

**Dr. M.LAKSHMI BALA, M.B.A., M.Phil., M.Sc., (Psychology) , PGDHET., Ph.D.,UGC (NET),**  
*Asst. Professor and Head, Department of Business Administration,*  
*Kunthavai Naacchiyaar Govt. Arts College for Women (Autonomous),*  
*Thanjavur – 613 007, Tamilnadu.*

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## **EDUCATIONAL QUALIFICATIONS**

1. *Ph.D., (Management) – Bharathidasan University, Tiruchirappalli – 2009*
2. *M.Sc., (Psychology) – Tamil University, Thanjavur – 2021- First Class*
3. *M.Phil., (Management) – Alagappa University, Karaikudi – 2006*
4. *PG Diploma in Higher Education Technology – Bharathidasan University - 2005- First Class*
5. *M.B.A., - Bharathiyar University, Tiruchirappalli – 1995- First Class*
6. *B.Com., - Avinashilingam University, Coimbatore – 1993- First Class*
7. *HSC- State Board, Tamilnadu- 1990- First Class*
8. *SSLC – State Board, Tamilnadu – 1988- First Class*

## **ELIGIBILITY QUALIFICATION**

*UGC National Eligibility Test. –December 2018- Roll no: TN1201500625 e - certificate No: 131030190*

*UGC National Eligibility Test. –June 2013- Roll no: 10170228 - e - certificate No: 182023122*

**ACCOUNT TEST :** Cleared on March 7,2012.

## **TECHNICAL QUALIFICATIONS**

- *(Computer Application) – One year higher level Computer training at SSI.*  
*Type Writing – Junior Grade, Department of Technical Education, Technical Examinations, Tamilnadu*

## **TEACHING EXPERIENCE**

**Total Number of Years: UG :25 Years PG: 13 Years**

<b>Name of the Employer</b>	<b>Designation</b>	<b>Duration</b>	<b>Years</b>
<i>Enathi Rajappa Arts and Science College</i>	<i>Head, Dept of Business Administration.</i>	<i>10.06.1999 – 12.06.2008</i>	<i>9</i>
<i>P.K.R. Arts and Science College.</i>	<i>Head, Dept of Business Administration.</i>	<i>18.06.97 to 30.04.99</i>	<i>2</i>
<i>SASTRA UNIVERSITY</i>	<i>Asst Professor</i>	<i>16.06.2008 to</i>	<i>2</i>

		31.4.2010	
<i>Gnanam School of Business</i>	<i>Asst Professor</i>	<i>02.08.2010 to 25.02.2011</i>	<i>6 months</i>
<i>KN Govt Arts College for Women.</i>	<i>Head, Dept of Business Administration.</i>	<i>26.02.2011 to till date</i>	<i>12 years</i>
<b><i>Total Experience in Education field</i></b>			<b><i>25 years</i></b>

#### **Industry Experience:**

<b>Company</b>	<b>Designation</b>	<b>Duration</b>	<b>Years</b>
<i>Yuvraj Processors, Coimbatore</i>	<i>Production Co-Ordinator</i>	<i>June 1995 to May 1997</i>	<i>2</i>
	<b>TOTAL( Ind + Edu)</b>		<b>27 Years</b>

#### **CERTIFICATION EXAM:**

- *Completed SWAYAM certification in “Student Psychology” on 25/3/2021*
- *Completed NPTEL online certification in “Entrepreneurship” on October 2021.*
- *“Emotional Intelligence” – NPTEL , IIT Kharagpur on 30, December, 2020.*
- *NPTEL-AICTE Faculty Development Programme (8 Weeks- Full FDP) in Intellectual Property Rights and Competition Law through MOOCs mode during the year Jul-Sep 2019.*
- *“The Fundamentals of Digital Marketing “certification exam on 16/4/2020 from Google Digital Unlocked.*
- *“Artificial Intelligence” course on 1/5/2020 from edapt.*
- *“Crypto Currency” course on 2/5/2020 from edapt.*
- *“Marketing Analytics” online course authorized by University of Virginia and offered through course era on 9/5/2020.*

#### **ORIENTATION, REFRESHER AND SHORT-TERM COURSE DETAILS**

<b>S.No</b>	<b>Programme / Title</b>	<b>Duration</b>	<b>University</b>
1	<i>Orientation Programme (Intensive Training Programme) Conducted for the newly recruited Government Arts and Science College Teachers</i>	<i>04.05.2011 to 02.06.2011</i>	<i>TANCHE and ASC, University of Madras, Chennai</i>
2	<i>Refresher Course in Management</i>	<i>03.07.2013 To 23.07.2013</i>	<i>UGC – ASC, Bharathidasan University</i>
4	<i>Refresher Course in Management</i>	<i>03.08.2016</i>	<i>UGC – ASC, University of Madras</i>
5	<i>Refresher Course in Disaster Management</i>	<i>21.11.2018 self paced</i>	<i>NPTEL -AICITE</i>

6	<i>Short Term Course on Curriculum Development</i>	05.08.2020 to 7.08.2020	UGC-HRDC- Bharathidasan University
7	<i>Workshop on Empowering government institutions for NAAC Accrediation</i>	14.12.2018	RUSA – STATE PROJECT DIRECTORATE
8	<i>Faculty Development Program on Design, Develop and Deliver online courses thorough MOODLE platform</i>	15.05.2020 to 16.05.2020	TANSCHÉ with technical support of DOTE, Tamilnadu
9	<i>Refresher course on Management studies</i>	9/9/2021 to 22/9/2021	UGC HRDC – Pondicherry University.
10	Refresher course on Management studies.	22.12.2022 to 05.01.2023	Teaching Learning Centre, Ramanujan College. University of Delhi.

#### **Ph.D., SCHOLARS DETAILS Awarded Scholars -9**

#### **BOARD OF STUDIES**

<b>S.No</b>	<b>Name of the College/University</b>	<b>Period</b>	<b>Designation</b>
1	<i>Member in Board of Studies – Bharathidasan University, Trichy</i>	<i>2016 TO 31.03.2018</i>	<i>Member</i>
2	<i>Member in Board of Studies – Department of Business Administration, ADM College Nagapattinam</i>	<i>2018</i>	<i>University Nominee</i>
3	<i>Member in Board of Studies – Department of Business Administration, AVC college , Mayiladuthurai</i>	<i>22.8.2016 TO 2018</i>	<i>University Nominee</i>
4	<i>Member in Board of Studies – Department of Business Administration, A.V.V.M Sri Pushpam College, Poondi.</i>	<i>19.11.2018 TO 19.11.21</i>	<i>University Nominee</i>

#### **BOOKS PUBLISHED**

*Title of the Book: **International Business Management**, Publishers: Charulatha Publications ,ISBN: 978-93-89051-46-9, Year of Release: 2019, Co-Author: Dr.G.S.Subashini.*

#### **SPECIALIZATION**

## *Human Resources and Marketing*

### **RESOURCE PERSON :**

- *“Chief Keynote Speaker” for the 2nd “International Webinar/Faculty Development Programme (FDP)” Organized by Internal Quality Assurance Cell and Department of Master of Business Administration(MBA),GGSESTC, Bokaro Steel City, Jharkhand Topic: “How to sustain the new virtual life in post pandemic situation”*
- *Resource person for Webinar on “Management of Covid 19 pandemic and Business Continuity” organized by Karpaga vinayaka Institute of Management, Pudukkottai on 22/05/2020.*
- *Resource person for State Level Webinar on “Women Entrepreneurship as a Career” organized by Valliammal College for Women, Chennai on 02/06/2021.*
- *Resource person for State Level Webinar on “Skills needed post Covid” organized by NGP college, Coimbatore on 05/06/2021.*
- *Resource person for One day Webinar on “ Career Opportunities & Skills needed ” organized by PKR Arts and Science College, Gobichettipalayam on 14/6/21*
- *Delivered address in the title “Thesis Writing” on 10.02.2016 in the State Level Workshop on Research Methodology and Thesis Writing, conducted by Swami Vivekanda Institute of Management, Thanjvur.*
- *Delivered address in the title “Life Skills for Budding Managers” on 18.02.2016 (Forenoon )in the State Level Seminar on Recent development in Management, conducted by AVC College , Mayiladuthurai.*
- *Delivered address in the title “ Successful Women Entrepreneurs” on 18.02.2016 (Afternoon session) in the Motivation Campaign on Promotion conducted by the Bharathidasan Constituent College, Nanilam*
- *Jury for the “Startup Mela 2.0” Pitch in round, organized by Jamal Institute of Management, Trichy on 23.02.2019.*
- *resource person for Inter collegiate seminar held at ARC Vishwanathan College, Mayiladuthurai on 17.2.2018 and delivered her speech on the title “ Current Issues in Marketing”*

### **ADMINISTRATIVE EXPERIENCE AND OTHER POSITION HELD**

1. *Naan Mudhalvan Faculty Trainer for third years “Digital Marketing”.(2022-23)*
2. *Naan Mudhalvan Faculty Trainer for third years “GST & iNSURANCE”.(2023-24)*
3. *Chairman – Bharathidasan University – BBA board – central valuation*
4. *IQAC Committee - Member in Kunthavai Naacchiyaar Govt. Arts College for Women*
5. *Chairman for Board of Studies in Department of B.B.A in Kunthavai Naacchiyaar Govt. Arts College for Women*
6. *Member – Autonomous Review Committee.*

7. Head, Department of Business Administration, *Kunthavai Naacchiyaar Govt. Arts College for Women. From 2011 to till date.*
8. *Coordinator – e-News Letter in Kunthavai Naacchiyaar Govt. Arts College for Women*
9. *Examiner for MPhil and PhD evaluation*
10. *Deputy Hostel Warden - Kunthavai Naacchiyaar Govt. Arts College for Women*
11. *President – Student Cooperative Stores (2017-18,18-19)*
12. *Member in Academic Council in Kunthavai Naacchiyaar Govt. Arts College for Women*
13. *MOOC-massive Open online courses – member of coordinating committee, Kunthavai Naacchiyaar Govt. Arts College for Women*
14. *College calendar incharge.(2015-16)*
15. *Member in Board of Studies – Bharathidasan University, Trichy*
16. *Member in Board of Studies – Department of Business Administration, ADM College Nagapattinam*
17. *Member in Board of Studies – Department of Business Administration, AVC college , Mayiladuthurai*
18. *Member in Board of Studies – Department of Business Administration, A.V.V.M Sri Pushpam College, Poondi.*
19. *Online class attendance & e content scrutiny committee for college*
20. *Recognized Research Supervisor in Bharathidasan University for Management Subject.*
21. *Carried out question paper setting & central valuation for UG and PG examinations at various colleges.*
22. *College web site in charge committee member (2019-2021)*
23. *Programme Coordinator- Concurrent MBA (2016-17)*
24. *NCC – “C” Certificate holder, RD return.*
25. *NSS Programme Officer for 2 Years.(PKR COLLGE)*
26. *As EDC Co-Ordinator for 5 years.*
27. *Soft Skill Trainer*

#### **ARTICLES PUBLISHED IN UGC CARE, SCOPUS LISTED AND OTHER JOURNALS**

1. Vimala .V, Lakshmi Bala M, published a paper, “The sway of Emotional Intelligence and its cutting-edge on the Performance of Employees” in Q2 journal. Social Space Journal, Volume 22 Issue 03, 2022. Przeszren Spoteczna (Social Space) ISSN: 2082-1558; E-ISSN:2082-7696.<https://socialspacejournal.eu/menu/script/index.php/ssj/article/view/130/59> Grant3,151, King Faisal University, Kingdom of Saudi Arabia.
2. Dr.Vijayavel J, Dr. Lakshmi Bala M, published a paper, “Impact of human resources effective utilization in achieving sanitation programmes objectives with special reference to Pattukkottai Taluk.” in Journal of the Oriental Institute M.S. University of Baroda ISSN: 0030-5324 . Vol. 71, Issue. 04, No.2, October-December: 2022 Page. 153-159. UGC Care Approved, Group I, Peer Reviewed and Referred Journal.
3. Sampath Kumar D. And M. Lakshmi Bala (2022) published a paper “Exploring The Influence Of Corporate Social Responsibility Practices On Brand Satisfaction And Brand

Loyalty With Respect To Dairy Products In Chennai District” International Journal of Management (IJM) Volume 13, Issue 5, May 2022, pp. 1-10, Article ID: IJM\_13\_05\_001 Available online at <https://iaeme.com/Home/issue/IJM?Volume=13&Issue=5> ISSN Print: 0976-6502 and ISSN Online: 0976-6510 DOI: <https://doi.org/10.34218/IJM.13.5.2022.001> © IAEME Publication Scopus Indexed

4. Sampath Kumar D. and M. Lakshmi Bala (2021). Social Networking Site aspects and their impact on Perceived Trust and Repurchase Intention of Consumers towards Store Brand Food Products in Thiruvallur District, Journal of the Maharaja Sayajirao University of Baroda, Vol.55, No.1 (V), ISSN: 0025-0422, Pg.92-99. **UGC-CARE List ‘Group I’ Journal.**
5. Dr.M.Lakshmi Bala & D.Sampath Kumar(2020) published a paper on “Analysis of social media marketing Dimensions and their Impact on Trust and Purchase intention of consumers towards electronic products in Chennai” Eduindex journals, Studies in Indian Place Names journal. ISSN:2394-3114 . Vol 40, Issue 3, Feb 2020, Impact factor 6.3. UGC Care Journal. [www.eduindex.org](http://www.eduindex.org) Indexed, peer reviewed and listed in UGC care.
6. Dr.M.Lakshmi Bala & D.Sampath Kumar(2019) published a paper on “Impact of perceived quality, brand image and brand trust on customer satisfaction and loyalty. A study of selected dairy products in Chennai” in JGRS journal, vol 21, Issue 14,page no: 1073 – 1083. 2019-12-26 December 2019. ISSN 0374-8588. Impact factor 4.3. <http://gujaratresearchsociety.in/index.php/JGRS/article/view/1958> . UGC Care list group D journal
7. Dr.M.Lakshmi Bala & N.Agilandeswari (2019) published a paper on “Determine the impact of emotional intelligence on organizational commitment among bank employees in selected areas of Tamilnadu” in the International Journal of Composition Theory. ISSN -0731-6755, Vol XII , Issue IX, pp(2132-2139) September 2019 . <http://www.jctjournal.com/gallery/235-sep2019.pdf> IMPACT FACTOR 5.7 <http://www.jctjournal.com/Current-Issue/> Journal Sl.No:18482
8. Dr.M.Lakshmi Bala & N.Agilandeswari (2019)published a paper on “Measuring the influence of emotional intelligence on organizational commitment in service sectors” in INFOKARA RESEARCH. ISSN -1021-9056, September 2019. <https://infokara.com/gallery/1-oct-3011.pdf> impact factor 5.3 DOI:16.10089.IR.2019.V8I10.285311.2897 national A Peer Reviewed / Referred Journal
9. Dr.M.lakshmi Bala & V.R. Jayavardhini (2019) published a paper on “Determinants of faculty retention at selected education institution in the state of Tamil nadu” in INFOKARA RESEARCH, Vol 8, Issue 10, October 2019. ISSN NO: 1021-9056. impact

10. Dr.M.lakshmi Bala & V.R. Jayavardhini (2019) published a paper on “ A Study On Faculty Turnover Intentions Of Selected Higher Educational Institutions in the State of Tamilnadu” in STD Journal, indexed international journal. An UGC CARE APPROVED GROUP - II MULTIDISCIPLINARY JOURNAL. Vol VIII, Issue 10, October 2019. ISSN NO: 0950-0707. impact factor:6.1 Serial No : 33806.  
 DOI:19.18001.STD.2019.V8I10.19.32544. <http://journalstd.com/gallery/76-oct2019.pdf>  
<https://www.Scopus.Com/SourcessortField=Citescore&SortDirection=Desc&IsHiddenField=False&Field=Issn&Issn=0950-0707>

11. Dr.M.Lakshmi Bala & N.Agilandeswari (2019) published a paper on “A Study on Emotional Intelligence on involvement in Employee Performance in Banking Sector with special reference to Thanjavur District” in the International Journal of Emerging Technologies and Innovative Research (JETIR) ISSN -2349-5162, April 2019, Vol 6, Issue 4, P.No: 727 -731. International peer reviewed, Open Access Journal. UGC and ISSN approved 7.95 impact factor UGC Approved Journal no 63975. Published Paper ID:JETIR1904J96. Registration ID:207322.  
<https://www.jetir.org/view?paper=JETIR1904J96>

12. Dr.M.Lakshmi Bala & N.Agilandeswari(2019) published a paper on “A Study on Emotional Intelligence in Banks – An empirical study with special reference to Thanjavur District” in the International Journal of Inter disciplinary Research and Innovation. ISSN -2348-1226, Vol 7, Issue 2, pp(190-194) April-June 2019 .  
<https://researchpublish.com/issue/IJIRI/Issue-2-April-2019-June-2019/4>  
<https://www.researchpublish.com/page/UGC-APPROVED->  
<https://www.researchpublish.com/search>

Approved By University Grants Commission (UGC) in 2018 list

Journal No	Title	ISSN	E-ISSN
63976	<b>International Journal of Interdisciplinary Research and Innovations (IJIRI)</b>	23481218	23481226

13. Dr.M.Lakshmi Bala & Dr.A.M.Jenita (2018) published a paper on “The effect of Retail Pricing Strategies as Promotional Tool in organized Retail Sector in Tamil Nadu in International Journal of Scientific research in Computer Science Applications and Management Studies (Online ISSN: 2319-1953, UGC Approved Journal No.63611 in Volume 7, Issue 5, September 2018. Impact factor: 0.654 international online, open access, peer-reviewed, bimonthly, and refereed research journal.  
[https://www.ijsrcsams.com/images/stories/Past\\_Issue\\_Docs/ijsrcsamsv7i5p126.pdf](https://www.ijsrcsams.com/images/stories/Past_Issue_Docs/ijsrcsamsv7i5p126.pdf)

14. Dr.M.Lakshmi Bala & N.Agilandeswari published a paper on “ Emotional Intelligence and Employee Performance “in International Journal of Scientific research in Computer Science Applications and Management Studies (Online ISSN: 2319-1953, UGC Approved Journal No. 63611 in Volume 7, Issue 5, September 2018. Impact factor: 0.654 international online, open access, peer-reviewed, bimonthly, and refereed research

journal.

[https://www.ijsrcsams.com/images/stories/Past\\_Issue\\_Docs/ijsrcsamsv7i5p126.pdf](https://www.ijsrcsams.com/images/stories/Past_Issue_Docs/ijsrcsamsv7i5p126.pdf)

15. Dr.M.Lakshmi Bala & V.R.Jayavardhini (2018) published a paper on “A study on developing a retention strategy for qualified staff at the higher education in Thanjavur district” in International Journal of Interdisciplinary Research and Innovations ISSN 2348-1226 (online) Vol. 6, Issue 3, pp: (409-414), Month: July - September 2018, UGC Approved Journal . Journal Number: 63976. Available at: [www.researchpublish.com](http://www.researchpublish.com).  
<https://www.researchpublish.com/issue/IJIRI/Issue-3-July-2018-September-2018/3>
16. Dr.M.Lakshmi Bala & V.R.Jayavardhini (2018) published a paper on “1. A Study on Employee Retention in Higher Education with Special Reference to Thanjavur District” in International Journal of Management Studies (Print ISSN: 2249-0302, Online ISSN: 2231-2528, Page no: 97-102 UGC Approved Journal No.44925 DOI: 10.18843 Impact Factor (IBI): 2.26) in Volume V, Special Issue 3, August 2018.  
<https://researchersworld.com/index.php/ijms/article/view/1586>
17. Dr.M.Lakshmi Bala & V.R.Jayavardhini (2018) published a paper on “A Study on Factors Influencing Employee Retention In Higher Educational Institution” in International Journal of Management Studies Page no: 70-75 (Print ISSN: 2249-0302, Online ISSN: 2231-2528, UGC Approved Journal No.44925 DOI: 10.18843 Impact Factor (IBI): 2.26) in Volume V, Special Issue I, August 2018.  
DOIURL:<http://dx.doi.org/10.18843/ijms/v5iS1/08>  
<https://researchersworld.com/index.php/ijms/article/view/1621>
18. Dr.M.Lakshmi Bala, K.Sudhakar, (2018) published a paper on“ A Study on Problems of Agriculture Export with Special Reference to Exporters, Tamilnadu, India in the International Journal of Research and Analytical Reviews (IJRAR) International Peer Reviewed & Refereed Journal, Open Access Journal, on July 2018, Volume 5, Issue 3. Page Number(s) - 849-855. UGC Jr No: 43602, Impact Factor of 5.75 E-ISSN 2348-1269, P- ISSN 2349-5138. Unique Identification Number - IJRAR1903104. Paper ID – 190204 <http://doi.one/10.1729/Journal.18121> <https://www.ijrar.org/papers/IJRAR1903104.pdf>  
  
[Published Paper URL: - http://www.ijrar.org/viewfull.php?&p\\_id=IJRAR1903104](http://www.ijrar.org/viewfull.php?&p_id=IJRAR1903104)  
[Published Paper PDF Download: - download.php?file=IJRAR1903104](http://www.ijrar.org/download.php?file=IJRAR1903104)
19. Dr.M.Lakshmi Bala & V.R.Jayavardhini (2018) published a paper on “A Study on administrative improvement of Employee Retention In Higher Educational Institution in Trichy District” in International Journal for Science and advance research in Technology. (Print ISSN: 2249-0302, Online ISSN: 2395-1052, in Volume IV, Issue 6, June 2018.Paper Id :IJSARTV41624121. Impact Factor 6.224.  
<http://ijsart.com/Home/IssueDetail/24121>
20. Dr.M.Lakshmi Bala, N. Agilandeswari, (2018) “ A Study on awareness of Emotional Intelligence among bank employees with special reference to Thanjavur city”, Indian Journal of current research, ISSN : 2347-9213, P.No: 42, Volume V, No.3,December 2017.



21. Dr.M.Lakshmi Bala, V.R.Jayavardhini, (2018) “Determinants of Faculty Retention:A Study of Engineering and Management Institutes in the state of Tamil nadu”, Research Explorer,(A Refereed International Research Journal) UGC Jr No:63185, Impact Factor 1.056, P.No: 79, VOLUME VI, Issue 16, February 2018.
22. Dr.M.Lakshmi Bala, N. Agilandeswari (2018), “ A Study on impact of demonetization over the banking sector with special reference to Thanjavur city”, Research Explorer,(A Refereed International Research Journal) UGC Jr No:63185, Impact Factor 1.056, P.No: 30, Volume VI, Issue 16, February 2018.
23. M.Lakshmi Bala, A.M.A.Jenita and V.Vijay Anand (2017), A Study on Prospects and Challenges in Food Retail Market with special reference to selected districts of Tamil Nadu, International Journal of Applied Business and Economic Research, UGC Serial No.: 669, ISSN: 0972-7302,377-385, Scopus Indexed, Vol.No: 15, Number 8, 2017
24. Dr.M.Lakshmi Bala, S. Venkatesan (2017), A Study on Consumer Cognitive Buying decisions towards domestic solar power technology with special reference to Tamilnadu, Emperor International Journal of Finance and Finance and Management Research, ( UGC Jr No: 45308) ISSN NO: 2395-5929, Impact Factor 1.14, P.No:114-120,Vol III ,Issue 10, Oct 2017.
25. M.Lakshmi Bala, D.Sampath Kumar and V.Vijay Anand 2017, Impact of Brand Equity on Purchase Intention: A Study of consumers of health food drinks in Chennai using Structural Equation Model,International Journal of Applied Business and Economic Research, UGC Serial No.: 669, UGC Serial No.: 669 ISSN: 0972-7302,369-380, Scopus Indexed, Vol.No: 15, Number 15, 2017
26. Dr.M.Lakshmi Bala,A.M.A.Jenita 2017,Impact of GST in Food Retail Market, Emperor International Journal of Finance and Finance and Management Research, ( UGC Jr No: 45308) ISSN NO: 2395-5929 Impact Factor 1.14, P.No:95-99,Vol III ,Issue 9, Sep 2017.
27. Dr. M.Lakshmi Bala & K.Sudhakar (2017) published a paper on “An Overview of Export Performance of Agricultural Products in India” IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 2. Ver. I (Feb. 2017), PP 01-05 [www.iosrjournals.org](http://www.iosrjournals.org)
28. Mrs. K.Sudha and Dr.M.Lakshmi Bala (2017) and Published a paper title " A study on consumers' preference towards private label food products with special reference to Chennai, Tamilnadu" in PRIMAX International Journal of Commerce and Management Research, January 2017,ISSN No:2321-3604,Special issue, Karnataka.
29. Mrs.M.Chidambara Vadivu & Dr. M.Lakshmi Bala (2017) published a paper on “Role of Education in Business” in AE International Journal of Multidisciplinary Research. ISSN 2348 -6724, Impact factor 2.78. Nov 2016. Page No:174
30. Mrs. V.R.Jayavardhini & Dr. M.Lakshmi Bala (2017) published a paper on “Analysis in Employee Retention, Payment and Issues” in AE International Journal of Multidisciplinary Research. ISSN 2348 -6724, Impact factor 2.78. Nov 2016. Page

No:78

31. V.R.Jayavardhini & Dr.M.Lakshmi Bala (2016) published paper titled” A Study on Problems in preserving knowledge Management and Employee Turnover in Higher Educational Institutions” in International Journal of Human Resource (PIJHR) July 2016, P.No:139 -141 ISSN No: 2348-0483, Impact factor: 3.532.
32. Dr. M.Lakshmi Bala & Rampier (2016) “ Emerging Challenges and Prospects of FMCG product Development in India” AE International Journal of Multi Disciplinary Research. Nov 2016 Page no : 20-23, ISSN no: 2348-6724. Impact Factor 2.78
33. Dr. M. Lakshmi Bala, J. Kavitha & V. Suresh Kumar (2016) published a paper titled “Conceptual Model Fit for Women Entrepreneurs’ Satisfaction towards their Business by using Structural Equation Model” in Indian Journal of Science and Technology, Volume 9, Issue 45, December 2016. Print ISSN : 0974-6846 ,Online ISSN : 0974-5645,Scimago ‘H’ Index : 18  
IC Value : 5.02. Indexed in SCOPUS, Elsevier B.V; J-Gate Plus; Research Bible; EBSCO.
34. S.Venkatesan, Dr.M. Lakshmi Bala, Dr.N.Sumathi & Dr. V.Suresh Kumar (2016) “A study on consumer perception and acceptance in respect of solar renewable energy in Tamilnadu” International Journal of Multidisciplinary Research Review, ISSN (P) - 2395-1877, E-ISSN – 2395-1877, Vol.1, Issue – 22, Dec-2016, Pp50-55. <http://www.ijmdrr.com/admin/downloads/3012201612.pdf>
35. Mrs.K.Sudha & Dr.M.Lakshmi Bala published a paper titled “ Store Brand – The Growth Strategy to sustain the Challenges faced by Indian Retail Industry”. In SRM BIZAD –Research Review, ISSN NO:0952-4957 MAR 2016. P.No: 336.
36. Mrs.V.R. Jayavardhini & Dr.M.Lakshmi Bala (2016) published a paper titled “Faculty turnover and Retention: A Global Scenario”. In SRM BIZAD –Research Review, ISSN NO:0952-4957 MAR 2016. P.No: 248
37. Dr.M.Lakshmi Bala & Mrs. M.Chidambara vadivu published a paper titled “Engineering education – Is it Unemployment or Unemployable”. In Emperor International Journal of Finance and Management Research (EIJFMR) ISSN NO:2395-5929 .JAN 2016.
38. Dr.M.Lakshmi Bala and Mr.S.Venkatesan (2015) published a paper titled “Renewable Energy in India – an Insight “ in the International Journal of Business Intelligence and innovation” . ISSN:2348 4705.Vol 1:Issue 2.October 2015.
39. Dr.M.Lakshmi Bala and Mrs.J.Kavitha published a paper titled ”Work Life Balance in Hospital “ in the International Journal of Business Intelligence and innovation” . ISSN:2348 4705.Vol 1:Issue 2.October 2015.
40. M. Rampier & Dr.M.Lakshmi Bala published a paper titled “An Empirical Study of Indian Consumer Buying Behaviour of FMCG Products (With special reference of Bathing Soap)” in AEIJMR,VOL 3, Issue 9, ISSN: 2348-6724 ,September 2015. [www.aeph.in](http://www.aeph.in)

41. Mrs.A.Jenita ,Dr.M.Lakshmi Bala and Dr.N.Sumathi published a paper titled "Emerging Vistas of Food Retail Market in India " in the Indian Journal of Applied Research . ISSN 2249-555X. P.No:51-53,Vol 5:Issue 10.October 2015.  
Peer Reviewed & Referred Journal. (Indexed with International ISSN Directory , Paris.
42. Mrs.M.Chidambara Vadivu ,Dr.M.Lakshmi Bala , and Dr.N.Sumathi published a paper titled "Expectation vs performance- A Skill Gap Analysis Among Engineering Graduates " in the Indian Journal of Applied Research . ISSN 2249-555X. P.No: 49-50,Vol 5:Issue 10.October 2015.  
Peer Reviewed & Referred Journal. (Indexed with International ISSN Directory , Paris.
43. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled "An Empirical Investigation on HRM Practices and Work Life Balance of Female Nurses in Tamil Nadu" in International Journal of Management and Development Studies , ISSN: 2321-1423,ISSN Print :2321-1423,p.No:78.March 2015.  
( A Double-blind Peer Reviewed Quarterly Journal)
44. K.Sudhakar & Dr.M.Lakshmi Bala published a paper titled " Financial Inclusion activities towards Tamilnadu State Unbanked/Under-banked People-case Analysis of selected Public Sector and Private Sector Banks Strategies" in International Journal of Management and Social Development , ISSN: 2348-1919,P.No:15.February 2015.  
( A Double-blind Peer Reviewed Monthly Journal)
45. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled "An antecedents on human resource management practices in hospitals and its impact on employee satisfaction by using structural equation modeling" in International Journal of Management and Social Development , ISSN: 2348-1919,P.No:161.February 2015.  
( A Double-blind Peer Reviewed Monthly Journal)
46. Dr.M.Lakshmi Bala & J.Kavitha published a paper titled "Women Entrepreneurs in Tamil Nadu: Problems, Motivation and Success Factors (With Special reference to Thanjavur Dist)." in International Journal of Business Intelligence and Innovations , ISSN: 2348- 4705, P.No:259-260 , September 2014. (Double Blind Refereed Journal)
47. Dr.M.Lakshmi Bala & K.Sudha published a paper titled " Store Brand-The Emerging Entrepreneurial Marketing Model among Indian FMCG Retailers." in International Journal of Business Intelligence and Innovations , ISSN: 2348- 4705, P.No:149-150 , September 2014.(Double Blind Refereed Journal)
48. Dr.M.Lakshmi Bala A.Diraviam published a paper titled "Presenteesim –A Hidden Cost" in the International Journal of Management Review. ISSN: 2348-4373,P.No:52-57,April 2014.( A Double-blind Peer Reviewed Monthly Journal)
49. Dr.M.Lakshmi Bala published a paper titled "Cultural Shock" in One Day International Conference on New Dimensions in Commerce & Industry in the globalised Era on 22 Feb 2014 in Sankhya International Journal of Management and

Technology ISSN -09753915.

50. Dr.M.Lakshmi Bala & K.Sudhakar published a paper titled “ Inclusive Banking through Financial Inclusion” in Thavan International Journal of Research in Economics and Banking , ISSN: 2277-1476, P.No:310-313 , February 2014.
51. Dr.M.Lakshmi Bala & J Kavitha published a paper titled “ Women Entrepreneur’s Problems, Opportunities and Motivational Factors in India.” in Research Explorer , ISSN: 2250-1940, P.No:245-247 , November 2013.
52. M. Rampier & Dr.M.Lakshmi Bala published a paper titled “Stress Management in Fast Moving Consumer Goods in Indian Industry” in Research Explorer , ISSN: 2250-1940,p.No:132-134.March 2013.
53. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “A Study on Challenges in Hospital Administration” in Research Explorer , ISSN: 2250-1940,p.No:155-158.March 2013
54. A.M.A.Jenita & Dr.M.Lakshmi Bala published a paper titled “Food Retailing In India” in Research Explorer , ISSN: 2250-1940,P.No: 510. February 2013.
55. Dr.M.Lakshmi Bala & J Kavitha published a paper titled “ Current Status of Entrepreneurial Motivation in Tamil Nadu” in Research Explorer , ISSN: 2250-1940, P.No:676 , February 2013.
56. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “ Human Resource Management in Hospitals” in Research Explorer , ISSN: 2250-1940,p.No:957 February 2013.
57. “Medical Tourism in India(Patients beyond borders)” International Journal of Applied Management Research.ISSN: 0974 8709
58. Dr.M.Lakshmi Bala published a paper titled “HR Tools in Managing Retention” in the Proceedings of the National Seminar on Innovations in Management, ISBN:978-93-80509-04-4,P.No: 130. Published by SELP Publication 2012.
59. Dr.M.Lakshmi Bala & J.Kavitha published a paper titled “An overview of Women Entrepreneurs in India” in the book “ Innovative Management Strategies for Emerging Business Paradigms” ,ISBN:978-81-909038-1-3,Vol 2,P.No: 53. Published by S.P.Samy Publication, Kumbakonam.2012.
60. Dr.M.Lakshmi Bala & V.Sankaranarayanan published a paper titled “Micro Finance Challenges and Opportunities” in the book “ Innovative Management Strategies for Emerging Business Paradigms” ,ISBN:978-81-909038-1-3,P.No: 53. Published by S.P.Samy Publication, Kumbakonam.2012.
61. Dr.M.Lakshmi Bala published a paper titled “Merits and Demerits of FDI” in the book Foreign Direct Investment in Retail Industry in India-Boon or Bane” ,ISBN:978-

93-80-509-01-3,P.No: 107. Published by Department of Commerce. St.Xavier's College , Palayamkottai. 2012.

62. Dr.M.Lakshmi Bala published a paper titled ” “Permission Marketing” in the book Marketing Research Issues and challenges ,ISBN:978-93-5067-214-3,P.No: 154. Published by SELP Publication 2011.

63. Dr.M.Lakshmi Bala published a paper titled ”Role of Knowledge Management in the Global Business Order” in the journal “Economic Challenger” ISSN 0975-1351,Issue-46, March 2010, P.No.68.

### **FDP/CONFERENCES/WORKSHOP/SEMINAR PARTICIPATED**

1. *DR.M.Lakshmi Bala participated in the **Short Term Course (FDP)**organized by **Naan mudhalvan**, Government of Tamil Nādu and NSE Academy from 30.01.2023 to 03.02.2023.*
2. ***One week Faculty development Program** on “Learning Management System” organized by National Institute Of Technical Teachers Training And Research (NITTTR), Chennai. (An Autonomous Institute under Ministry of Education, Govt. of India) from 31.05.2021 to 04.06.2021.*
3. ***One week Faculty development Program** on “Implementation of OBE and Online Teaching” organized by National Institute Of Technical Teachers Training And Research (NITTTR), Chennai. (An Autonomous Institute under Ministry of Education, Govt. of India) from 07.06.2021 to 11.06.2021.*
4. *“**National Level Five Days Online Faculty Development Programme (FDP)** on "Entrepreneurial Strategies for Breakthrough Success in your Business & Life" Organised by Srinivasan College of Arts & Science (MBA Programme) , Trichy In Association with TRICHY DISTRICT TINY & SMALL SCALE INDUSTRIES ASSOCIATION (TIDITSSIA), held from 21st June 2021 to 25th June 2021*
5. ***FDP on** “Information And Communication Technology Tools For Teaching & Learning” and Hands on demo for Google Classroom” on 08/07/21 and organized by IQAC of Kunthavai Naacchiyaar Govt Arts College for Women.*
6. ***Five Days Faculty development Program** on “Effective Classroom Management in HEI's” organized by Idhaya College, Kumbakonam from 26.07.2021 to 31.07.2021.*
7. ***Seven days Online Faculty development Program** on “Outcome Based Education” organized by Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 01.08.2021.*
8. ***Two days Faculty Development Programme** on “Digital design Pedagogy Skill Training” on 12.08.2021 and 13.08.2021 organized by Virudhunagar Hindu Nadar's Senthikumara Nadar college.*

9. **Five days International Faculty development programme** on “ Digital citizenship for new age teachers” from 4/10/2021 to 08/10/2021 organized by Sri Ramakrishna Arts and science college, Coimbatore.
10. **Seven days Faculty development programme organized by Tiruppur Kumaran College For Women** from 01.11.2021 to 08.11.2021.
11. **One Week Faculty Development Programme** On “Edifying Research Skills- The Need Of The Hour” from 21.03.2022 to 25.02.2022. organized by Bon Secours college for women.
12. Dr. M.Lakshmi Bala participated in UGC-Sponsored Webinar on Digital Governance on 30.08.2022 organized by HRDC. Bharathidasan University.
13. Participated in UGC Sponsored four days webinar series on “Educational framework for global citizenship, Internationalization of Higher Education, Academic and Research Integrity and National Skills Qualification Framework” organized by HRDC. Bharathidasan University from 27.06.2022 to 30.06.2022
14. Own pace Seven Day Online Short Term Course on “Basics of Effective Business Administration” Organized by Department of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi from 07.06.2021 to 13.06.2021.
15. FDP on “Outcome Based Education- CO –PO Mapping” on 20/07/21 and organized by IQAC of Kunthavai Naacchiyaar Govt Arts College for Women.
16. Three days International Online Workshops Program on “Basic Statistical Analysis and Interpretation using SPSS” organized by Global Institute of Statistical Solution” from 04.06.2021 to 06.06.2021.
17. One Day seminar on “Student Centered Learning” on 15/6/21 organized by National Institute of Technical Teachers Training And Research (NITTTR), Chennai. (An Autonomous Institute under Ministry of Education, Govt. of India).
18. "National Level Webinar on “How to write a winning proposal" by Dr. Sri Harsha Kota, Indian Institute of Technology, New Delhi-110016 ,organized by the Research and Development Cell, Nehru Institute Of Engineering & Technology Nehru Institute Of Technology, Coimbatore on 15th June 2021 at 12:00PM to 02.00 PM.
19. State Level Workshop on "Data Analytics: A Research Perspective", organized by the Department of Mathematics in association with Centre for Research & Development, Geetha Jeevan Arts & Science College, Thoothukudi on 17.06.2021.
20. Two Day National Level Online workshop on “Intellectual Property Rights” on 21/6/21 and 22/6/21 organized by IQAC of GTN arts College in association with Tamilnadu State Council for Science and Technology, Patent Information centre, Government of TamilNadu, Chennai
21. NET/SET Training program organized by Annai College of Arts and Science with IQAC and MCA department on 5th July 2021 to 9th July 2021.

22. *National level webinar on “Plagiarism, Citation and Reference in Social science research” organized by St. Alphonsa college of arts and science, Kanyakumari Bangalore on 3/9/2021*
23. *National seminar on “IPR: Issues and challenges in the context of NEP” organized by IQAC , Lal Bahadur shastri government first grade college, Bangalore on 4/9/2021*
24. *Webinar on the topic ‘Preparation of Questionnaire & Data Analysis’ on Mon. 17th Jan. 2022 organized by R. M. Dhariwal Sinhgad Management School, Kondhapuri, Pune Affiliated to SPPU, Pune, Accredited by NAAC with 'B'*
25. *FDP on “R for Business Analytics – an overview” organized by the PG and research department of Management, JJ college of Arts and Science , Pudukkottai on 08.06.2020.*
26. *Cleared NPTEL-AICTE Faculty Development Programme (8 Weeks- Full FDP) in Intellectual Property Rights and Competition Law through MOOCs mode during the year Jul-Sep 2019.*
27. *“A Six day International Virtual Faculty Development Programme on Impact of education – Post Covid 19” organized by Sri Ramakrishna College of Arts and Science , Coimbatore from 11/05/2020 to 16/05/2020*
28. *Attended a One Day Faculty Development Programme (FDP) on Revised Bloom’s taxonomy linked to Outcome based Education organized by CEDRAC and Gnanam School of Business on 25<sup>th</sup> January 2019 at Gnanam School of Business.*
29. *“Innovative curriculum and designing and evaluation organized by Bharathidasan University on 13.08.2015.*

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