.

- Attended the NPTEL-AICTE 12-week Faculty Development Programme on HR Analytics from July to October 2024.

- Attended a one-week FDP and Workshop on "Contemporary Research Practices: Innovations and Methodologies for Effective Outcomes" jointly organized by AMIEE Association and CMAOI Association from September 23 to 27, 2024.

- Attended a one-week FDP and Workshop on "Integrating Interdisciplinary Research for Innovation and Sustainable Development" jointly organized by Karunya School of Management, Coimbatore and CMAOI Association from August 19 to 23, 2024.

- Attended a seven-day Professional Development Programme on "Methods of Data Collection and Analysis through SPSS & Using AI Technology for Research Writing" organized by Patrician College of Arts and Science, Chennai from March 18 to 26, 2024.

- Attended a one-week FDP on "Recent Advancements in AI & IOT – Industry Perspective" organized by Periyar Maniammai Institute of Science & Technology, Thanjavur in association with Pantech Solutions from November 25 to 30, 2024.

- Attended a workshop on "Startup as a Career Opportunity" on July 7, 2023, at Sathyabama Institute of Science and Technology, Chennai.

- Attended an IIC-sponsored workshop on "Role of Incubation Centres in Engineering Institutions for Entrepreneurship Development" on October 10, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.

- Attended an IIC-sponsored workshop on "Design Thinking for Innovation" on October 22, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.

- Attended an IIC-sponsored workshop on "Funding Opportunities for Aspiring Entrepreneurs" on September 30, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.

- Attended a workshop on "Innovation and Startup Ecosystem" on June 6, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.

- Attended an IIC-sponsored workshop on "Accelerators/Incubation Opportunities for Students & Faculties" on June 18, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.
- Attended a workshop on "IP Management for Startups" on March 25, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.
- Attended an EDII TN-sponsored workshop on "Mentoring Session with Successful Startup Founder" on March 9, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.
- Attended a talk on "Becoming an entrepreneur" on February 9, 2021, at SCAD College of Engineering and Technology, Cheranmahadevi, Tirunelveli.

PROFESSIONAL MEMBERSHIPS:

- Lifetime Member, National Institute of Personnel Management (NIPM), Membership No. L 40617.
- Lifetime Member, Commerce and Management Association of India (CMAoI), Membership No. CMAOI/459.
- Lifetime Member, AI-ML Innovative Entrepreneurs and Engineers Association (AMIEE), Membership No. AMIEE/355.

OTHER DETAILS (If any):

Research & Publications:

- Zareena, J. (2025). Technological impact and English proficiency level of engineering students. Pedagogical Revelations and Emerging Trends, pp. 92-95. E Book ISBN: 9781003587538. DOI: 10.1201/9781003587538. **(SCOPUS indexed).**
- Zareena, J. (2023). An empirical study of customers' perception towards M-payment systems in India. In AIP Conference Proceedings, Vol. 2963 (1). AIP Publishing. DOI: 10.1063/5.0092963. **(SCOPUS indexed).**
- Krithika, M., & Zareena, J. (2022). An Empirical Study on Millennials' Adoption of Mobile Wallets. In Intelligent Sustainable Systems, pp. 115-125. Springer, Singapore. DOI: 10.1007/978-981-19-7663-6. **(SCOPUS indexed).**
- Zareena, J. (2022) A Review of Economy, Markets and Consumption. Challenges and Opportunities in New Global Business, Science and Technology, pp. 13-17. ISBN: 978-81-958752-6-9.
- Zareena J. & Krithika, M. (2021) Impact of Personality Traits on Interpersonal Dependency. Advances in Parallel Computing (IOS Press), 38, pp. 25–29. DOI: 10.3233/APC210038. **(SCOPUS indexed).**
- Zareena J. (2020) AMCAT Utility to Engineering and Computer Science

Students. Bulletin of Science, Technology & Society, 40(3-4), 54-58 © SAGE Journal. DOI: 10.1177/02704676221086322. **(SCOPUS indexed).**

- Zareena, J. (2020). Moderation Effect of Family Support on Academic Attainment. In Emerging Trends in Computing and Expert Technology, pp. 117-121. Springer International Publishing. DOI: 10.1007/978-981-13-0344-9_37. **(SCOPUS indexed).**

- Zareena J. (2020) Eating Habit as a Determinant of Academic Performance. International Journal of Advanced Science and Technology, Vol. 29(12s), pp. 2095-2098.

- Zareena J. (2020) Impact of Light Pollution in the Work Place. International Journal of Advanced Science and Technology, 29(12s), pp. 2158-2162.

- Zareena, J. (2020) The Effect of Family on Career Choice of Students. Aegaeum Journal, 8(3), ISSN NO: 0776-3808, pp. 541 – 545.

- Krithika, M., & Zareena, J. (2020) Smart application possibilities in supply chain management: The role of IoT. Test Engineering and Management, Vol. 9, pp. 7224 – 7229.

- Zareena, J. (2019) The moderating role of big five personality factors in the relationship between employee morale and work commitment. International Journal of Innovative Technology and Exploring Engineering, Vol. 8(12), ISSN: 2278-3075, pp. 1249 – 1251. **(SCOPUS indexed).**

- Zareena, J. (2019) Review of soft computing techniques. International Journal of Innovative Technology and Exploring Engineering, 7(8), ISSN: 2278-3075, pp. 1105 – 1106. **(SCOPUS indexed).**

- Zareena, J. (2019) Internship for knowledge enhancement – An exploratory study. International Journal of Recent Technology and Engineering,7(6S5) ISSN: 2277-3878, pp. 1156 – 1158. **(SCOPUS indexed).**

- Zareena, J. (2018) Cloud Computing: Going Global. International Journal of Engineering and Technology, Vol. 4(3), pp. 23-29, ISSN**:** 2227-524X.

- Zareena, J. (2018). Adoption of E-HRM in Multi-National Companies. International Journal of Mechanical Engineering and Technology, 9(9), pp. 19-23, ISSN: 0976-6340. **(SCOPUS indexed).**

- Zareena, J. and Yasmeen, H. (2017). Employability Status of Engineering Students A Comparison of Private Self-Financing Engineering Colleges and Private Deemed Universities. Shodhganga: a reservoir of Indian theses @ INFLIBNET.

- Zareena, J. and Yasmeen, H. (2014). Employability Status of Engineering Graduates: A Moderator study. European Journal of Social Sciences, Vol. 45(2), pp. 179 – 187.

- Zareena, J. and Yasmeen, H. (2014). Employability requirements of Engineering Graduates: A Theoretical Review, Archers and Elevators Publishing House, pp. 50-54.

- Zareena, J. (2014). Unemployment Scenario of Engineering Graduates. Crescent Journal of Business. Vol. 4 (1), pp. 90-91. ISSN 2231-2994.

- Zareena, J. and Yasmeen, H. (2013). Self-Perceived Attributes for Employment: A Study on Engineering Graduates. International Journal of Human Resource Management and research. Vol. 3 (4), pp. 29-32.

- Zareena, J. and Yasmeen, H. (2013). Role of Personal Development Planning Programme in Enhancing the Career Development of Engineering Students. International Journal of Educational science and research. Vol. 3 (4), pp. 13-20.

- Zareena, J. (2013). Perception of AMCAT utility by Engineering and Computer Science students. Crescent Journal of Business. Vol. 4 (1), pp. 44 – 51. ISSN 2231-2994.

- Zareena, J. (2013). Employability of Engineering Graduates. Crescent Journal of Business. Vol. 3 (1), pp.54 – 56.