

## DR. M. MAHALAKSHMI

Assistant Professor in Commerce  
Holy Cross College (Autonomous)  
Tiruchirappalli 620 002



### Qualification:

S. NO.	DEGREE / DIPLOMA	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
1.	U.G.	COMMERCE	Holy Cross College(Autonomous), Trichy- 2 (Bharathidasan University)
2.	P.G.	COMMERCE	Holy Cross College(Autonomous), Trichy- 2 (Bharathidasan University)
3.	PGDBM (Post Graduate Diploma in Business Management)	COMMERCE	Alagappa University Karaikudi

### Research Degree (s)

DEGREES	THESIS TITLE	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
<b>M.Phil.</b>	A Study on Consumer Buying Behavior Towards Online Shopping in Tiruchirappalli District	COMMERCE	Holy Cross College(Autonomous), Trichy- 2 (Bharathidasan University)
<b>Ph.D.</b> (Regular)	A Study on the Prevalence of HR Analytics' in Large Scale Organisations in Select Cities of Tamil Nadu	COMMERCE	St. Joseph's College (Autonomous), Trichy- 2 (Bharathidasan University)

### Experience:

- Assistant Professor in Commerce, Holy Cross College, Trichy.  
June 2019 to till date.

## **Academic Responsibilities within College:**

- ✚ Coordinator - Commerce (Regular) Shift II, from June 2024 onwards.
- ✚ Staff Secretary – Shift II, from June 2024 onwards.
- ✚ Core Member of NAAC Criteria – Infrastructure, from June 2020 onwards.
- ✚ Core Member of Fine Arts Club, from June 2022 onwards.

## **Academic Responsibilities within Department:**

- ✚ Commerce Association Secretary from 2019-2022.
- ✚ Organizing Core Committee member for various conferences, faculty development programs, webinars, and workshops of the department.
- ✚ Curriculum
- ✚ Internal Test
- ✚ ERP
- ✚ Research and Innovation Outcomes
- ✚ RESCAPES
- ✚ Alumnae Association
- ✚ Department Library
- ✚ Students Book Bank

## **Publications:**

- ✚ “HR Analytics – An Evidence Based HRM for Optimising the HR Resources”, North Asian International Research Journal of Science & Humanities, ISSN: 2454-9827, Vol.3, Issur-10, October-2017, pp 240-243.
- ✚ “Business Intelligence Models for Effective HRM – A HR Analytics Approach”, International Journal of Recent Trends in Engineering & Research, ISSN: 2455-1457, Vol.3, Issue 12, December-2017, pp 224-227.
- ✚ “The role, relevance and future of HR analytics as an enabling HRM techniques”, Journal of Emerging Technologies and Innovative Research, Vol 4(12), pp. 42-43.
- ✚ “A study on the Work Life Balance among employees of selected insurance companies in Tiruchirappalli district”, Journal of The Gujarat Research Society, Vol 21, Issue 14, November – 2019, pp. 525-531.
- ✚ “A Snapshot of HR Analytics Practice in Banking Sector in Tiruchirappalli”, Think India Journal, Vol 22(10), November – 2019, pp. 7891-7896.
- ✚ “Employer Branding: A new strategic dimension of IT Organizations”, Our Heritage UGC Care Journal, Vol 68(17), January – 2020, pp. 249-252.
- ✚ “HR Analytics Essential for Driving Organizational Performance in Healthcare Sector”, Our Heritage Journal, Vol 68(62), February – 2020, pp. 143-146.

- ✚ “HRIS (Human Resource Information System): HR Planning and Development in IT Organizations”, Purakala UGC Care Journal, Vol 31(17), April-2020, pp. 632-638.
- ✚ “Consumer Purchase Behaviour of organic food products in Tiruchirappalli District”, Dogo Rangsang Research Journal, UGC Care Group I Journal, Vol-10 Issue – 07 No. 25 July 2020, pp. 47-52 – ISSN: 2347-7180.
- ✚ “The study on quality of work life among employees in selected private organisations with reference to Tiruchirappalli district” , Dogo Rangsang Research Journal, UGC Care Group I Journal, Vol-10 Issue – 07 No. 25 July 2020, pp. 47-52, ISSN: 2347-7180.
- ✚ “A Study on HR Analytics in Large Scale Organisations in Tiruchirappalli District”, Sambodhi, UGC Care Journal, Vol-43 No-04(XXXI) October-December (2020), pp. 105-108, ISSN: 2249-6661.
- ✚ “A Study on Level of Stress among Various Online Food Delivery Executives in Tiruchirappalli”, Kala: The Journal of Indian Art History Congress, Vol-26, No.2 (XXVII): 2020-2021, pp 105-108, ISSN: 0975-7945.
- ✚ “A Study on Implementing New Recruiting Practices in IT Organisations”, Kala: The Journal of Indian Art History Congress, Vol-26, No.2 (XXVII): 2020-2021, pp. 101-104, ISSN: 0975-7945.
- ✚ “A Study On Effects Of Financial Leverage On Performance Of Selected Companies In India”, Anvesak: UGC Care Group 1 Journal, Vol. 51, No. 1(XVII) January – June 2021, pp 163-175, ISSN: 0378 – 4568.

### **Conferences /Seminars/ Symposia/Workshops - Organized:**

<b>Academic Year</b>	<b>Name of the Conferences /seminars/ symposia/workshops</b>	<b>National / International</b>	<b>Online/ offline</b>	<b>Details</b>
2020-2021	International Conference on “The impact of Covid Pandemic in the Universal Tertiary Sector” PG & Research Department of Commerce, Holy Cross College, Trichy – 16 <sup>th</sup> & 17 <sup>th</sup> March 2021	International Conference	Online	<b>Organising Committee Member</b>
2021-2022	National Faculty Development Programme on “Transformation from Traditional Practices to Digital Practices in Business World”	National FDP	Online	<b>Organising Committee Member</b>

	PG & Research Department of Commerce, Holy Cross College, Trichy – 20 <sup>th</sup> to 24 <sup>th</sup> September 2021			
2021-2022	National Faculty Development Programme on “Education and Career Prospects in BPO”  Department of Commerce BPO, Holy Cross College, Trichy – 4 <sup>th</sup> to 8 <sup>th</sup> October 2021	National FDP	Online	<b>Organising Committee Member</b>
2020-2021	Webinar on “Impact of COVID 19 – On Banking Sector”  PG & Research Department of Commerce, Holy Cross College, Trichy – 13 <sup>th</sup> June 2020	Webinar	Online	<b>Organising Committee Member</b>
2020-2021	Webinar on “What you Need to Know – Safety Net”  PG & Research Department of Commerce, Holy Cross College, Trichy – 25 <sup>th</sup> June 2020	Webinar	Online	<b>Organising Committee Member</b>
2020-2021	Webinar on “Impact of COVID 19 – On Insurance Sector”  PG & Research Department of Commerce, Holy Cross College, Trichy – 29 <sup>th</sup> June 2020	State Webinar	Online	<b>Organising Committee Member</b>
2020-2021	International Webinar on “Dare to Live a Dream Driven Life”  PG & Research Department of Commerce, Holy Cross College, Trichy – 1 <sup>st</sup> July 2020	International Webinar	Online	<b>Organising Committee Member</b>
2020-2021	International Webinar on “Employability Skills in the New Scenario”  PG & Research Department of Commerce, Holy Cross College, Trichy – 2 <sup>nd</sup> July 2020	International Webinar	Online	<b>Organising Committee Member</b>
2020-2021	International Webinar on “Human Capital Development and Feminine Subjectivity”	International Webinar	Online	<b>Organising Committee Member</b>

	PG & Research Department of Commerce, Holy Cross College, Trichy – 3 <sup>rd</sup> July 2020			
2020-2021	Webinar on “Academic Publishing Blueprint and Meeting Publishers’ Expectations” PG & Research Department of Commerce, Holy Cross College, Trichy – 4 <sup>th</sup> July 2020	Webinar	Online	<b>Organising Committee Member</b>
2020-2021	Webinar on “Identification of Research Problem and Formulation of Hypothesis” PG & Research Department of Commerce, Holy Cross College, Trichy – 23 <sup>rd</sup> May 2020	Webinar	Online	<b>Organising Committee Member</b>

**Projects undertaken:**

Academic Year	Government / Private	Details
<b>2020-2021 to Till Date</b>	UGC STRIDE – Holy Cross College, Trichy	Transdisciplinary Research on “An effective Waste Water Management System using Solar Energy in Thiruppattur Village, Trichy District.

**Papers Presented:**

Academic Year	Name of the Conference	National / International	Details
2022-2023	One-Day International Conference on “Research in Business, Management and Finance”	International Conference	“Issues and Challenges faced by Entrepreneurship” Bishop Heber College, Trichy – 13 <sup>th</sup> March 2023.
2022-2023	One-Day International Conference on “Research in Business, Management and Finance”	International Conference	“Challenges and Issues towards electric bike on Consumer Marketing Production” Bishop Heber College, Trichy – 13 <sup>th</sup> March 2023.
2022-2023	One-Day International Conference on “Research in Business, Management and Finance”	International Conference	“Challenges and Issues faced in Buying and Selling Organic Products on Consumer and Entrepreneurs” Bishop Heber College, Trichy – 13 <sup>th</sup> March 2023.

2020-2021	International Conference on “Opportunities and Challenges of Business in the Changing Scenario”	International Conference	Employer Branding: A New Strategic Dimension of it Organizations
2020-2021	International Seminar on “Services Sector in India: Making New Avenues in Indian Economy”	International Seminar	A Study on Implementing New Recruiting Practices in IT Organisations
2020-2021	International Seminar on “Services Sector in India: Making New Avenues in Indian Economy”	International Seminar	A Study on HR Analytics in Large Scale Organisations in Tiruchirappalli District
2020-2021	International Seminar on “Services Sector in India: Making New Avenues in Indian Economy”	International Seminar	A Study on Level of Stress Among Various Online Food Delivery Executives in Tiruchirappalli
2016-2017	International Conference on “Business Education: Prospects & Challenges in the New Global Order”	International Conference	Environmental Issues in Business Education
2013-2014	National Level Conference on “Innovative and Challenging Strategies in Management”	National Conference	CRM (Customer Relationship Management)
2012-2013	International Challenges of Global Entrepreneurship in the 21 <sup>st</sup> Century	International Conference	Women Entrepreneurs and SHG’s

#### Conferences /Seminars/ Symposia/Workshops - Attended:

Academic Year	Name of the Conferences /seminars/ symposia/workshops	National / International	Online/ offline	Details
2023-2024	"Transformative Teaching Strategies and Innovative Research"	One day International Faculty Development Programme	Offline	Holy Cross College, Trichy – 30 <sup>th</sup> January 2024
2023-2024	“The Evolving Landscape: Exploring Possibilities and Challenges for the Girl Child in a Dynamic World”	One Day – National Conference	Offline	Holy Cross College, Trichy – 24 <sup>th</sup> January 2024
2023-2024	“Digital Marketing”	National – FDP	Online	Holy Cross College, Trichy – 22.01.2024- 26.01.2024
2023-2024	“AI Tools for Smart Teaching and Blended Learning”	Five Day -FDP	Online	Holy Cross College, Trichy – 22.01.2024- 27.01.2024
2023-2024	“Uses of Tools & Techniques for Research Writing”	International – 5 Days Professional Development Programme (PDP)	Online	Patrician College of Arts & Science from 20th June - 24th June 2023.

2022-2023	"MOOCs and e-Content Development"	One-Week Online National Faculty Development Programme	Online	Guru Angad Dev Teaching Learning Centre, Ministry of Education, Government of India in collaboration with Holy Cross College 29th April to 5th May, 2023.
2022-2023	ICSSR Sponsored National Seminar on "The Effect of COVID 19 Pandemic on Service Sector Sustainability and Growth"	National Seminar	Offline	Holy Cross College, Trichy – 28 <sup>th</sup> September 2022
2022-2023	National Five Day Faculty Development Programme on "Salesforce Essentials for Business Specialists"	National FDP	Offline	ICT Academy – Shrimati Indira Gandhi College, Trichy - 20 <sup>th</sup> June to 24 <sup>th</sup> June 2022
2021-2022	National Faculty Development Programme on "Data Analysis"	National FDP	Online	Thiagarajar School of Management, Madurai – 9 <sup>th</sup> & 10 <sup>th</sup> March 2022.
2021-2022	National level Online One Week Faculty Development Programme on "Blended Learning & Pedagogical Techniques"	National FDP	Online	Teaching Learning Centre, Ramanujan College University of Delhi – 22 <sup>nd</sup> to 29 <sup>th</sup> January 2022
2021-2022	National Faculty Development Programme on "Block Chain Technology and its Applications"	National FDP	Online	Holy Cross College, Trichy – 25 <sup>th</sup> to 29 <sup>th</sup> October 2021
2021-2022	National Faculty Development Programme on "Education and Career Prospects in BPO"	National FDP	Online	Holy Cross College, Trichy – 4 <sup>th</sup> to 8 <sup>th</sup> October 2021
2021-2022	International Virtual Conference on "Transdisciplinary Research and Innovation for Entrepreneurs & Sustainability (TRIES 2021)"	International Conference	Online	Holy Cross College, Trichy – UGC STRIDE Component – 30 <sup>th</sup> September 2021
2021-2022	National Faculty Development Programme on "Transformation from Traditional Practices to Digital Practices in Business World"	National FDP	Online	Holy Cross College, Trichy – 20 <sup>th</sup> to 24 <sup>th</sup> September 2021
2021-2022	National Faculty Development Programme on "Wealth Management and Financial Planning"	National FDP	Online	Holy Cross College, Trichy – 13 <sup>th</sup> to 17 <sup>th</sup> September 2021
2020-2021	International Conference on "The impact of Covid"	International Conference	Online	Holy Cross College, Trichy – 16 <sup>th</sup> & 17 <sup>th</sup> March 2021

	Pandemic in the Universal Tertiary Sector”			
2020-2021	International Web Conference on “Impact of Covid – 19 on Education System”	International Web Conference	Online	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad – 30 <sup>th</sup> May 2020
2020-2021	International Webinar on “Writing Proposals for Funding Agencies: Project Design and Project Proposals”	International Webinar	Online	Rathinam College of Arts and Science, Coimbatore – 29 <sup>th</sup> May 2020
2020-2021	National Level Webinar on “Behavioural Changes in the Post COVID-19 era”	National Webinar	Online	Madurai Kamaraj University – 28 <sup>th</sup> May 2020
2020-2021	National Level Webinar on “Teachers and Technology”	National Webinar	Online	Noorul Islam Centre for Higher Education, Kanyakumari – 26 <sup>th</sup> May 2020
2020-2021	National Level Faculty Development Programme Webinar on “Managing your Finances and Investment during Pandemic and Current Economic Meltdown”	National FDP	Online	St. Mary’s College Thoothukudi – 25 <sup>th</sup> May 2020
2020-2021	International Webinar on “Challenges of Higher Education: E – Learning During COVID 19”	International Webinar	Online	National College, Trichy – 23 <sup>rd</sup> May 2020
2020-2021	International Virtual Conference on “Rediscovering You for Post COVID Success”	International Conference	Online	Auxilim College – 21 <sup>st</sup> and 22 <sup>nd</sup> May 2020
2020-2021	National Level Webinar on “Business Plan for Startups”	National Webinar	Online	Sreepathy Institute of Management and Technology, Palakkad – 25 <sup>th</sup> May 2021
2020-2021	Five Days Hands on Faculty Development Programme on “Data Science using Python”	National FDP	Online	Jeppiaar Institute of Technology, Sriperumbudur – 18 <sup>th</sup> to 22 <sup>nd</sup> May 2020
2020-2021	UGC Stride Component “Art of Writing a Research Paper”	National	Online	Holy Cross College, Trichy – UGC Stride – 19 <sup>th</sup> & 20 <sup>th</sup> October 2020.
2020-2021	Two Day Online Course on “The Essence of Research Methodology”	National Online Course	Online	Jamal Mohamed College, Trichy – 16 <sup>th</sup> & 17 <sup>th</sup> 2020
2020-2021	National Webinar on “Research Structuring, Statistical Insights & Publication Strategies”	National Webinar	Online	St, Mary’s College, Thoothukudi – 13 <sup>th</sup> June 2020
2020-2021	Two Days National Webinar Series on “Research Methodology”	National Webinar	Online	Loyola College, Chennai – 12 <sup>th</sup> & 13 <sup>th</sup> June 2020



2020-2021	Two Days Online Faculty Development Programme on “Sensitisation on Intellectual Property Rights”	National FDP	Online	Chevalier t. Thomas Elizabeth college for women, Chennai – 10 <sup>th</sup> & 11 <sup>th</sup> June 2020
2020-2021	National Level Faculty Development Programme on “Future of Examinations: Bloom’s Taxonomy and Multiple Assessment Tools”	National FDP	Online	G.T.N. Arts College, Dindigul – 8 <sup>th</sup> June 2020
2020-2021	International Faculty Development Programme on “Synergia to Revitalise, Reform and Refresh Ourselves as Agents to Ensure Quality Education”	International FDP	Online	Auxilim College – 1 <sup>st</sup> to 7 <sup>th</sup> June 2020
2020-2021	National Level Online Faculty Development Programme on “Innovation, Incubation & Entrepreneurship”	National FDP	Online	Rajapalayam Rajus’ College, Rajapalayam – 4 <sup>th</sup> June 2020
2020-2021	One day E- Workshop on “Introduction to SPSS”	National Workshop	Online	Tiruppur Kumaran College For Women – 3 <sup>rd</sup> June 2020
2020-2021	Two Days Faculty Development Programme on “Research Methodology”	National FDP	Online	Jeppiaar Institute of Technology, Sriperumbudur – 1 <sup>st</sup> & 2 <sup>nd</sup> June 2020
2019-2020	Two days International Multi-Disciplinary Conference on “Health Care Management: Today & Tomorrow”	International Multi-Disciplinary Conference	Online	Vidyalankar School of Information Technology, Mumbai – 7 <sup>th</sup> & 8 <sup>th</sup> February 2020
2019-2020	National Level Faculty Development Programme on “MOOCs for Blended Teaching & Learning”	National FDP	Offline	Loyola College, Chennai – 6 <sup>th</sup> & 7 <sup>th</sup> September 2019
2016-2017	One day Regional Workshop on “Research Methodology”	Regional Workshop	Offline	St. Joseph’s College, Trichy – 14 <sup>th</sup> February 2017
2016-2017	One day Symposium on “Research and Data Analysis with Statistical Advanced Tool”	National Symposium	Offline	Bharathidasan University, Trichy – 28 <sup>th</sup> March 2017
2016-2017	National Level Workshop on “Financial Modeling Using Spreadsheet”	National Workshop	Offline	St. Joseph’s College, Trichy – 16 <sup>th</sup> & 17 <sup>th</sup> December 2016
2016-2017	International Conference on “Business Education: Prospects & Challenges in the New Global Order”	International Conference	Offline	St. Joseph’s College, Trichy – 24 <sup>th</sup> & 25 <sup>th</sup> November 2016

2013-2014	National Level Conference on “Innovative and Challenging Strategies in Management”	National Conference	Offline	Kongunadu Arts and Science College – 20 <sup>th</sup> September 2013
2012-2013	International Challenges of Global Entrepreneurship in the 21 <sup>st</sup> Century	International Conference	Offline	Bon Secours College for Women – 30 <sup>th</sup> & 31 <sup>st</sup> August 2012

**Residential Address:** 51, Udaiyar Illam, Krishnan Kovil Street, Beemanagar, Trichy

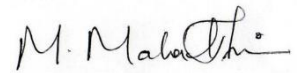
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### **Declaration**

I hereby declare that the information provided above is accurate to knowledge and belief.



**Signature**

**Dr. M. Mahalakshmi**