

CURRICULAM VITAE

Dr.U.AMALESHWARI

Director, School of Management,
DDGD Vaishnav College,
Arumbakkam, Chennai-600116, India.
Email:amalaumapathi@gmail.com
Date of Birth: 25/01/1976 Citizenship: India



Professional Experience – 21 Years of Teaching Experience at various Reputed Educational Institutions

Aug 2017 - Till Date: Director, School of Management, DG Vaishnav College, Arumbakkam, Chennai, India. Research Supervisor – University of Madras

EDUCATION

- EPDM Executive Program In Digital Marketing
IIM- JAMMU -2022
- Ph.D. In Management Studies
University of Madras, Chennai-60005.
- Thesis titled: “The Impact of Total Quality Management Practices on Organizational
Culture in T.V.Sundaram Iyengar Group of Companies, Chennai”
- 2008 Master of Philosophy, Alagappa University, India.
- 1998 Masters in Business Administration, University of Madras, India.
- 1996 Bachelors in Economics, University of Madras, India.

HONORS AND AWARDS

- NET- National Eligibility Test.

(Test quantifying eligibility for Lectureship and Assistant professorship in Universities/colleges throughout India) awarded by University Grants Commission, (UGC), Govt. of India, New Delhi-12.

- SET- State Level Educational Testing.

(Test quantifying eligibility for Lectureship and Assistant Professorship in Universities/colleges throughout the institutes in Tamilnadu and Union Territory of Puducherry) awarded by Bharathiar University, Tamilnadu, India.

- BEST PAPER PRESENTATION

Awarded at the International Conference on “Emerging Trends & Practices in Management, D.B.Jain College, Chennai, August 20th, 2011

Awarded at the National Conference on “The Impact of Digital Marketing on Present Economic Scenario”, S.P Jain College, Minjur, January 29th and 30th, 2016

- REVIEWER FOR 11TH ANNUAL CONFERENCE

Reviewed papers for 11th Annual Conference on Engaged Management Scholarship (EMS 2021) held on Sep 9th -12th, 2021 in Miami, FL and hosted by Florida International University

LIST OF PUBLICATION

1. U.Amaleshwari and Dr.G.P.Raman,A Study on Work Life Balance of Women inDual Career Families in Chennai City,November–December (2013), International JournalofManagement (IJM)Volume :4, Issue:6, Pages: 227-231ISSN 0976-6502 (Print) ISSN 0976-6510 (Online)
2. U.Amaleshwari,The Impact of Leadership on Organization Culture in TVS Group ofCompanies, Chennai. SRMRMP Journal of Advanced Research Management (SRMRMP-JARM), Volume 3, Issue 1, January - June (2015), Pp.6-11.
3. Dr.U.Amaleshwari, A Study on the Effectiveness of Induction Training Program Process in Cap Gemini, S.A., DBJC Journal of Business Research, Volume.I, issue No.16, January – March (2015), ISSN : 2248-9711
4. Dr.U.Amaleshwari,Empirical Study on Branding in the Age of Social Media, International Journal ofBusiness Intelligence and Innovations, June 2016, ISSN – 23484705
5. Dr.U.Amaleshwari, A study on work place diversity in Manufacturing Centre, International Journal of AMECA, June 2016, ISSN- 23949236
6. Dr.U.Amaleshwari, A study on the Impact of Time Management among the Teaching Fraternity, SHANLAX International Journal of Management, Vol.5, Special Issue 4, March 2018, Impact Factor: 2.082, ISSN: 2321-4643.page no: 128
7. Dr.U.Amaleshwari, A study on Artificial Intelligence Technologies that will Dominate in the Near Future., International Journal of Management, Technology and Engineering, Volume IX, Issue II, February/2019, page No: 915, ISSN: 2249-7455
8. Dr.U.Amaleshwari, The Future of Machine Learning in Finance, International Journal of Management, Technology and Engineering, Volume IX, Issue II, February/2019, page No: 915, ISSN: 2249-7455
9. Dr.U.Amaleshwari, A Review on Current Trends and Prediction of Indian Financial Services International Journal of Emerging Technologies and Innovative Research, Volume 6, Issue 6, June - 2019, page No: 915, ISSN: 2349 – 5162, Impact Factor – 5.87, Page No: 486 - 492
10. Dr.U.Amaleshwari, Innovative ways of Customer – Focused Organizations using Artificial Intelligence (AI), International Journal of Research Culture Society, Volume 3, Issue 8, August - 2019, page No: 102 - 107, ISSN: 22455 – 6683, Impact Factor – 4.526

11. Dr.U.Amaleshwari, Vijameenakshi.S, A Study on Social Media Marketing Influence on Millennia's Buying Behavior, TEST Engineering & Management, Volume 83, March – April 2020, Page No: 19281 - 19291, ISSN: 0913 - 4120, Impact Factor – 5
12. Dr.U.Amaleshwari, Dr.K.R.Kolammal, V.R.Nanthiga, DE.Vijaya Deepika - A Conceptual Framework - Educational New Era in India Intune With NEP, 2020 - Published in IJIRMF Volume - 7, Conference Special Issue - 28, September – 2021 - Seven Days International Conference (Virtual) on “Emerging Trends in Commerce and Management 2021” - 25 to 31 August, 2021 – organised by Government First Grade College for Women, Karnataka.
13. Dr.U.Amaleshwari, Dr.K.R.Kolammal, V.R.Nanthiga, R.Logeswari - A Study on Job Burnout and satisfaction of Academicians during this Pandemic Time in Chennai Colleges’ – 4th International E – Conference Incipient research in Information Technology commerce, Management and Linguistic 2021- 17th – 18th September, 2021 – Organised by The Quaide Millet College for Men, Chennai
14. Dr. U. Amaleshwari, A Study on Factors Influencing the Customers Perception towards Online Shopping (With Special Reference to Chennai City)- Design Engineering (SCOPUS), Issue 9, Year 2021, Pages: 559 – 568 Impact factor 1.04.
15. Dr. U.Amaleshwari I , R.Logeswari, R.Jeevitha & S. Ancy Stepehno, A Study On Work Life Balance Of Teaching Fraternity - Covid And Post Covid, International Journal on Global Business Management and Research (ISSN 2278 8425) Volume 11, Issue 1, March 2022, Page: 148-151.
16. Dr. U. Amaleshwari, The theory of planned behaviour to predict entrepreneurial intention among employed professionals. 11th International conference on Emerging Research in Business, Technology, Enterprise and Economy for sustainable development, Dec 16th & 17th December 2022.
17. Dr. U. Amaleshwari, Ms. Jeevitha “A Study On Fundamental Analysis And Stock Valuation Of MRF Stock For Retail Investors” - Journal Of Management & Entrepreneurship (JME) - January-March 2022 - Published in Vol. 16, No.1(III), ISSN : 2229-5348 - UGC-CARE List Group I - Impact Factor: 4.257
18. Dr. U. Amaleshwari, A study on effectiveness on training and development in tube investments of India limited (unit of TIDC). Journal of Oriental Institute (UGC Care

Approved – Group I) Vol. 71, Issue. 01, No. 16 January - March: 2022 Pg: 75 – 80 Impact factor .19.

19. Dr. U. Amaleshwari, A Study on customer satisfaction towards NETFLIX with reference to Chennai city, Journal of Oriental Institute (UGC Care Approved – Group I), Vol. 71, Issue. 01, No. 16 January - March: 2022. Pg: 81 – 86 Impact factor .19.
20. Dr. U. Amaleshwari, Ms. Shanmugapriya “Effect of Employee Interest in HR- Metaverse on Organisational Development” Two-day International Conference (Hybrid mode) on Innovative Practices in Commerce, Management, Humanities and Technology – IPCMHT-22 held on 25th & 26th August 2022.
21. Dr.U. Amaleshwari, R.Shanmugapriya, “ Emerging Enterprises - Prospects & Promises”, books.kdpublications.in/index.php/kdp/catalog/book/204, ISBN-13 (15)978-93-94570-71-9, Edition:I, OCT- 2022, PP-23-30.
22. Dr.U. Amaleshwari, R.Shanmugapriya, “ Working in the Metaverse – Persona Hereafter in the Virtual World”, JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN : 0972-0766, VOL.: XCVIII, NO: I I, Dec-2022,PP-139-144.
23. Dr.U. Amaleshwari, R.Shanmugapriya, “ General Perception on Virtual Learning – A Key to Futuristic and VR-AR based Educations”, INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN ONLINE TEACHING ASSESSMENT AND LEARNING (eTOTAL – RUSA), ISBN: 978-93-91549-64-0, 24-Feb-2023.
24. DR.U.Amaleshwari, R.Shanmugapriya, “ Effects on General Civilization and Virtual Revolution – The Era of Perceiving Metaverse – on Organizational Review based approach”, IJIRMF – INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD – Journal no:47793, Impact Factor – 7.581, Volume – 9, issue-2, ISSN – 2455-0620, 28-Feb-2023,Paper-ID : IJIRMF202302046.
25. Dr.U. Amaleshwari, R.Masilamani, “ Social media influence on job seekers decision making”, JOURNAL OF THE ORIENTAL INSTITUTE, ISSN : 0030-5324, VOL. :71, Issue:03, No:13, July-September-2022. UGC CARE List No:135, PP- 39-44.
26. Dr.U. Amaleshwari, R.Masilamani, “ ENTREPRENEURIAL DYNAMISM IN INDIA”, books.kdpublications.in/index.php/kdp/catalog/book/204, ISBN-13(15)978-93-94570-71-9, Edition:I, OCT- 2022, PP-23-30.

27. Dr. U.Amaleshwari, S. Ancy Stepehno- Study on Workplace Safety of Delivery Partner, International Journal for Innovative Research in Multidisciplinary Field, Jan 2023, Impact factor: 7.58.
28. Dr. U.Amaleshwari, S. Ancy Stepehno "A Study on Occupational Safety of Swift Delivery Partner ", 11th International Conference on Emerging Research in Business, Technology, Entrepreneurship & Economy for Sustainable Development, Sri Sai Ram Institute of Management Studies, December 2022.
29. Dr. U. Amaleshwari , Ms. R. Jeevitha "Millennium Generation Financial Literacy and Fintech Awareness", International Journal of Finance and Market Research, 2023, Vol. 2, No. 1, pp. 7–10, ISSN (online) 2583-454.
30. Dr. U. Amaleshwari, Ms. R. Jeevitha "Using The Theory Of Planned Behavior To Predict Entrepreneurial Intention Among Employed Professionals", International Journal For Innovative Research in Multidisciplinary Field, Volume - 9, Issue - 2, February - 2023. DOIs:10.2015/IJIRMF/202302045.
31. Dr. U. Amaleshwari , Ms. R. Jeevitha "Entrepreneurial Orientation and Circular Business Practices:A Conceptual Framework", Journal of Management & Public Policy, June 2023, ISSN 0976-0148 (Online) 0976-013X (Print) DOI: <https://doi.org/10.47914/jmpp.2023.v14i2.003>.
32. Dr. U.Amaleshwari, S. Ancy Stepehno "A Study on Customer Perception towards Delivery Partners, 2024, Journal of Foundation Research, ISSN: 2395-5635 (print)
33. Dr. U.Amaleshwari, S. Ancy Stepehno "Regulatory evolution in the GIG economy- A comprehensive literature review, 2024, Rabindra Bharati University: Journal of Economics, ISSN: 2395-5635 (print)
34. Dr.U. Amaleshwari, Mrs. R. Shanmugapriya, "Integrating AI-Enhanced HR Practices :Upskilling the digitalised workforce in Emerging technologies ", International Journal of Cultural Studies and Social Sciences,Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal, 2024,
35. Dr.U. Amaleshwari, Mrs. R. Shanmugapriya, "An Amalgamation of AI in HRM : In the Process of Recruitment 2024 ",Journal of Foundation Research, ISSN: 2395-5635 (print) UGC CARE Listed Journal, 2024,
36. Dr.U. Amaleshwari, Mrs. R. Shanmugapriya, "Barriers and Enablers in Integrating AI into Human resource Management Strategies: Maximizing Human Capital 2024 ",European Economic Bulletin, ABDC LISTED JOURNAL 2024,

PATENTS / BOOKS PUBLISHED

1. Dr.U.Amaleshwari, Dr.K.R.Kolammal, Dr. Moorthy.D, Mrs.Christina Jeyadevi J, Dr.S.Umasarulatha, Dr. V. Dheenadhayalan, Dr. R. Srikanth , Dr. Kannan Pulraj , Arunkumar S K, Dr.T.Naresh Babu Patent on article – “Analysis of the insurance industry’s contribution to the Economy’s growth and development”
2. Book Chapter on – “Competency Mapping: A Tool In Monitoring The Employee Performance” - A Study on Succession Planning” by MTC Global Publishing – ISBN Number – 978-93-5578-597-8

CONFERENCE/ SEMINAR ATTEND AND PRESENTED PAPERS.

- International Conference on Emerging Trends in Management: Business Transformation: Opportunities and Challenges Ahead, March 2018, School of Management, Vel Tech, Rangarajan Dr.Sagunthala, R & D Institute of Science and Technology.
- National Conference on “The Impact of Digital Marketing on Present Economic Scenario”, S.P Jain College, Minjur, January 29th and 30th, 2016
Paper: The Impact of Social Media on Fashion Industry: An Empirical Investigation in Chennai city
- Bizard 2k13 Conferences on Contemporary Issues in Management, SRM University, Chennai, Feb 28- March 1st, 2013.
Paper: „Decisions Making Style of Adolescent Consumer’.
- National Conference on Human Capital Challenge, School of Management, D.G.Vaishnav, Chennai, 19th April 2013.
Paper: “Human Capital Challenge in India’
- International seminar on „Global Issues & Challenges in Business Scenario’, Quaid-E-Millath Government College for Women (Autonomous), Chennai, 14th & 15th march 2012.

Paper: „An Empirical Research on the Relation between IT&TQM Practices’.

- National seminar on „Innovative Marketing Trends Issues & Challenges, SRM University, Chennai, March 6th&7th, 2012.

Paper: „A Study on Small Business Firms’.

- International conference on „Emerging Trends & Practices in Management, D.B.JainCollege, Chennai, August 20th, 2011

Paper: „TQM-A Continuous Important Process’.

- National seminar on, Changing Facets of HR Management in Public Sector Banks, D.G.Vaishnav College, Chennai, December 16th&17th, 2010.

Paper: „HRM Issues In Public Sector Banks’.

- 63rd All India Commerce Conference, University Of Goa, October 1st – 3rd, 2010.
Paper: „Green Marketing Strategies & Issues’

WORKSHOP/TRAINING ATTENDED

1. Attended Faculty Development Program “Role of SPSS in Academic Research” Sponsored by Indian Council of Social Science Research MHRD, Government of India, New Delhi, 19 & 20 July 2013.
2. Participated in a workshop on „Advanced Data Analysis and Econometrics’ organized by the Department of Management Studies, Pondicherry University, India 8 – 10 May 2015.
3. Participated in the Association of International Certified Professional Accountants Global Academic Partners Programme, organized by CIMA, at New Delhi, 24th February 2018
4. Attended Five Days Faculty Development Program “Innovation Management” Conducted by Shiv Nadar University, ATAL, from 10.10.2020 to 14.10.2020.
5. Attended Five Days Faculty Development Program “Productivity Enhancement” Conducted by National Institute of Technology - Warangal, ATAL, from 3.11.2020 to 7.11.2020.

6. Attended Five Days Faculty Development Program “Cyber Security” Conducted by IIT - Vadodara, ATAL, from 12.7.2021 to 16.7.2021.
7. Attended Five Days Faculty Development Program “Social Enterprise Management” Conducted by National Institute of Technology - Jamshedpur, ATAL, from 11.7.2021 to 15.7.2021.
8. Attended Five Days Faculty Development Program “Data Analysis in Management and Engineering Research” Conducted by Indian Institute of Information Technology and Management - Gwalior, ATAL, from 1.8.2021 to 5.8.2021.
9. Attended Five Days Faculty Development Program “Internet of Things (IoT)” Conducted by Institute of Engineering and Management, ATAL, from 6.8.2021 to 10.8.2021.
10. Attended Five Days Faculty Development Program, ToT on Entrepreneurship & Start-Ups, NITTTR Bhopal, from 23-08-2021 to 27-08-2021.
11. 3 Days workshop on AICTE examinations reforms workshop, 2021
12. Online FDP on Research Design, Methods and Analysis Conducted by IIM Bodh Gaya between 20th June to 29th June 2022.
13. Faculty Development Programme on Corporate Strategy, IIM Indore, National Level, 22nd to 26th February 2023.
14. Orientation Workshop for UBA, IIT M – RCI, National Level, 10th August 2023

EXTENSION AND COMMUNITY ACTIVITIES

- Served as Organizing Committee Member, for the National Conference on, “Human Capital Challenges” at School of Management, D.G. Vaishnav College, Chennai, on 22nd March 2013.
- Convened, Confluence 2k16- National Conference on “Emerging Trends In Service Sectors –Issues & Challenges” at School of Management, D.G. Vaishnav

College, Chennai, 31st August 2016

- Conference Director of Confluence 2K17 - International Conference on "Implementation Strategies for Sustainable Innovations" at School of Management, D.G.Vaishnav College on 25th October 2017
- Conference Director of Confluence 2K19 - National Conference on "Redefining Management Through Artificial Intelligence(RMAI)" at School of Management, D.G.Vaishnav College on 14th February 2019 at our campus.
- Created Studopreneure Cell to initiate enterprising skills amidst the MBA students at School of Management, D.G.Vaishnav College, Chennai.
- Visited Synergy University Russia on Faculty Exchange Programme, August 2018
- Visited Nottingham University (UK), Malaysia Campus for a Summer School programme, Subject expert.
- Subject Expert Member in Academic Board of studies for MOP College for Women, Chennai and Madras School of Social Works, Chennai for the year 2019.
- Organized Five Days Virtual Faculty Development Program on "Data Analysis using SPSS", in collaboration with IOA, from 20th July, 2021 to 26th, July, 2021 as Convener.
- Subject Expert Member in Academic Board of studies for MOP College for Women, Chennai and Madras School of Social Works, Chennai for the year 2020.

RESPONSIBILITIES HELD

1. Advisor for AICTE approval process for School of Management, D G Vaishnav College, Chennai
2. Chairman Board of Studies since 2016 drafted the curriculum for MBA and enhanced the syllabus with respect to the industry needs.
3. Academic council member since 2016, presented the revised syllabus, which was well appreciated and approved by the Expert Panel. 4.

Coordinated Placement for MBA students.

5. Signed MoU's with Various foreign Universities for the benefit of students and the institution
6. Collaborated with MMA, CIMA, ISDC, IIMM, ISTD and provided vulnerable

- opportunities for the students.
7. Doctoral committee member for 5 Phd Scholars of University of Madras of Management Studies.
 8. Examiner for Phd thesis adjudication- Osmania University, Hyderabad.
 9. Organizing secretary for annual confluence – National and international conference at School of management, DG Vaishnav Colege.
 10. Reviewer EMS 2021- 11th annual engaged management scholarship EMS conference, Miami,FL, September 2021 – Florida International University.

TEACHING

- Specialized in teaching Organization Behaviour, Marketing, Strategy Management, Human Resource Management & Research Methodology for Postgraduate students.
- Constructed Outcome Based Learning Curriculum
- Guided and Mentored more than 100 postgraduate students in Business Research and analysis of research findings
- Guiding 4 Ph.D Scholars