

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

Dr. Jainab Zareena S

Assistant Professor

Department of Management Studies

TSBA078

Years of Teaching Experience: 8 years and 7 months

3. Educational Qualifications: MBA, PhD

4. Areas of Specialization: HRM & Marketing Management

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. S. Jainab Zareena, MBA, PhD, is an Assistant Professor with over eight years of teaching experience and industry exposure, specializing in Human Resource Management and Marketing Management. As a dedicated researcher and academician, she has made notable contribution to the fields of management and interdisciplinary research. She has authored 5 Scopus-indexed journal publications, 4 Scopus-indexed conference papers, 5 Scopus-indexed book chapters, and 16 peer-reviewed journal articles. Her research focuses on emerging areas such as artificial intelligence, HR analytics, digital marketing, employability, and entrepreneurship. With a multidisciplinary approach, she continuously explores new and evolving domains of research, reflecting her broad academic interests and commitment to innovation.

She has made notable contributions to innovation and intellectual property development. She has been granted one design patent and has published seven patents in areas including stock trend prediction, project management systems, and human resource management. In addition to her research contributions, she has delivered guest lectures and served as a Session Chair at international conferences, including the 6th International Conference on Modern Management based on Big Data 2025, held in Hong Kong, and the 5th International

Conference on Modern Management Based on Big Data (MMBD 2024), China. She also serves as a reviewer for reputed academic journals, including the Bulletin of Science, Technology & Society (SAGE Publications).

She is a Lifetime Member of the National Institute of Personnel Management (NIPM), the Commerce and Management Association of India (CMAOI), and the AI-ML Innovative Entrepreneurs and Engineers Association (AMIEE), demonstrating her active engagement with professional and academic communities.

6. Professional Identifiers

- Scopus Author ID: 57216939838
- ORCID ID: 0000-0002-2493-8138
- Google Scholar Profile:
https://scholar.google.com/citations?user=OTs_ohYAAAAJ&hl=en&oi=ao
- Web of Science Researcher ID: JXM-1327-2024
- Vidwan Profile: 542268
- LinkedIn Profile: <https://www.linkedin.com/in/dr-jainab-zareena-0754aa109>

7. Contact Information

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

8. Updated Resume/CV

- Downloadable PDF Resume – **Attached with mail**

9. Academic Contributions

- **Subjects Handled** – Marketing Management, Legal aspects of business, Strategic management, Human Resource Management, Consumer Behaviour, AI for Modern Marketing.
- **Conference Presentations (2022 – 2026)**
 - Presented a paper titled, '*How customers perceive AI-Enabled Fashion Apps: Insights into User Experience and Expectations*' at International Conference on Contemporary Issues in Emerging Markets conducted during 24-25 April 2026 at **Indian Institute of Management (IIM) Bodhgaya** in collaboration with Peoples' Friendship University of Russia.

- Presented a paper titled, '***Student-LED Digital Ventures fostering entrepreneurship and innovation***' in National Conference on Empowering Tribes with Digital Entrepreneurship on February 13, 2025 organized by **SRM Institute of Science and Technology, Chennai**.
- 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**.
- 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.
- 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**.
- 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**.
- 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**.
- 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**.
- 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**.
- 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**.

FDPs/Workshops Attended (2024 – 2026):

- Participated and completed AICTE (ATAL) Academy FDP on “Stress Management and Productivity Enhancement” at school of Technology from 09.02.2026 to 14.02.2026.
- Participated in the one-week FDP on “AI tools for teaching, research and academic writing held from 6th – 10th April 2026, organized by AMIEE Association & CMAOI Association in collaboration with University Institute of Engineering and Technology, Panjab University, Chandigarh.
- Participated and completed AICTE (ATAL) Academy FDP on “Next-Gen Business Intelligence: Leveraging AI and Machine learning for transformational growth” at Institute of Management Studies from 24.11.2025 to 29.11.2025.
- Participated and completed AICTE (ATAL) Academy FDP on “Deep learning for computer vision” at Tripura Institute of Technology from 03.11.2025 to 08.11.2025.
- Participated in the one-week FDP on “Artificial Intelligence for Research, Innovation, and Societal Impact” organized by Padmabhooshan Patil Institute of Technology, Budhgaon in collaboration with AMIEE Association from September 08 to 12, 2025.
- Attended a five-day online FDP on “Innovative Teaching and Learning Pedagogy” organized by Edifice Education and Research Academy (MSME Registered) from September 08 to 12, 2025.
- 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.

- **Guest Lectures Delivered**

- Delivered a session on the topic, ***'The Road Ahead: Responsible AI for a better tomorrow' for the One-Week FDP*** on Artificial Intelligence for Research, Innovation, and Societal Impact, organized by Padmabhooshan Vasantraodada Patil Institute of Technology Budhgaon, Maharashtra in collaboration with the AMIEE Association from September 8 to 12, 2025.
- 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 08.08.2023.
- 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 Teresa 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.

10. Membership in Professional Bodies

- 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.

11. Awards and Recognitions

- **Best Faculty Awards**
 - Recipient of Sarvepalli Dr. Radhakrishnan Award for Best Faculty, bestowed on September 5, 2024 organized by Sri Karunanandar Charitable Trust, Tamil Nadu.
- **Research Excellence Awards**
 - 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.
- **Appreciation Certificates**
 - Honoured with the prestigious title of "Innovation Ambassador" by Institution's Innovation Council, Ministry of Education, Government of India in 2021.
- **Academic Achievements**

- Serve as one of the reviewers for the Journal, 'Bulletin of Science, Technology, and Society' © SAGE Journals.
- Contributed as a Peer Reviewer at the 6th International Conference on Modern Management based on Big Data, held in Hong Kong from July 7 to 9, 2025.
- 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.

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications: 30
- Scopus Publications: 14
- Scopus-Indexed Journal Publications: 5
- Scopus-Indexed Conference Proceedings Papers: 4
- Scopus-Indexed Book Chapters: 5
- Peer-Reviewed Journal Publications: 16
- Citation Count: 41 (google scholar) 7 (Scopus)
- h-index: 5 (Google Scholar), 2 (Scopus)
- i10-index: 1 (Google Scholar)

13. Current Responsibilities

- Student Event Coordinator
- MBA Reading Room Coordinator

14. Recent Activities (Dynamic Section)

Show latest:

- **Publications**
- Zareena, J. (2026). An empirical study of AI and its adoption in manufacturing and health care sector in India. In *AIP Conference Proceedings* (Vol. 3345, No. 1, p. 020179). AIP Publishing LLC. **(SCOPUS indexed)**.

- Zareena, J. (2026). Work-life imbalance of IT employees: A study on the effectiveness of AI-powered predictive analytics. In *AIP Conference Proceedings* (Vol. 3345, No. 1, p. 020180). AIP Publishing LLC. **(SCOPUS indexed)**.
- Zareena, J. (2025). Student Innovators and Digital Entrepreneurship. *Global Business Transformation: Innovation, Technology, and Sustainability*, Vol. 1 (1), pp. 105. DOI: 10.1201/9781003480853. **(SCOPUS indexed)**.
- Zareena J S., S. Catherine, Nidhi Gupta, E. Gopi, R. Swadhi (2025). Enhancing patient engagement and outcomes through digital transformation: Machine learning in medical marketing. *Impact of Digital Transformation on Business Growth and Performance*, IGI Global, pp. 285 – 312. DOI: 10.4018/979-8-3693-9783-1.ch011. **(SCOPUS indexed)**.
- Zareena, J., Devi, N. S., Sandhya, P., Kamaraj, R., Sridevi, V., & Srinivasan, C. (2025). Robotics-Assisted Plastic Waste Recovery for River and Shoreline Cleanup Operations. In *2025 6th International Conference on Electronics and Sustainable Communication Systems (ICESC)* (pp. 129-134). IEEE. **(SCOPUS indexed)**.
- Zareena, J. (2025). An Empirical Study on Cloud Computing Services in IT Industry. *Humanities and Social Science Studies*, Vol. 14 (1), pp. 11 – 14. UGC Care Approved, Group I.
- 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.
- 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.

- **Conferences – 10 (2022 – 2026)**
- **FDPs - 11 (2024 – 2026)**
- **Guest Lectures: 12**