



Name: Dr. A. JOY

Qualification: B.E, MBA, M.Phil, PhD, SLET( Management)

Designation: Associate Professor – MBA Department

Years of Experience: UG: PG: 19 years

Area of Specialization: Marketing , Finance & General Management

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### MEMBERSHIP

Sl.No.	Details	State/ National/ International
1	Contributed as a member of the team in the conduct of Seminars/Conferences in the Management Department, MMA, ISTDE,NIPM	All

### WORKSHOPS ATTENDED

S.No	Organised by	Mode	Topic	Date
1	SHRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN ( IQAC )	Virtual	Patent Search & Analytics	22.05.2020
2	ETHIRAJ COLLEGE FOR WOMEN ( MBA Department )	Virtual	Online Workshop on Working with Moodle Platform	07.07.2020 – 08.07.2020
3	Business Journal of D.G. Vaishnav College		Pre Retirement : Workshop Rethinking Links between the Employee and the Organisation	

## CONFERENCES

S.No.	Organised by	Level	Participated/ Presented	Title	Date
1	WOMEN'S CHRISTIAN COLLEGE ( Department of Management studies BBA )	National	Participated	Crisis Management	23.05.2020
2	DG VAISHNAV COLLEGE ( School of Management )	International	Participated	Reimagining Business Resilience in Current Economy	07.05.2020, 08.05.2020 & 09.05.2020
3	By Dept. of Management Studies, University of Madras		Participated	"Total Quality Management"	
4	UGC Academic Staff College, University of Madras, Chennai		Participated	Refresher Course in Management	
5	Department of Management Studies, IIT, Madras		Participated	ServicesManagement	
6	M.O.P. Vaishnav College for Women, Chennai.	International	Participated	Services Marketing	

7	Ethiraj College for Women, Chennai			Change Management	
8	The New Horizon College of Engineering, Bangalore	National		The Role of HR in Enhancement of People Capability and Capacity – HR in Maintaining Work Life Balance	
9	Adaikalamadha Institute of Management Studies, Tanjore.	International		HR in the Management of Work Life Balance	

#### SEMINARS & WEBINARS

S.No.	Organised by	Seminar/ Webinar	Title	Level	Date
1	ETHIRAJ COLLEGE FOR WOMEN ( Department of bank management )	Webinar	Challenges and Changes during Covid-19 Pandemic	National	11.05.2020
2	NEHRU INSTITUTE OF TECHNOLOGY (Department of Management Studies)	Webinar	Future of Entrepreneurship and Employment OpportunitiesM		13.05.2020 – 15.05.2020
3	TAGORE ENGINEERING COLLEGE (Department of Management Studies )	Webinar	Paradigm shift after COVID 19	National	07.05.2020 – 16.05.2020
4	AGURCHAND MANMULL JAIN COLLEGE (Department of Business Management)	Webinar	Stress Management	1 DAY Program	16.05.2020

5	SKYCAMPUS – ICT ACADEMY	Webinar	Good Teacher to Great Teacher	1 DAY Program	14.05.2020
6	SKYCAMPUS – ICT ACADEMY	Webinar	The Power of a Teacher	1 DAY Program	04.05.2020
7	C.ABDUL HAKEEM COLLEGE ( Internal Quality Assurance Cell & Department of Urdu )	Webinar	A Detailed Deliberation on Corona	1 DAY Program	11.05.2020
8	C.ABDUL HAKEEM COLLEGE ( Internal Quality Assurance Cell & Department of Urdu )	Webinar	Impact of COVID 19 on Indian Economy	1 DAY Program	12.05.2020
9	IJM	Webinar	Human Trafficking & COVID 19	1 DAY Program	14.05.2020
10	ETHIRAJ COLLEGE FOR WOMEN ( PG& Research Department of Commerce )	Webinar	Developing of Future Workforce for the BusinessAnalytics & AI Driven Enterprises	1 DAY Program	25.05.2020
11	SARDAR PATEL EDUCATION CAMPUS	Webinar	Rural Development through Entrepreneurship	1 DAY Program	25.05.2020
12	ST. THOMAS COLLEGE OF ARTS & SCIENCE ( Department of Business Administration )	Webinar	How to ace online teaching using free tools	1 DAY Program	26.05.2020
13	SRM INSTITUTE OF SCIENCES & TECHNOLOGY	Webinar	From Potential to Performance	1 DAY Program	29.05.2020

14	ST. JOSEPH'S COLLEGE OF ENGINEERING ( Department of Management Studies )	Webinar	Enhancing the Teaching Skills	1 DAY Program	29.05.2020
15	SKYCAMPUS - ICTACADEMY	Webinar	Change is the Essence of Life	1 DAY Program	25.05.2020
16	DR. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE	Webinar	Organized by Internal Quality Assurance Cell ( IQAC )	1 DAY Program	03.06.2020
17	SATHYABAMA INSTITUTE OF SCIENCE AND ELECTRONICS ( Department of Electronics & Communication Engineering )	Webinar	COVID 19 Financial Planning for Working Professional Do's & Don'ts	1 DAY Program	28.05.2020
18	SKYCAMPUS – ICTACADEMY	Webinar	Improving the Skill Set& Changing the Attitude	1 DAY Program	05.06.2020
19	SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES	Webinar	Research & Post Doctoral Fellowship Opportunities in Foreign Universities.	1 DAY Program	29.05.2020
20	THE AMERICAN COLLEGE	Webinar	Online Education a Boon or Bane – The Pros & Cons	1 DAY Program	11.06.2020
21	DGSOM SCHOOL OF MANAGEMENT	Webinar	COVID 19 Impact on Future Manager	6 DAYS Program	01.06.2020 – 06.06.2020
22	V.P. INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, SANGLI	Webinar	Few Business Stories....Many Lessons....( Under Pandemic Situation )	1 DAY Program	12.06.2020

23	SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY	Webinar	Design Thinking & Double Diamond Approach for Innovation & Business Development	1 DAY Program	19.06.2020
24	ETHIRAJ COLLEGE FOR WOMEN ( MBA Department )	Webinar	Open Educational Resources	1 DAY Program	11.07.2020
25	SKYCAMPUS ICTACADEMY	Webinar	Personal Financial Management	1 DAY Program	20.05.2020
26	FRANCIS XAVIER ENGINEERING COLLEGE	Webinar	Be an Entrepreneur – Tap the Opportunities created by COVID 19	1 DAY Program	25.05.2020
27	Sri Sai Ram Institute of Management Studies, Chennai.	Seminar	Research Methodology		
28	Dept. of Commerce,,Ethiraj college	State Level Seminar	Contemporary issues in Business		
29	The University of Madras, Chennai	Nation Level Seminar	Emerging Trends in Capital Market	2 DAY Program	10.02.2005 – 11.02.2005

**FACULTY DEVELOPMENT PROGRAMME ATTENDED**

<b>S.No.</b>	<b>Organised by</b>	<b>Day</b>	<b>Title</b>	<b>Date</b>
1	PSNA COLLEGE OF ENGINEERING & TECHNOLOGY	1 DAY PROGRAM	Learning Through Gamification	30.04.2020
2	SHRI KRISHNANSWAMY COLLEGE FOR WOMEN	2 DAY PROGRAM	Power of Emotional Intelligence	04.05.2020 – 05.05.2020
3	DR.M.G.R EDUCATIONAL & RESEARCH INSTITUTE	1 DAY PROGRAM	Challenges in Building Collaborations in Research & Innovation	09.05.2020
4	SRI RAMAKRISHNA ( Department of Commerce )	3 DAY PROGRAM	Resilient Business Strategies : Preparing for a Pandemic World	14.05.2020 – 16.05.2020
5	GEETHA JEEVAN ARTS & SCIENCE COLLEGE	1 DAY PROGRAM	Redefining Education through Gamification	19.05.2020
6	SRI SAI RAM ENGINEERING COLLEGE	1 WEEK PROGRAM	360 Degree Classroom Management – Teaching Methodology	16.05.2020 – 22.05.2020

7	SRM ARTS & SCIENCE COLLEGE	2 DAY PROGRAM	ICT TOOLS	28.05.2020-29.05.2020
8	SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN	2 DAY PROGRAM	Integrating SWAYAM MOOCs & Educational Apps in Teaching	28.05.2020 – 29.05.2020
9	SRINIVASAN COLLEGE OF ARTS & SCIENCE	3 DAY PROGRAM	Academic Process, Measures and Metrics for NAAC Accreditation	25.05.2020 – 27.05.2020
10	VELTECH RANGA SANKU ARTS COLLEGE		Emotional Intelligence	20.05.2020
11	AMET ACADEMY OF MARTIME EDUCATION & TRAINING	1 DAY PROGRAM	Strategies to Improve the Citation Metrics & Research Impact	15.05.2020

## SYMPOSIUM

S.No.	Organised by	Title	Level	Date
1	SKYCAMPUS – ITC ACADEMY	The future skills – Education, Employment, & Entrepreneurship	Season 5 of Skycampus( DAY 5)	12.05.2020
2	SKYCAMPUS – ITC ACADEMY	The future skills – Education, Employment, & Entrepreneurship	Season 5 of Skycampus( DAY4)	14.05.2020
3	SKYCAMPUS – ITC ACADEMY	The future skills – Education, Employment, & Entrepreneurship	Season 5 of Skycampus( DAY1)	11.05.2020
4	SKYCAMPUS – ITC ACADEMY	5G as an Enabler In Digital Transformation	DAY 1	18.05.2020



5	SKYCAMPUS – ITC ACADEMY			Future Tech 2020 – Building Skills in Robotic Process Automation	DAY 3	20.05.2020	
6	SKYCAMPUS – ITC ACADEMY			Future Tech 2020 – Building Skills in Robotic Process Automation	DAY 2	19.05.2020	
7	SKYCAMPUS – ITC ACADEMY			Future Tech 2020 – Building Skills in Robotic Process Automation	DAY 4	21.05.2020	
8	SKYCAMPUS – ITC ACADEMY			Future Tech 2020 – Building Skills in Robotic Process Automation	DAY 5	22.05.2020	
9	VIGNAN'S ( Department of Management Studies )			Design thinking in Digital in Digital Marketing		24.05.2020	
10	CII			Faculty Mission to Manufacturing Industries( Lucas TVS and Sundaram Fasteners Ltd)			
11	Dept. of Commerce,,Ethiraj college			Contemporary issues in Business			
<b>S.No</b>	<b>TITLE OF THE PAPER</b>	<b>JOURNAL NAME</b>	<b>UGC/ SCIE/ SCI/ WOS</b>	<b>ISBN / ISSN NUMBER</b>	<b>Level</b>	<b>Published</b>	<b>Month &amp; Year</b>
1							

### AWARDS WON

S. NO	Name of the Award	Name of the Organisation	Year
1	An Anthology of Caselets	BHARATH Institute of Higher Education & Research	MAY 2020
2	SRI RAMAKRISHNA BUSINESS SCHOOL	Design a PPT on Digital or eLearning Technologies (2nd Place	01.06.2020

**RESOURCE PERSON FOR ORIENTATION :**

S.NO	Name of the Organisation	Name of the Event	Topic	Year
1	DR.N.G.P. INSTITUTE OF TECHNOLOGY COIMBATORE	International Faculty Development Program	Psychology ; The Path Ahead for the Teaching Fraternity	16.08.2021 – 20.08.2021

**RESOURCE PERSON FOR ORIENTATION/ REFRESHER COURSE :**

S.NO	TRAINER / LECTURER/ GUEST SPEAKER	TOPIC	Name of the Organisation
1	TRAINER	Personality Development Course on Interpersonal skills and Team Building	
2	LECTURE	Lecture delivered to MBA students of DDE	University of Madras
3	TRAINER	the Bridge Course for MBA ( QT ,OR )	
4	GUEST SPEAKER		Forum, Jaya Polytechnic College.

**OTHER**

S. NO	Name of the Organisation	Mode / Level	Title	Score / Place	Date
1	Dr. R.A.N.M. ARTS & SCIENCE COLLEGE  ( PG & Research Department of Commerce CA )	Online Mode	Banking Awareness Fun	90 %	04.05.2020
2	AGURCHAND MANMULL JAIN	National level	Research	83%	May 2020

	COLLEGE ( Department of English )		Methodology		
3	SRI PARAMAKALYANI COLLEGE		Entrepreneurial Department		2020
5	P.S.R. ENGINEERING COLLEGE		Believe in the Power of Mentoring		20.05.2020
6	EDGLY LEARN		Role of Consume for Sustainable Development		31.05.2020
7	P.S.R. ENGINEERING COLLEGE		How to Overcome COVID 19 Challenges		20.05.2020
8	SAVEETHA ENGINEERING COLLEGE ( Department of Management Studies )	National	Awakening Business Trends	B+	11.05.2020 15.05.2020

### ONLINE CRASH COURSE

S.NO	Name of the Organization	Course Name	Date
1	WAVOO WAJEEHA WOMEN'S COLLEGE OF ARTS & SCIENCE	Personal Quality – Its Your Personality	13.06.2020

### PUBLICATIONS - JOURNAL & PAPER :

S.NO	Name of the Organisation	Journal Published	Volume	Date
1	Sai Ram Institute of Management Studies (Journal of Management )	A Study on the Work Family Linkage Theory and models of Work Family Conflict	Vol 6 , Issue - 1	June 2013

2	International Journal of Information Technology and Management Sciences	The Influence of Work Life Conflict on the Turnover Intention of Employees in Chennai	Volume 3, Issue 1	2013
3	HSI Publications, Surya Group of Institutions, School of Management Studies  The International Conference on " Changing Perspectives of Management- Revisiting the Past, Analysing the Present, and Exploring the Future	Women at Work Place - Their Balance and Future of Leadership	Volume1	26.08.2011
4	K. S. Rangaswamy College of Arts & Science,  National Conference on. Think Global – GoRural organised by Department of Management Studies	Rural Retailing in India	-	18.03.2010
5	St.Joseph's College of Engineering, Chennai	Business Process Outsourcing		
6	Kumara Rani Meena Muthaiah College of Arts and Science,Ch	Globalisation – Emerging Trends		
7	Department of Management Studies, University of Madras, Chennai.	Emerging Trends in Capital Market -Retail Investors in New India Inc		
8	University of Madras, Chennai	Emerging Management Paradigms – Enterprise Mobility		