



**K.CHITRA**  
**GUEST FACULTY**

## CONTACT

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Thiruverumbur,  
Trichy – 620013

Date of Birth : 12-05-1974

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## ACADEMIC QUALIFICATION

- Doctorate in Philosophy (Ph.D) – 2018  
Adaikalamatha Institute of Management Studies,  
Bharathidasan University, Trichy.
- National Eligibility Test (NET) – 2010
- Master of Philosophy (MPhil) – 2008  
Annamalai University, Chidambaram.
- Master of Business Administration (MBA) – 2005  
Annamalai University, Chidambaram.
- Master of Labour Management (MLM) – 1999  
Madurai Kamaraj University, Madurai.
- Master of Personnel Management and Industrial Relations (PM&IR) – 1997  
St. Joseph's College Trichy, Affiliated to Bharathidasan University, Trichy.
- Bachelor of Business Administration (BBA) – 1995  
Cauvery College Trichy, Affiliated Bharathidasan University.

## TEACHING EXPERIENCE : 11 YEARS 11 MONTHS

Assistant Proffessor, Seethalakshmi Ramasami College, Trichy	2000 – 2012
Head - Department of BBA –	2009 – 2012
Staff - Incharge	
BA/B.Com(Advertising Sales Promotion and Sales Management)	2000 – 2010
Guest Faculty	2019 – till date
Bharathidasan School of Management	
Bharathidasan University, Trichy	

## FUNCTIONAL RESPONSIBILITIES

As Staff incharge - BA/B.Com (Advertising Sales Promotion and Sales Management)

- ✓ Organized and conducted Viva – voice 2000 -2010
- ✓ Internal evaluator for projects guided
- ✓ Arranged for In-plant training and outside Advertise Agencies training.
- ✓ Member in Board of Studies
- ✓ Member in passing Board
- ✓ Organized and conducted seminars / workshops

## AS HEAD OF THE DEPARTMENT BBA (2009 – 2012)

- o Chairman in Board of Studies
- o Member in Placement cell
- o Organized and conducted commission in the year 2009
- o Member in syllabus framing committee
- o Member in Passing Board

## PROJECTS GUIDED

	Completed	Ongoing
o PG	18	-
o UG	11	-

## PROJECTS

Course	Project/ Thesis Title
Ph.D	A Study on effects of Roles Stress among the Employees at BHEL Trichy.
M.Phil	Stress and Coping Strategy – Comparative study Between Men and Women at BHEL Trichy.
M.B.A	A Study on Emotional Intelligence at CETHAR VESSELS Pvt Ltd Trichy.
M.L.M	A Study on Absenteeism in BHEL-SSTP Trichy
MA(PM and IR)	Perception of Executives about Empowering Employees in CHETHAR VESSELS Pvt Ltd Trichy.

## PUBLICATIONS

Inter National		National		Others
Journals	Conferences	Journals	Conferences	Books/Chapters/ Monographs/Manuals
2	2	5		2

## EVENTS PARTICIPATED

Nature of Programmes	International	National	State Level
Seminar	-	8	5
Conferences	2	-	-
Workshops	2	-	-
Webinar	2	-	5

## INTER NATIONAL CONFERENCE

S.no	Paper Title	Presented at
1	Emotional Intelligence the key to a better quality of life and higher productivity	Adaikalamatha Institute of Management, Adaikalamatha college, Vallam, Tanjore. Oct- 2018

2	Applying Emotional Intelligence in Organization - Leadership Effectiveness	Adaikalamatha Institute of Management, Adaikalamatha college, Vallam, Tanjore.. Oct- 2018
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#### NATIONAL LEVEL SEMINAR

<i>S.no</i>	<i>Paper Title</i>	<i>Presented at</i>
1	Intellectual Property Rights Regime in India	Gandhigram Rural Institute – Deemed University – Gandhigram. January 2005.
2	Statutory Control of Water Pollution	Madurai Kamaraj University. Madurai February 2005
3	A Synoptic look on NBFCS (Non Banking Finance Companies) is the Capital Market.	AVVM Sri Pushpam College. Poondi. February 2005
4	Sustainable Agriculture and Rainbow Revolution	PR Group of Institution – PR Institute of management. Vallam. Thanjavur. February 2005.
5	Food Security and distribution Services in the Post Liberalization Era in India.	St.Joseph College. Trichy. December 2005
6	Potentialities of Tourism in India	Seethalakshmi Ramaswami College. Trichy. December 2005.
7	Completion Due to Globalization in MSME	Jamal Mohamed College Trichy February 2012
8	HR Challenges and issues in Banking Sector	Seethalakshmi Ramaswami College. Trichy. December 2010.

#### STATE LEVEL SEMINAR

<i>S.No</i>	<i>Paper Title</i>	<i>Presented at</i>
1.	Technology Utilization through Rapid rural appraisal in the context of Indian Economy.	25 <sup>th</sup> Annual Conference of the Association of Economists of Tamil Nadu. St.Joseph College, Trichy. December 2004.

**SEMINAR ATTENDED**

<i>S.No</i>	<i>Topic</i>	<i>Venue</i>
1	New Trends in Advertising	Srimad Andavar Arts and Science College, Trichy. February 2002.
2	Quest 2002	Sri Sankara School of Management Computer Science, Trichy. March 2002.
3	Regional Workshop on Research Methodology	St.Joseph's College, Trichy. December 2006.
4	Center for Ethics and Human Values	Seethalakshmi Ramaswami College, Trichy. March 2007
5	Kona Kona Shiksha (online mode) CSR program of Kotak Securities Limited	National Institute of Securities Market,  March 2022
6	Faculty Development Programme on Data Analytics (online mode)	Jamal Institute of Management, PG & Research Department of Management Studies, Trichy. 16 <sup>th</sup> to 20 <sup>th</sup> , May 2022.

Publications with ISBN/ ISSN				
Sl.No	Title of the paper	Journal Name	ISSN No	Publications
1.	A study on organizational role stress at BHEL with Special Reference to workers in production department.	International Journal of Management & Social Science Research Review	2349-6738	Peer Reviewed and indexed Journal Volume -1, Issue – 30, December – 2016.
2.	Organizational role stress dimension and coping styles.	International Journal of Multi Disciplinary, Research Review	2395 – 1877	Peer Reviewed and indexed journal Volume – 1, Issues – 22, December – 2016
3.	A study on occupational Stress among Teachers in Thanjavur District.	Ahead International Journal of Recent Research	2456 – 205x	Peer Reviewed and indexed journal Review, Vol- 1, Issue – 6, December – 2016
4.	A study on overall satisfaction and Attitude of employees towards stress in BHEL, Tiruchirapalli	International Journal of Business and Administration Research	2348 – 0653	Peer Reviewed and indexed journal. Volume – 2, Issue – 16, December – 2016
5	Stress Management of employees – A study with reference to oil and natural gas corporation, cauvery Asset, Karaikal.	International Journal of Management & Social Science Research Review	2349 – 6738	Peer Reviewed and indexed journal Volume -1, Issue – 30, December – 2016.

6.	Emotional Intelligence -The key to a better quality of life and higher productivity	International Journal of scientific research in computer science application and management studies.	2319 – 1953	Volume 7, issue 5Sep-2018
7.	Applying Emotional Intelligence in Organization leadership Effectiveness	International Journal of scientific research in computer science application and management studies	2319 – 1953	Volume 7, issue 5Sep-2018

### BEST PAPER AWARD

Applying Emotional Intelligence in Organization - Leadership Effectiveness  
The Paper was presented in the 8<sup>th</sup> International Conference “Smart I” held at Adaikalamatha Institute of Management, Adaikalamatha College, Vallam, Tanjore