

Faculty Profile



Dr. Delecta Jenifer, M.B.A, Ph.D.

Assistant Professor/Placement & Alumni Co-ordinator

HIGHLIGHTS:

- Total Number of Publications : 22
- Number of scopus indexed Journal Publications: 8
- Others : 6
- H-Index:2
- Project Funding Received: Nil
- Patents Published: 4
- Patents Granted: Nil

PROFESSIONAL LINKS:

- Scopus ID: 58999138900
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=58999138900>
- Google Scholar ID: <https://scholar.google.com/citations?user=UVd8zpcAAAAJ&hl=en>
- Anna University Faculty ID: 281528
- AICTE Faculty ID: -1-0797536913
- LinkedIn: <https://www.linkedin.com/in/dr-delecta-jenifer>

PROFESSIONAL BACKGROUND:

Total experience : 9 years 7 months

- Teaching Experience till date: 6 Years and 9 months
- Industrial Experience: 2 years and 10 months

INTERNATIONAL EXPOSURE:

- Visited south east Asian countries like **China, Hongkong ,Macau, Thailand ,Indonesia ,Singapore ,Malaysia , Vietnam. Taiwan, Japan ,Sri Lanka .Also visited Australia and Dubai**

OVERSEAS CONFERENCES

- Attended International conference on migration cultural identity, language and communication 2017 in the department of foreign languages and literature, **Asia university, Taiwan** and presented a paper on cross cultural competence among middle management employees in a footwear company in China
- Participated in the 2nd **Gulf International Conference** in accounting and finance on 12 th and 13th December 2023 and presented a paper on “Do corporate renewable energy initiatives influence sustainable development?”
- Attended the ICATEM24 International conference held on March 21st 2024 at **De Monfort University Dubai** and presented a paper “A comparative study on emotional intelligence and students demographics of higher educational institutions”
- Attended the ICATEM25 International conference held on 19 th to 30 th July 2025 at **South East Asia University Bangkok** and presented a paper “A comparative study on emotional intelligence and students demographics of higher educational institutions”

AREA OF SPECIALIZATION:

- Human Resource Specialization
- Cross Cultural Competence
- Talent Management

SPONSORED RESEARCH / FUNDING APPLIED / CONSULTANCY:

- Applied for ICSSR Longitudinal Studies in Social and Human sciences joint research project – Project proposal titled - A longitudinal study to investigate the impact of Vocational UG programmes in developing the 21 st century skills in students
- Collaborated with National Chinan University Republic of China (Taiwan) for Joint research and academic activities – MOU has been signed

PAPERS PUBLISHED:

I. SCOPUS-INDEXED JOURNAL PUBLICATIONS

2025

1. **D. J. Rajendren**, M. S. Kumar, D. Rajesh, Z. Balassem, I. Juraeva, and K. K. S. U. Khamidkhonov, “Named Entity Linking for Cross-Document Information Extraction,” *Indian Journal of Information Sources and Services*, vol. 15, no. 3, pp. 413–422, Sep. 2025, doi: 10.51983/ijiss-2025.IJISS.15.3.46.
2. H. Mohameed, M. Muthazhagu, K. Punitha, A. S. Anvarovna, **D. J. Rajendren**, and L. Sachdeva, “Interdisciplinary Information Systems for Health and Education Libraries,” *Indian*

Journal of Information Sources and Services, vol. 15, no. 2, pp. 11–15, Apr.–Jun. 2025, doi: 10.51983/ijiss-2025.IJISS.15.2.02.

3. R. Riadhusin, R. Radhakrishnan, **D. J. Rajendren**, I. U. Rakhmanovich, N. D. Lal, and U. Anand, “Adaptive Language Translation in Multinational Info Service Platforms,” *Indian Journal of Information Sources and Services*, 2025, doi: 10.51983/ijiss-2025.IJISS.15.2.17.

4. N. S. Viswanathan and **D. J. Rajendren**, *AI-Driven Innovation: Fostering Sustainable Workplaces and Innovative Work Behaviours for a Greener Future*, 1st ed., in *Recent Innovations in Sciences and Humanities*, CRC Press, 2025, p. 5.

5. **R. D. Jenifer**, R. Vettriselvan, D. Saxena, P. R. Velmurugan, and A. Balakrishnan, “AI Impacts on Branded Entertainment and Advertising,” *AI Impacts on Branded Entertainment and Advertising*, pp. 24, 2025, doi: 10.4018/979-8-3693-3799-8.ch015.

2024

6. M. Dakhore, **R. D. Jenifer**, M. D. Shamout, N. Anute, W. G. P. A. Hidayat, and H. Tannady, “The Application of Time Series Forecasting to Financial Risk Management,” in *Proc. ICCCNT*, 2024, doi: 10.1109/ICCCNT61001.2024.10725122.

7. K. Sathiyamurthi, L. Anitha, **D. J. Rajendren**, and R. J. Pandian, “Predictive Analytics for Budgeting and Management Using Deep Learning Techniques,” in *Proc. 2024 IEEE International Conference on Computing, Power and Communication Technologies (IC2PCT)*, Feb. 2024, doi: 10.1109/IC2PCT60090.2024.10486748.

8. N. Suraj, A. Nanjundaswamy, S. G. Kanchan, and **D. J. Rajendren**, “Do Corporate Renewable Energy Initiatives Influence Sustainable Development?” in *The AI Revolution: Driving Business Innovation and Research*, pp. 339–353, May 2024, doi: 10.1007/978-3-031-54379-1_30.

II. OTHER PEER-REVIEWED JOURNALS

2023

9. K. Priya, T. Balasubramanian, S. K. Das, and **D. J. Rajendren**, “Improved and Efficient Face Identification System for E-Attendance Using Machine Learning Algorithm and Hybrid Haar Cascade Classifier,” *Eur. Chem. Bull.*, vol. 12, Special Issue 8, pp. 5241–5261, 2023.

10. D. J. Rajendren, R. Mukherjee, P. Singh, S. Pal, and V. Bajaj, “Exploring sustainable practices in supply chain management with special reference to transportation and packaging,” *Samdarshi*, vol. 16, no. 5, pp. 772–779, Oct. 2023, ISSN: 2581-3986.

2017

11. R. D. Jenifer and G. P. Raman, “Chinese and Indian Middle Level Employees: A Study on Cross Cultural Competencies,” *FOCUS: Journal of International Business*, vol. 4, no. 1, Jun. 2017, doi: 10.17492/focus.v4i01.9540.

12. R. D. Jenifer and G. P. Raman, “Cross cultural competence among middle management employees in a footwear company in China,” *International Journal of Business and General Management (IJBGM)*, vol. 6, no. 4, pp. 83–90, Jun.–Jul. 2017.

13. R. D. Jenifer and G. P. Raman, “Cross cultural competence: An essential skill for employees in MNCs today,” *IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)*, vol. 5, no. 11, pp. 167–172, Nov. 2017.

2015

14. R. D. Jenifer and G. P. Raman, “Cross cultural communication barriers in workplace,” *International Journal of Management (IJM)*, vol. 6, no. 1, pp. 348–351, Jan. 2015.

2014

15. R. D. Jenifer, “Cross cultural competence in multinational corporations,” *International Research Journal of Management & Humanities*, vol. 2, no. 2, Sep. 2014, pp. 424–425.

III. PUBLISHED BOOKS AND BOOK CHAPTERS

Books

16. Managerial Behaviour & Effectiveness, co-authored by Prof. Ravikumar N. & **R. Delecta Jenifer**, Thakur Publishers, ISBN: 9789351631057.

Book Chapters (2025)

17. Dr. Delecta Jenifer Rajendren & Pavithra S., “The role of financial literacy in management and decision making: A Theoretical Perspective,” in *AI Innovations and Economic Shifts: A Management Perspective*, pp. 341–343, 2025.

18. Dr. Delecta Jenifer Rajendren, “A Study on digital penetration over traditional advertising,” in *AI Innovations and Economic Shifts: A Management Perspective*, 2025.

19. D. J. Rajendren, “Reimagining legal service operations: A conceptual framework for applying lean principles in professional service firms,” in *AI Innovations and Economic Shifts: A Management Perspective*, pp. 336–339, 2025.

20. D. J. Rajendren and K. Shanmuga Sundaram, “Reimagining legal service operations: A conceptual framework for applying lean principles in professional service firms,” in *AI Innovations and Economic Shifts: A Management Perspective*, pp. 331–335, 2025.

21. D. J. Rajendren and P. Pavithra, “Conceptual model for GST compliance in private companies: A case study on Triway Forwarders Pvt. Ltd.,” in *AI Innovations and Economic Shifts: A Management Perspective*, pp. 348–352, 2025.

PATENTS PUBLISHED/GRANTED:

- Artificial Intelligence based electronic tablets for textile industry logistics and supply chain Management on Feb 10 2023
- AI and IOT Enabled performance management system for corporate companies 15th September 2023
- IOT Driven workplace optimization platform for Inventory Management 19th July 2024.
- Real time supply chain visibility platform using block chain and data analytics 31st Jan 2025
- Integrated environmental, social, and governance investment performance prediction 31st Jan 2025

COURSES CERTIFIED:

- Executive Development in Talent Management by XLRI Jamshedpur
- Completed the international educator certification program by IIECP
- Cleared the Certification for Zoho projects
- National Faculty Development program on Block Chain Technology by EXCEL R on 8th to 12th Jan 2024
- National Faculty Development program on Business Analytics by EXCEL R on 5th to 9th 2024

ACHIEVEMENTS AND AWARDS:

- Received the South Asian Regional Countries Brilliance Award by world book of star records– April 2022 at Nepal

- Received Women of Substance award by Hype edge media -Jan22 at Jaipur
- Best Young Researcher award – Grabs Journal April 2018 at Chennai

SPECIAL SESSIONS DELIVERED:

- Acted as resource person for Faculty development program on Stress on 27th May 2023 at Saveetha College of Nursing - Saveetha Institute of Medical and Technical sciences
- Acted as a session expert for Workshop on Entrepreneurship skill, Attitude and Behaviour Development on 24 th January 2024 at Saveetha College of Nursing - Saveetha Institute of Medical and Technical sciences
- Acted as a Resource Person for Faculty Development Programme on Patent Processing filing and Applications held on Feb 7 th 2024 at Saveetha College of Nursing - Saveetha Institute of Medical and Technical sciences
- Served as a session expert on the topic “Converting innovation into startup” conducted by Saveetha college of nursing on by 10 th august 2024
- Served as a session expert for a workshop on the topic “Entrepreneurship and innovations as career opportunities Conducted by saveetha college of nursing on 8 th October 2025

CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:

- Participated in national level workshop on **Pathways to Research in Management** organized by the department of management studies of SCSVMV university, India on April 2014
- Participated in the one-day workshop on” **Data Visualization and its Business Application”** held on March 2015 at the Department of Management studies, University of Madras, India
- Has participated in the one-day workshop on “**Research Methodology”** organized by the department of management studies, SCSVMV University on April 2015
- Participated one day workshop on SPSS and AMOS organized by the department of commerce, shri Krishna Swamy women’s college on Jan 7 2017

PROFESSIONAL MEMBERSHIPS:

- Member of Indian Association of Physiotherapist
- Member of Indian Academic Researchers Association
- Member of National Human Resource Development NHRD Chennai

OTHER DETAILS (If any):

ACOMPLISHED PROJECTS RELATED TO PLACEMENT ACTIVITIES

- Pioneer in organizing an International Job fair in collaboration with Taipei world trade center and TAITRA Chennai on October 13th 2025 at Saveetha Engineering College campus.
- Inaugurated the NHRD student chapter on at Saveetha Engineering college campus on May 17 th 2025.
- Pioneer to co-ordinate with Zoho and organize faculty development program at ZOHO Chennai campus by Zoho trainers for CRM, HRM AND Zoho projects on June 19 th to June 21 2025
- Organized HR conclave on May 17 th 2025 in collaboration with NHRD Chennai Chapter
- Co-ordinated with Zoho for student’s certification for Zoho products – CRM, HRM AND Projects

- Co-ordinated with Pouchen group Taiwan, for their Indian plant 's internship and MOU signing process

REVIEWER FOR FUNDING AGENCY:

- Served as external evaluator for social science sand research council of Canada for the 2024 insights grants competition.
- Served As a guest speaker for the SIETAR Europa's DEIB Learning series "Advancing Equity and empowering people for systemic progress 30th may 2024

- **REVIEWER AND EXPERT MEMBER:**

- Contributed as **Technical Programme Committee Member and Reviewer** in the 2nd international conference on Advances In Smart Computing and Information Security (ASCIS 2023) at Marvadi University, Rajkot, Gujarat during December 7-9 2023
- Contributed **as an Expert Member of** 3rd international conference on Information and Communication Technology in Business, Industry, and Government, (ICTBIG-2023) organized by Symbiosis University of Applied Sciences Indore associated with UNESCO Chair on secure High-Performance Computing for Higher Education and research, Nambia University of Science and Technology held during 8th to 9th December 2023
- **Reviewed the paper** A study on brand preference of small cars among consumers in Chennai city in India for the international conference on multidisciplinary research 2024 on "sustainability, Innovation, and Transdisciplinary Research for Tomorrow's challenges" by center for multidisciplinary research, Eastern University, Sri Lanka in collaboration with Tamil Nadu Teachers education University, and ESN Publications, India on 23rd January 2024
- **Reviewed the paper** A study on brand preference of small cars among consumers in Chennai city in India for the international conference on multidisciplinary research 2024 on "sustainability, Innovation, and Transdisciplinary Research for Tomorrow's challenges" by center for multidisciplinary research, Eastern University, Sri Lanka in collaboration with Tamil Nadu Teachers education University, and ESN Publications, India on 23rd January 2024
- **Reviewed the paper** "The study on urgency of addressing climate change" for the international conference on multidisciplinary research 2024 on "sustainability, Innovation, and Transdisciplinary Research for Tomorrow's challenges" by center for multidisciplinary research, Eastern University, Sri Lanka in collaboration with Tamil Nadu Teachers education University, and ESN Publications, India on 23rd January 2024
- **Reviewed the paper** "Human Resource Management, Personal, People at work Manpower, Staff Employees" for the international conference on multidisciplinary research 2024 on "sustainability, Innovation, and Transdisciplinary Research for Tomorrow's challenges" by center for multidisciplinary research ,Eastern University ,Sri Lanka in collaboration with Tamil Nadu Teachers education University, and ESN Publications ,India on 23rd January 2024
- Reviewed the paper The Impact of Employee's Perception towards Performance Appraisal on their Work Outcomes A Study among the Executive Officers in Higher Educational Institutions/Institutes under the University Grants Commission, Sri Lanka, international Conference on Multidisciplinary Research (ICMR) to be held in Hybrid mode at Eastern University, Sri Lanka in January 2025
- Reviewed the paper on Self-Checkout Systems for Supermarkets in Western province Sri Lanka: Customer perception & Factors influence to use self-checkout systems

international Conference on Multidisciplinary Research (ICMR) to be held in Hybrid mode at Eastern University, Sri Lanka in January 2025

- Reviewed the paper on assessing public awareness of the right to information act: a case study of the vakarai region international Conference on Multidisciplinary Research (ICMR) to be held in Hybrid mode at Eastern University, Sri Lanka in January 2025
- Reviewed the paper on job satisfaction and organizational citizenship behavior of employees in selected banks in the Trincomalee region of Sri Lanka in Jan 2025
- Reviewed a paper in the 4 th international conference on “Advancements in Smart Computing & Information Security (ACIS,2025) organized by the Faculty of computer applications ,Marvadi University ,Rajkot ,Gujarat in collaboration with springer ,GUJCOST & DST
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