

## ACADEMIC PROFILE

Name : **DR. N. SARANYA DEVI**  
Designation : Assistant Professor  
School of Management Studies,  
Tamil Nadu Open University, Chennai.  
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### ACADEMIC QUALIFICATION

- **Master of Business Administration (M.B.A)** - N.M.S.S.Vellachamy Nadar Collage, Madurai Kamaraj University, Madurai.
- **Master of Philosophy (M.Phil)** - Department of Management Studies, Madurai Kamaraj University, Madurai.
- **Doctor of Philosophy (Ph.D)** - Department of Management Studies, Madurai Kamaraj University, Madurai.

### FELLOWSHIP

- Awarded by the **National Testing Service Doctoral Fellowship for 2008-2009**, Central Institute of Indian Languages, (Ministry of Human Resource Development, Department of Higher Education, Government of India) Manasagangotri, Mysore-570006.

### WORK EXPERIENCE

- January 2014 – Still Assistant Professor, School of Management Studies, Tamil Nadu Open University, Chennai 15.

## ARTICLES PUBLISHED IN JOURNALS

1. *Dr.N.Saranya Devi* **Teaching Innovative Methods for Managerial Skills Development in Management Studies**, International Journal of Exclusive Management Research, April 2014, Print: ISSN:2249-8672, Online: ISSN 2249-2585 pp.111-115.
2. *Dr.N.Saranya Devi* **A Study on Recruitment Agencies role on today's Talent Hunting**, International Journal of Research in IT and Management (IJRIM), <http://euroasiapub.org>, vol.7, Issue 5, May-2017, pp.9-14, ISSN (o): 2231-4334 | ISSN (P): 2349-6517 | Impact Factor:6.505 | Thomson
3. *Dr.N.Saranya Devi* **Analyzing Applicant's Attraction through Social Networks from Recruit and Recruited Perspective**, International Journal of Business Intelligence & Innovation, Special Issue Volume 2, August 2017, ISSN 23484705,pp- 99-102.
4. *Dr.N.Saranya Devi* **Personalised Learning Strategy in Open and Distance Education**, Shanlax International Journal of Education, Volume 6, Special Issue 1, February 2018, ISSN: 2320-2653, Impact factor 3.008, pp. 30-34.
5. *H.Hari Harasudha & Dr.N.Saranya Devi* **CSR- Phenomenon and consequences of food waste in restaurants**, M-Infiniti, Journal of Management, A Double Blind Peer-Reviewed Journal, Vol.12, Special Issue - 3, March-April 2018, ISSN: 0973-7197 Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai. (Co-Author).
6. *Dr.N.Saranya Devi* **Analysis of Employability Skills of Undergraduate Engineering Students in view of Employers Perspectives**, International Journal of Research in IT and Management (IJRIM), <http://euroasiapub.org>, vol.8, Issue 12, December -2018, ISSN (o): 2231-4334 | ISSN (P): 2349-6517 | Impact Factor:6.505, pp. 25-29.
7. *H.Hari Harasudha & Dr.N.Saranya Devi* **Dynamics of Corporate Social Responsibility concerning environmental sustainability to Swacch Barath**,

International Journal of Research, Volume VIII, Issue V, May-2019, ISSN NO: 2236-6124, Impact Factor: 5.7, pp. 1959-1967, (Co-Author).

8. *Dr.N.Saranya Devi* **The province of Human Resources in acquiring competitive Advantage at Sri Foundation- Chennai**, Journal of Emerging Technologies and Innovation Research, Volume 6, Issue 6, June, 2019, ISSN : 2349-5162. Impact Factor 5.87, pp. 935-942.
9. *Dr.N.Saranya Devi* **Social Networking Crimes: A Conceptual Analysis on the Rising Problem**, Asian Journal of Applied Science and Technology, Volume 3, Issue 3, July-September 2019, ISSN: 2456-883X, Impact Factor: 1.805, pp.146-150.
10. *Dr.N.Saranya Devi* **An Security of Stock Exchange Performance and Economic Growth**, The International Journal of Analytical and Experimental Modal Analysis, Volume : XII, Issue : II, February – 2020, ISSN: 0886-9367, Impact Factor: 6.3, pp. 2052-2066.
11. *Dr.N.Saranya Devi* **Human Recourse Management Practices: During Pandemic Situation**, Journal of Critical Reviews, ISSN: 2394-5125, VOL 7, Issue 9, 2020, (<http://www.jcreview.com/?mno=125659>), Scopus Indexed Journal.

## BOOKS PUBLISHED

- **Shipping Business** (SLM for CERTIFICATE IN LINER SHIPPING AND FREIGHT FORWARDING / DIPLOMA IN CUSTOMS CLEARANCE AND FORWARDING), 2017, Tamil Nadu Open University, Chennai 15.
- **Liner Shipping**, (SLM for CERTIFICATE IN LINER SHIPPING AND FREIGHT FORWARDING / DIPLOMA IN CUSTOMS CLEARANCE AND FORWARDING) 2017, Tamil Nadu Open University, Chennai 15.
- **Logistics Information Systems**, (SLM for MBA Logistics Management) 2018, Tamil Nadu Open University, Chennai 15.

- **Warehouse and Contract Logistics Management**, (SLM for MBA Logistics Management)) 2018, Tamil Nadu Open University, Chennai 15.

## CHAPTER / BOOK PUBLICATION DETAILS

- *H.Hari Harasudha & Dr.N.Saranya Devi* Chapter: 3, Role of Artificial Intelligence in Education: Proposed Research Framework, Smart Technologies for Sustainable Development, ESN Publications, First Edition 2020, ISBN:978-93-90188-08-6, pp. 26-32.

## ARTICLES PUBLISHED IN THE CONFERENCE PROCEEDINGS

- 1. Global Warming and its Effect on Business**, Department of Management Studies, N.M.S.S.Vellaichamy Nadar College, Madurai, Symphony 29<sup>th</sup> September 2006, pp.15&16.
- 2. The reasons for Attrition and Retention Strategies followed by IT-ITES Sector, FLEDGLING-M**, Department of Management Studies, SKR Engineering College, October 2009, pp. 129 – 133.
- 3. A Study on the Family Owned Business Growth and Development in India**, National Conference on “Management Research in a Changing Climate” - MRCC 2014, Department of Management Studies, Easwari Engineering College, Chennai, Tamilnadu, **October 17<sup>th</sup>, 2014**.
- 4. Managerial Skills – Expectation of Executives and Importance given by Faculties**, A Two Day International Conference on Enhancing Excellence, Equity and Efficiency in Higher Education, School of Education, Tamilnadu Open University, Chennai, India, 7<sup>th</sup> and 8<sup>th</sup> November, 2015.
- 5. Quality of Open and Distance Learning in Management Studies**, Proceedings of XX IDEA Annual Conference on Empowering India through Open and Distance Learning: Breaking down Barriers, Building Partnership and Delivering

Opportunities, April 23-25, 2015, Tamilnadu Open University, India. ISBN:978-93-81830-89-5, pp.379-382.

- 6. A Study on the Relationship between Emotional Intelligence and Emotional Maturity among Higher Secondary Students Madurai District**, International conference on Transformation for Business Sustainability : Issues & Strategies (ICTBS - 2016), February 26<sup>th</sup> & 27<sup>th</sup> , 2016, School of Management Studies, Kongu Engineering College, Perundurai, ISBN: 978-93-85477-56-0, pp-74-75.
- 7. Performance of MSME in Woman Entrepreneurial Development in India**, One day National Seminar on ‘MSME in India: Challenges & Opportunities’, Department of Economics, Commerce and Management, Bharathidasan University Constituent Arts & Science College, Tiruchirappalli, 11<sup>th</sup> March 2016, ISBN: 978-93-83213-13-9, pp-42-46.
- 8. A study on the Attitude towards integrating ICT in teaching learning process among college teacher’s in Madurai District**, Fourth International Conference on Contemporary Issues in Engineering, Management, Information Technology & Life Sciences, 11<sup>th</sup> November 2016, Nehru College of Management & Siam Tecnology College, Bangkok, ISBN: 978-81-90917-7-7, pp-268-274.
- 9. A Study on review of Employee burnout in mental health Services**, Fourth International Conference on Contemporary Issues in Engineering, Management, Information Technology & Life Sciences, 11<sup>th</sup> November 2016, Nehru College of Management & Siam Tecnology College, Bangkok, ISBN: 978-81-90917-7-7, pp- 236-243(Co-Author).

## **PAPERS PRESENTED IN THE SEMINARS/CONFERENCES**

- 1. Informational Globalization, National Conference on Globalization & Current Trends in Linguistic Studies**, Department of Linguistics, Bharathiar University, Coimbatore, 24-25<sup>th</sup> January 2007.

2. **Globalization: Impact on Indian Economy, National seminar on Impact of Globalization on Indian Business and Culture**, Department of Business Administration, Mannar Thirumalai Naicker College, Madurai, 5<sup>th</sup> January 2008.
3. **Managerial Skills Expected by Corporates, International Seminar on Global Business Climate – Impact in India**, Department of Management Studies, Annai Mathammal Sheela Engineering College, Erumapatty, 9<sup>th</sup> October 2009.
4. **The reasons for Attrition and Retention Strategies followed by IT-ITES Sector**, National Level Conference on Strategem to Contend the Global Cutthroat Milieu, Department of Management Studies, SKR Engineering College, Chennai, 22<sup>nd</sup> October 2009.
5. **Commodisation of Women in Advertisement and Media**, National Conference on Advanced Statistical Data Analysis for Business Intelligence, Department of Business Administration, Kalasalingam University, Krishnankoil, 4<sup>th</sup> & 5<sup>th</sup> November 2009.
6. **Testing Communication Skills in Management Students**, The Seminar on Recent Trends in Language Testing, Centre for Testing and Evaluation, CIIL, Mysore, and Department of Linguistics, Madurai Kamaraj University, Madurai, 15<sup>th</sup> & 16<sup>th</sup> March 2011.
7. **A Study on the Family Owned Business Growth and Development in India**, National Conference on “Management Research in a Changing Climate” - MRCC 2014, Department of Management Studies, Easwari Engineering College, Chennai, Tamilnadu, **October 17<sup>th</sup>, 2014**.
8. **Managerial Skills – Expectation of Executives and Importance given by Faculties**, A Two Day International Conference on Enhancing Excellence, Equity and Efficiency in Higher Education, School of Education, Tamil Nadu Open University, Chennai, India, 7<sup>th</sup> and 8<sup>th</sup> November, 2015.
9. **Quality of Open and Distance Learning in Management Studies**, XX IDEA Annual Conference on Empowering India through Open and Distance Learning:

Breaking down Barriers, Building Partnership and Delivering Opportunities, April 23-25, 2015, Tamilnadu Open University, India.

- 10. Economic Impact and Development of Travel and Tourism Industry in India**, 5<sup>th</sup> International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, 19<sup>th</sup> February 2016.
- 11. A Study on the Relationship between Emotional Intelligence and Emotional Maturity among Higher Secondary Students Madurai District**, International conference on Transformation for Business Sustainability : Issues & Strategies (ICTBS - 2016), February 26<sup>th</sup> & 27<sup>th</sup> , 2016, School of Management Studies, Kongu Engineering College, Perundurai, ISBN: 978-93-85477-56-0, pp-74-75.
- 12. Performance of MSME in Woman Entrepreneurial Development in India**, One day National Seminar on ‘MSME in India: Challenges & Opportunities’, Department of Economics, Commerce and Management, Bharathidasan University Constituent Arts & Science College, Tiruchirappalli, 11<sup>th</sup> March 2016, ISBN: 978-93-83213-13-9, pp-42-46.
- 13. Analyzing Applicant’s Attraction through Social Networks from Recruit and Recruited Perspective**, International conference on Interdisciplinary Innovation in Business Management & Tecnology(IIBMT), Department of Commerce & Management Studies, Annai Veilankanni’s College for women, Chennai, 10<sup>th</sup> August 2017, Special Issue Volume2, August 2017, ISSN 23484705,pp- 99-102.
- 14. Personalised Learning Strategy in Open and Distance Education**, Shanlax International Journal of Education, Two day National Conference on Quality Education for All – A Search for Identity, Thiagarajar College of Preceptors, Madurai, 20<sup>th</sup> & 21<sup>st</sup> December, 2017.
- 15. CSR- Phenomenon and consequences of food waste in restaurants**, AIMS Regional Conference on “Management Practices for Sustainable Development”, M-Infiniti, Journal of Management, A Double Blind Peer-Reviewed Journal,

Vol.12, Special Issue - 3, March-April 2018, ISSN: 0973-7197 Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai.

**16. Dynamics of Corporate Social Responsibility concerning Environmental Sustainability to SWACCH BHARATH**, ICSSR Sponsored Two Day National Seminar on " Environment and Sustainable Development through SWACHH BHARAT Mission - ESDTSBM-2018", Department of Economics, GTN Arts College, Dindigul, 1<sup>st</sup> & 2<sup>nd</sup> August, 2018.

**17. The Mediating role of Self factors on relationship between Corporate Social Responsibility & Employee Commitment**, International Conference on "Advancements in technology, Business and Management," School of Management Studies , Sathyabama Institute of Science and Technology, Chennai, 27<sup>th</sup> - 29<sup>th</sup> March, 2019.

**18. An Analysis of Motivational Strategies to Increase Employment Skills among B School Students**, International conference on “ Transformation in Industry in an Era of Digitalization: Challenges and Opportunities”, PG & Research Department of Commerce, Guru Nanak College, Chennai, 28<sup>th</sup> September, 2019.

**19. Effect of Inclusive Leadership on Employee Green Behavior with Mediating Effect of Perceived Organizational Support**, 7<sup>th</sup> PAN IIM World Management Conference 2019 on Public Policy & Management Emerging Issues, Indian Institute of Management, Rohtak, Haryana, 11<sup>th</sup> -14<sup>th</sup> December, 2019.

## **PARTICIPATION IN THE SEMINARS/CONFERENCES/ WEBINAR**

**1. One Day Conference on “Benchmarking Quality Parameters of Research Programmes ”**, Rashtriya Uchchar Shiksha Abhiyan (RUSA), State Project Directorate, Government of Tamil Nadu, Dote Campus, Chennai, Held at Hotel Ramada Plaza, Chennai, 15<sup>th</sup> October 2019.



2. **An Interactive Webinar on “Quantifying the Quality of Research”**, enfolded by Dr. Hiran Patel, 15.05.2020 to 17.05.2020.
3. **National Webinar on “Exploring SWAYAM”**, NKT Centre of Excellence, N.K.T. National College for Women, Tamil Nadu, 23<sup>rd</sup> may 2020.
4. **International Webinar on Towards Excellence in Qualitative Research in Social Sciences**, Tamil Nadu Open University in Collaboration with Meston College of Education, 28<sup>th</sup> May 2020.
5. **Webinar on “Women: Back to Traditional Role”**, Women Development Cell of Annammal College of Education for Women, Thoothukudi & The Department of Women Studies, Bharathidasan University, Khajamalai Campus, Trichy, 3<sup>rd</sup> June 2020.
6. **Two Days National Level Faculty Development Programme on “Open Educational Resources”**, Tamil Nadu Open University, Chennai in Collaboration with Annammal College of Education for Women, Thoothukudi, 4<sup>th</sup> & 5<sup>th</sup> June 2020.
7. **National Level Webinar on “Stock Market Investment : Beat the Bitter returns”** , S.I.V.E.T. College, Chennai, 26<sup>th</sup> June 2020.
8. **National Level Webinar on “Self Transformation”**, PG & Research Department of Commerce and IQAC, Government Arts College, Salem, 29<sup>th</sup> June, 2020
9. **National Level Webinar on “Google Forms and Meet : Do’s & Dont’s”**, PG & Research Department of Commerce and IQAC, Government Arts College, Salem, 29<sup>th</sup> June, 2020.

### **WORKSHOP / TRAINING / ORIENTATION PROGRAMME ATTENDED**

1. Workshop on Preparation of Testing Tools for Language Communication at Undergraduate Level, Department of Extension and Career Guidance, Bharathiar University, Coimbatore, 9<sup>th</sup> - 11<sup>th</sup> March 2009.

2. National Level Training Programme for Doctoral Students on Testing and Evaluation, Department of Linguistics, Madurai Kamaraj University, Madurai, 22<sup>nd</sup> – 26<sup>th</sup> February 2010.
3. Workshop on Finalization of Glossary of Evaluation Terminology in Tamil , National Testing Service, Central Institute of Indian Languages, Mysore, 5<sup>th</sup> – 9<sup>th</sup> July 2010.
4. Orientation Programme for Students, National Translation Mission, Madurai Kamaraj University, Madurai, 28<sup>th</sup> February to 3<sup>rd</sup> March, 2011.
5. Workshop on Recent Trends in Design/Development of SLM, Tamilnadu Open University, Chennai, 25<sup>th</sup> March 2014.
6. Training Programme on Implementation of National Vocational Education Qualification Framework (NVEQF), Tamilnadu Open University, Chennai, 27<sup>th</sup> March, 2014.
7. Workshop on Development of Self Learning Materials, School of Journalism & New Media Studies, Tamilnadu Open University, Chennai, 1<sup>st</sup> August 2014.
8. Workshop on Teaching the wikipedia in the medium of Tamil, School of Tamil and Cultural Studies, Tamilnadu Open University, Chennai, 17<sup>th</sup> September 2014.
9. Orientation Programme on Item Writing and question Bank Development, School of Tamil and Cultural Studies, Tamil Nadu Open University, Chennai, 15<sup>th</sup> to 17<sup>th</sup> October 2014.
10. UGC Sponsored Orientation Programme, UGC Human Resource Development Centre (HRDC), Madurai Kamaraj University, Madurai, Duration (26.05.2016 to 22.06.2016)
11. UGC Sponsored Refresher Course, UGC Human Resource Development Centre (HRDC) and Regional Centres for Capacity Building(RCCB), University of Madras, Chennai, Duration (22.08.2018 to 11.09.2018)
12. "Research Article writing and plagiarism checking", School of Computer Science, Tamil Nadu Open University, Chennai. (07.02.2019)

- 13.** Faculty Development Program on “Life Skill Development”, Department of Commerce (Accounting & Finance), Woman’s Christian College, Chennai, 5<sup>th</sup> October 2019.
- 14.** Four – day Workshop for the Designing, Developing and Delivering Online Learning Programmes, Centre for Online Learning, Tamil Nadu Open University and Commonwealth Educational Media Centre for Asia, Chennai, Duration (13.11.2019 to 16.11.2019)
- 15.** Three Days Capacity Building Workshop on Adoption and Implementation of Institutional OER Policy, Commonwealth Educational Media Centre for Asia, New Delhi and School of Journalism and New Media Studies, Tamil Nadu Open University, Chennai, Duration (18<sup>th</sup> – 20<sup>th</sup> November 2019)
- 16.** One Day Orientation Programme on “NAAC Accreditation Process for ODL Institutions in India”, Tamil Nadu Open University and Accreditation Council (NAAC), Chennai, 14<sup>th</sup> December, 2019.
- 17.** MHRD, Government of India Sponsored Two Weeks Online Refresher Course (FDP) for Management and Commerce Faculty on E- Learning Resource & Teaching Methodology in Education & Research Development, Sai Ram Engineering College, Chennai, Duration (27<sup>th</sup> April to 9<sup>th</sup> May 2020)
- 18.** Three Days Capacity Building Workshop on E-Content Development using OER and ICT, Commonwealth Educational Media Centre for Asia, New Delhi and School of Journalism and New Media Studies, Tamil Nadu Open University, Chennai, Duration (4<sup>th</sup> – 6<sup>th</sup> May 2020)
- 19.** National Level Online Course on Research Methodology, Department of Business Administration – Shift I, MAR Gregorios College of Arts & Science, Chennai. Duration (19<sup>th</sup> to 23<sup>rd</sup> May 2020)
- 20.** Community University Engagement: Moving towards Engaged Teaching, Research and Service, Code – OC – E – 117, Participatory Research in Asia (PRIA), International Academy, New Delhi, Duration (18<sup>th</sup> to 22<sup>nd</sup> May, 2020)

21. One - Week Online Workshop on “Research Methodologies & Data Analytics Using SPSS & R”, Sanskrithi School of Business, Puttaparthi, Duration (26<sup>th</sup> to 31<sup>st</sup> May, 2020).
22. Two Week Online Workshop on “ Comprehensive E- Learning to E- Training Guide for Administrative Work”, Teaching Learning Centre, Ramanujan College, University of Delhi, Sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching, Duration( May 25 – June 05, 2020)
23. Ten Days International Online Workshop on “Effective Research Methodology”, Tamil Nadu Open University, Chennai and Thiagarajar College of Preceptors, Madurai, Duration (3<sup>rd</sup> June to 12<sup>th</sup> June 2020).

### **ONLINE QUIZ PROGRAMME PARTICIPATED**

1. **Online Quiz Programme for creating awareness on Open and Distance Learning (ODL)**, School of Education, Tamil Nadu Open University, Chennai, Secured Grade ‘A’ on 18.05.2020
2. **Three Days National Level Online Course on “Operations Research” from 18<sup>th</sup> May 2020 to 20<sup>th</sup> May 2020, with the passing score of 72%**, Department of Mathematics, Virudhunagar Hindu Nadar College, Virudhunagar.
3. **Quiz on Know Your Economy**, PG & Research Department of Economics, Holy Cross College, Nagercoil, 22.05.2020.
4. **Online National Quiz on “Awareness on Goods and Services Tax”**, Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai, 26.5.2020, **SCORE: 80%**.
5. **Online National Quiz on “Awareness on banking Aptitude”**, Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai, 29.5.2020, **SCORE: 70%**.

**6. Online International Quiz on “Financial Accounting”,** Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai, 30.5.2020, **SCORE: 65%.**

**7. Online International Quiz on “Marketing Aptitude”,** Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvedakam, Madurai, 31.5.2020, **SCORE: 85%.**

**8. National Level E-Quiz Programme on Management,** Department of Business Administration, Islamiah College, Vaniyambadi, 6.7.2020, **SCORE: 75%.**

### **ORGANISED WORKSHOP / SEMINAR / CONFERENCE**

- Member, Proceedings Publication Committee, Three day IDEA Annual Conference on ‘ Empowering India through Open and distance Learning : Breaking Down Barriers, Building Partnership and Delivering Opportunities’ , Tamil Nadu Open University, Chennai, 23<sup>rd</sup> to 25<sup>th</sup> April 2015.
- Organised one day workshop on ‘Enhancing Quality of Work life: The Role of Soft Skills’, School of Management Studies, Tamil Nadu Open University, 30<sup>th</sup> November 2015.

### **ACADEMIC MEMBERSHIP**

- Board of Studies Member in Government Arts College (MEN), Nandanam.
- Board of Studies Member in Management, School of Management Studies, Tamil Nadu Open University, Chennai.
- Board of Studies Member in Commerce, School of Management Studies, Tamil Nadu Open University, Chennai.

**(N.Saranya Devi)**