


SRES', Sanjivani College of Engineering, Kopargaon
(An Autonomous Institute affiliated to SPPU, Pune)

Staff Profile

Personal Information			
Name of Teaching Staff: Dr. K. Meenatchi Somasundari			
Designation: Assistant Professor			
Department : MBA			
Date of joining : 13 th MARCH 2023			
E Mail ID :	meenakshikmba@sanjivani.org.in		
Contact No:	9677953638		
Education Details			
Qualification	Specialization with Class or Grade	University	Year
Ph. D	Business Administration	Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu	2014
M. Phil	Management – I Class	Sri Venkateswara University, Tirupathi	2009
M.B. A	Business Administration (Finance) – II Class	Alagappa University, Karaikudi, Tamilnadu	2007
M.A	Labour Studies – II Class	Madurai Kamaraj University, Madurai, Tamilnadu	1997
PG Diploma	Personnel Management and Labour Laws – II Class	Alagappa University, Karaikudi, Tamilnadu	1996
B. A	English – II Class	A.P.C. Mahalaxmi College for Women, Tuticorin, Tamilnadu	1995
Total experience in years: 12 years			
Teaching:	12 years		
Industry:	NIL		
Research and Publications			
Author(s), Title of Article, Name of Journal, Volume(Issue), ISSN :xxxx-xxxx, pp:x-x, Month-Year [Download Link]			

- The paper titled, "Effect of stress on Online food delivery executives in job performance", In-ternational Journal of Recent Technology and Engineering (IJRTE) ISSN:2277-3878,Volume8,Issue2,July2019,<https://www.ijrte.org/wpcontent/uploads/papers/v8i2/B1074078219.pdf>
- The paper titled, "Artificial Intelligence: Impact of it on E- Commerce ", Suraj Punji Journal of Multidisciplinary Research, 2394-2886, March 2019, UGC Indexed.
- The paper titled, "HR Challenges and Issues in Modern Banking “, Suraj Punji Journal of Multi disciplinary Research, 2394-2886, March 2019, UGC Indexed.
- The paper titled, " A Vision on How the Women Cab Drivers Manage Their Dual Role Con- flict", www.testmagazine.biz/index.php/testmagazine/article/view/3200 , Vol. 82: Jan/Feb 2020
- The paper titled, “Are Bank Employees Able to Balance Their Work Life During Covid – 19”, International Conference on Global Emerging Trends in Transformation of Education (A Mul- tidisciplinary approach), 20 & 21 April 2021, Educational Resurgence Journal <https://coed.dypvp.edu.in/educational-resurgence-journal/>
- The paper titled, “Impact of Covid-19 On Individual Investors Investment Behaviour and Risk Endurance”, <http://journaleca.com/Volume-11-Issue-5-MAY-2021/> Journal of Engineering, Computing and Architecture, UGC CARE Group – 2 Journal, ISSN NO: 1934 7197, Vol. 11, Issue – 5,2021.
- The paper titled, “Impact of Digital Finance Among Rural Dwellers in Coimbatore City” https://ejessr.mayas.info/issues/3_spl_may_2021.php Emperor Journal of Economics and So- cial Science Research [EJESSR] DOI - <http://doi.org/10.35338/EJESSR.2021.3508> - ISSN No. 2581- 8643 (O) Volume – III Issue - May – 2021
- The paper titled, “Consumer Preference towards Eco-friendly Products in Coimbatore city”, Journal of Research & Development' A Multidisciplinary International Level Referred and Peer Reviewed Journal, ISSN: 2230-9578, 25June-2021, Changing

Perspectives of Language, Literature, Science and Social Science, Volume-11, Issue-19, P. No: 6-8

- The paper titled, “A View of Investors on Asset Management Companies Performance”, Journal of Research & Development' A Multidisciplinary International Level Referred and Peer Re- viewed Journal, ISSN: 2230-9578, 25June-2021, Changing Perspectives of Language, Literature, Science and Social Science, Volume-11, Issue-19, P. No: 28 – 30
- The paper titled, “People Resourcing Practices in Thermal Power Generating Units”, <http://alinteridergisi.com/article/people-resourcing-practices-in-thermal-power-generating-units/>, Volume:-36, Issue:-2, July, 2021, Pg.:140-143, DOI: <http://doi.org/10.47059/alinteri/V36I2/AJAS21126>
- The paper titled, “Assessing Consumer Behavioral Intentional Factors towards Herbal Cosmetic Products”, Kalyan Bharati, Journal on Indian History & Culture, UGC CARE List Group 1, Vol 36, No VII, 2021, P. No 386 – 390.
- The paper titled, "Employee Safety and Performance in Quick Service Restaurant during New Normal" in International Advanced Research Journal in Science, Engineering and Technology, Peer Reviewed Journal, Impact factor 7.105, Issue: 9, Volume 8, September 2021, DOI: 10.17148/IARJSET.2021.8947
- The paper titled, "A STUDY ON AWARENESS TOWARDS INSURANCE AND ITS BENEFITS AMONG THE PUBLIC DURING COVID 19" on www.irjhis.com ISSN 2582-8568 | Impact Factor 5.71 International Conference Organized by V.P. Institute of Management Studies & Research, Sangli (Maharashtra, India) “Implications of COVID-19: Problems & Consequences” on 27th August 2021, Special Issue, August 2021, Pg. No: 203 - 209, DOI No. 03.2021-11278686 DOI Link: <https://doi-ds.org/doi/10.2021-11278686>
- The paper titled, "A STUDY ON WORK LIFE BALANCE OF WOMEN EMPLOYEES DURING PANDEMIC" the research topic on www.irjhis.com ISSN 2582-8568 | Impact Factor 5.71 International Conference Organized by V.P. Institute of Management Studies & Research, Sangli (Maharashtra, India) “Implications of COVID-

19: Problems & Consequences” on 27th August 2021 Special Issue, August 2021, Pg. No: 161 - 167 DOI No. 03.2021-11278686 DOI Link: <https://doi-ds.org/doi/10.21203/rs.3.rs-11278686/v1>

- The paper titled, “Artificial Intelligence and Performance Management with reference to IT Companies in Bangalore City”, Two-Day International Conference on Enterprise Management and Business Intelligence, organized by Dr. N. G. P. Institute of Technology, Coimbatore, 8th & 9th October 2021, 147-151
- The paper titled, Coping with Job Stress and Build Resilience during the Covid-19 among front- line employees. Nat. Volatiles & Essent. Oils, 2021; 8(5): 4999 – 5003, <https://nveo.org/index.php/journal/article/view/1526/1333>
- The paper titled, Analysis on the Extent of Obstacles Faced by Retailers During Covid Lock down Period, Nat. Volatiles & Essent. Oils, 2021; 8(5): 5083-5087, <https://nveo.org/index.php/journal/article/view/1538/1345>
- The paper titled, Assessing the influential factors of buying behaviour of college students with reference to social media advertisement in Instagram, Journal of Management & Research Volume 10, Issue 2, September 2021 Print ISSN : 2277-7830, Online ISSN: 2348-5922, DOI: 10.17697/ibmrd/2021/v10i2/166801 <http://ibmrdjournal.in/index.php/ibmrd/issue/view/9535>, Pg. No: 25 – 29
- The paper titled, WORK LIFE BALANCE OF WOMEN EMPLOYEES AND RETENTION EFFECT IN IT SECTOR AT BANGALORE CITY – ASSESSING COVID IMPACT, Journal of the Oriental Institute, Vol. 71, Issue. 01, No. 11, January - March: 2022, ISSN: 0030-5324, UGC Care Approved, Group I, Peer Reviewed and Referred Journal, Pg No 63 – 68
- The paper titled, “Review of Talent Retention Strategies in Automobile Sector” in Madhya Bharati (UGC Care) ISSN: 0974- 0066, Vol.82, No.11, July – December 2022.

Book Publication (International)

- The book titled, “Security Analysis and Portfolio Management”, Forschung Publications, Madurai, Edition details: I, ISBN: 978-93-91772-06-2, September, 2021

<ul style="list-style-type: none"> ➤ The book titled, “Organizational Theory and Development” Shanlax Publications, Madurai, Edition details: I, ISBN: 978-93-91373-09-2, November, 2021 ➤ The book titled, “Strategic Management” Shanlax Publications, Madurai, Edition details: I, ISBN: 978-93-95422-58-1, December, 2022 <p>Book Chapter:</p> <ul style="list-style-type: none"> ➤ The chapter titled, “Relationship Management Confrontation: Businessmen” ISBN: 978-81-958752-6-9, Pg No 112, Wisdom India Publications, Bangalore-77, November 2022 			
Papers presented in conferences:			
Author(s), Title of Article, Name of Conference, Place, Month-Year [Download Link]			
Research Profile URL			
Google Scholar			
Scopus			
Orcid	0000-0003-3388-0772		
Other Research Details			
Ph D Guide ? Give field & University:	6203/CRE 5/2021 & 23/09/2021 - Management – Bharathiar University Coimbatore Tamilnadu		
Ph Ds/ Projects Guided:	-		
Books Published	03		
IPRs/Patents	NA		
Professional Memberships:	EUDOXIA RESEARCH CENTRE, INDIA		
Interaction with professional institutions	NA		
Consultancy Activities			
Duration	Title of Activity	Issued Organization	Amount

NA	NA	NA	NA
Grants fetched			
Duration	Title	Issued Organization	Amount
NA	NA	NA	NA
Awards			
1]			
FACULTY DEVELOPMENT PROGRAMMES - ATTENDED			
Name of the FDP/ Workshop	Organization	Duration	Month-Year
ESG Framework for Business	V.O. Chidhambaram College, Thoothukudi	8 Days	27 th October 2022- 3 rd November 2022
Digitalization in Accounting and Finance	KG COLLGE OF ARTS AND SCIENCE & PIONEER COLLEGE OF ARTS AND SCIENCE	7 Days	08.11.2022 – 14.11.2022
“Preparation of Research Grants Proposal in Social Studies”	Department of Management Studies and IQAC, Dhanraj Baid Jain College, Chennai	6 Days	12/12/2022 to 17/12/2022
INTELLECTUAL PROPERTY RIGHTS IN INDIA	College of Management, SRM Institute of Science and Technology, Ramapuram Campus	5 Days	26th Dec 2022 - 30th Dec 2022
Design and Development of Industry Led Curriculum In Technological Era	AMET University & Association of Indian Universities	9 Days	14 th – 22 nd December, 2022
Financial Risk Management and Derivatives	School of Business and Management, CHRIST (Deemed to be University), Bannerghatta Road Campus, Bangalore	5 Days	19 th – 23 rd December, 2022

Using MS Excel			
FACULTY DEVELOPMENT PROGRAMMES ORGANIZED			
Name of the FDP / Workshop	Organization	Duration	Month-Year Capacity
International Conference on New Achievements in Multi - Disciplinary Research”	Sri Krishna Arts and Science College, Coimbatore	02 Days	Sep. 26 & 27, 2020 Conference Co-convener
2 nd International Conference on “New Achievements in Multi - Disciplinary Research”	Sri Krishna Arts and Science College, Coimbatore	02 Days	29 th & 30 th May, 2021 Conference Coordinator
B Plan Championship cum Internship programme	E-Cell IIM & MakeIntern B Plan Championship cum Internship programme for the Zonal Partner, Sri Krishna Arts and Science College, Coimbatore	15 Days	20 th September to 13 th October 2021 Faculty Coordinator
SHG University Bazar 2023	Vels Institute of Science Technology and Advanced Studies, (VISTAS) Chennai	01 Day	Feb. 8 th 2023 Coordinator
INVITED LECTURES IN CONFERENCE/SEMINAR			
Title of Lecture/ Academic Session	Title of Conference/ Seminar etc.	Organized By	
NA	NA	NA	

OTHER Professional URLs	
Personal Website	
Linked In Profile	
GitHub URL	
YouTube Channel	
Other	https://vidwan.inflibnet.ac.in/profile/246954

Any Other: -