

ESSENTIAL FACULTY PROFILE INFORMATION

1. Professional Photograph



2. Basic Information

- Full Name: Dr. U. Bala Aiswarya
- Designation: Assistant Professor (OG)
- Department: Department of Management Studies (DoMS)
- Employee ID: TSBA099
- Years of Teaching Experience: 2
- Industry Experience (if any): None

3. Educational Qualifications: B.E., M.B.A., UGC NET, Ph.D.

4. Areas of Specialization: HR, Marketing and Analytics

5. Research Profile

Include:

- Research Interests: Workplace sustainability and consumer behaviour
- Number of Publications: 3
- Books/Book Chapters Published: None
- Patents (if any): None
- Funded Projects: None
- Consultancy Activities: None

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID: 59238212500
- ORCID ID: 0000-0002-5368-9580

- Google Scholar Profile: [U. Bala Aiswarya - Google Scholar](https://scholar.google.com/citations?hl=en&user=CyOEesMAAAAJ) (https://scholar.google.com/citations?hl=en&user=CyOEesMAAAAJ)
- Web of Science Researcher ID: KBD-0752-2024
- Vidwan Profile: NA
- LinkedIn Profile: www.linkedin.com/in/bala-aiswarya

7. Contact Information

- Official College Email ID: balaaiswaryau@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume: Attached

9. Academic Contributions

- Subjects Handled: Principles of Management, Research Methodology, Organizational Behaviour, International Business, Marketing Management and Business statistics.
- Conference Presentations
 - Presented a paper titled “Sustainability Integrated Curriculum and its Impact on Students – An Empirical Study” at the “International Conference Sustaining a Competitive Edge in the Changing Global Scenario” organised by Christ - Deemed to be University.
 - Presented a paper titled “A comparative analysis of Green buying behaviour among Millennials and Generation Z” at the International Conference “14th International Conference on Reimagining Business Dynamics through Digital Transformations in Disrupted World-IMSICON 2023” organised by IMS Ghaziabad.
 - Presented a paper titled “Crossing generations: The role of Environmental Responsibility and social media shaping Gen X and Y Green buying behaviour” at 17th NASMEI International Marketing Conference 2023 Organized by Great Lakes, Chennai.
- FDPs/Workshops Attended:
 - Completed AICTE Training and Learning (ATAL) Academy Online Advanced FDP on "Workshop on Advanced Research Methodology" at Government of Maharashtra Sydenham Institute of Management Studies, Research and Entrepreneurship Education.
 - Completed AICTE Training and Learning (ATAL) Academy Faculty Development Program on "Data Analysis using SPSS", organized by Mahatma Gandhi University, Nalgonda.

- Completed AICTE Training and Learning (ATAL) Academy Faculty Development Program on "Advancement in Management and Research", organized by Gautam Buddha University, Delhi NCR.
- NASMEI Doctoral Workshop on Consumer Behaviour (CB), conducted by Great Lakes Institute of Management, Chennai.
- FDPs/Workshops Conducted: NA
- Guest Lectures Delivered: NA

10. Membership in Professional Bodies

11. Awards and Recognitions

- Silver medalist at SRM research day 2023
- Received the best paper award at Sangamam SRM conference.

12. Research Metrics Dashboard

Display:

- Total Publications: 03
- Scopus Publications: 03
- Citation Count: 14
- h-index: 2
- i10-index: 1

13. Current Responsibilities: NA

14. Recent Activities (Dynamic Section)

Show latest:

- Publications
 - Aiswarya, U. Bala, R. M. Harindranath, and Praseeda Challapalli. "Social media information sharing: is it a catalyst for green consumption among gen X and gen Y cohorts?." Sustainability 16:14 (2024): 6011. (Scopus - Q1, Web of Science, Anna University Annexure list).
 - Aiswarya, U. B., and K. Manivel. "Turning Green Training into Advocacy: A Stimulus-Organism-Behaviour-Consequence Framework to Workplace Sustainability." International Journal of Training and Development 30:2 (2026) 149–165. (Scopus - Q2, Web of Science, ABDC-'C' category, ABS: 2).
 - Aiswarya, U. B., & Manivel, K. (2025). Green Human Resource Management and Organizational Citizenship Behavior: The Influence of Eco-Friendly

Lifestyle and Organizational Commitment. International Journal of Accounting and Economics Studies, 12(5), 583-595. (Indexed in Scopus)

- Conferences

- Presented a paper titled “Sustainability Integrated Curriculum and its Impact on Students – An Empirical Study” at the “International Conference Sustaining a Competitive Edge in the Changing Global Scenario” organised by Christ - Deemed to be University.
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- FDPs :

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- Guest Lectures: NA

- Awards:

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- Received the best paper award at Sangamam SRM conference.

- Consultancy Projects: NA
- students to connect management theories with real-world business challenges.