**PROFORMA FOR BIODATA**

1. Name : Dr.M.CHANDRA

2. Designation : Head & Assistant Professor

3. Department : Business Administration

4. Correspondence Address : Renanagaki Illam , 96 New Colony

 Enamthar Thoppu ,Thennur

 Tiruchirappalli - 620017

5. Email and Contact number : chandracom@nct.ac.in , mchandra0606@gmail.com

 9994377363

6. Date of Birth : 06/07/1980

7. Gender : Female

8. Category (Gen/SC/ST/SCA/DNC/MBC/BCM/BC) : BC

9. Whether differently abled : no

10. Academic Qualification

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S.No | **Degree** | **Year** | **Subject** | **University/Institution** | **% of Marks** |
| 1 | Ph.D. | 2019 | Management | Bharathidasan University, Trichy |  Awarded(Highly Commended) |
| 2 | M.Phil. | 2011 | Management | Jamal Mohamed College, Trichy | 81% |
| 3 | M.com  | 2022 | Commerce | Periyar University, Salem | 61% |
| 4 | MBA | 2010 | Management | Shrimati Indira Gandhi College Trichy | 67% |
| 5 | B.Com. | 2007 | Commerce | Bharathidasan University, Trichy | 56% |
| 6 | HSC | 1998 | Commerce | Holy Cross Girls Higher Secondary School, Trichy | 71% |
| 7 | SSLC | 1996 | State Board | Holy Cross Girls Higher Secondary School, Trichy | 70% |

11. Ph.D thesis title : A study on perceived organizational culture and its effect on

 employee performance in service sector Tiruchirappalli.

 Guide’s Name : Dr. Selvarani

 Institution/ University : Jamal Mohamed College , Trichy

 Year of Award : 2019

12. Work Experience:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S. No** | **Position held** | **Name of the Institute** | **From** | **To** | **Pay Scale** |
| 1 | Assistant Professor  | National College | June 2012 | Nov 2015 | 6500 |
| 2 | Assistant Professor  | National College | June 2017 |  -working | 15666 |

13. Professional Recognition/ Award/ Certificate/ Fellowship received by the applicant

 Award Received:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Awards** | **Awarded by** | **Year** |
| 1 | Best Teacher Award | Tamil Thaai Foundation Central government reg. no. UDYAM –TN-01-0013285 | Sep. 2023 |
| 2 | Best Women Researcher Award | REST Society for Research International, Krishnagiri | 26th August 2022. |
| 3 | Best Social Scientist Award | Indian Academic Researchers Association | 12th December 2020 |
| 4 | Best Teacher Award | ESN Publication Chennai | Sep. 28th 2019 |
| 5 | Best Faculty Award | Indian Academic Researchers Association | 21stApril 2019 |

Resource Person:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Title & Programme**  | **Organized by** | **Date & year** |
| 1 | Emerging Trends in AccountingEducation and Research | Thanthai Periyar Govt.Arts and Science College Trichy | 28th October 2023. |
| 2 | Valediction of ZEAL COM -2023 | Sri Sarada College for Women (Autonomous), Perambalur, Tamil Nadu, | 22nd February 2023. |
| 3 | Faculty Development Programme | V.H.N.S.N College (Autonomous), Virudhunagar, Tamil Nadu | 16 th December 2022. |
| 4 | Department Inauguration for Arts | TheivanaiAmmal College for Women Villupuram | 07.09.2022 |
| 5 | Fine Arts Club Judge | Jamal Mohamed College (Autonomous) | 19th May 2022 |
| 6 | The Universal Begin in the Mind- NLP | AnnaiWomen ‘s College Karur | 28th May 2020 |

Organised Program:

* Organizing Secretary, One Day International Workshop on “Digital Marketing” 24th

February 2020.

* Organizing Secretary, One Day International Online Workshop on Personality Development - “Unlearn To Learn The Skill” on19th May 2020.
* Organizing Secretary, Webinar on “To Crack Global Entrance Exam in Management studies” on 5th February 2021.
* Organizing Secretary, Ten Day TANCET Entrance Exam Coaching from 4th to 15th March 2021.
* Organizing Secretary, Ten Day TANCET Entrance Exam Coaching from 21st April to 1st May 2022
* Organized MOU signing between National College (Autonomous) Trichy and V.H.N.S.N College (Autonomous), Virudhunagar
* Organized International Conference on Recent Trends Innovations in Science, Engineering and Social Sciences held on 10 th & 11 th February 2022 at National College (Autonomous) Trichy.

Certificate Courses:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Title & Programme**  | **Organized by** | **Date & year** |
| 1 | IIT Madras Centre for Continuing Education (AICTE Sponsored) | Research Methods inOrganizational Behavior andHuman Resource Management(Short Term Course) | 21.to 26 Feb 2022 (6 days) |
| 2 | Turnip Innovations & facilitated by Dr. Rahul Kapoor, Kolkata | Entrepreneurship(Short Term Course) | 10th to 23 Nov.2022 (2 Weeks) |
| 3 |  Indian Academic Researchers’ Association Tiruchirappalli-21 (In association with Indian Accounting Association, Trichy Branch) | Research Methodology for Social Science | One Week– 6th to 12stApril 2020 |
| 4 | Department of Mathematics, Rajapalayam Rajus’ College, Rajapalayam | Arithmetic Ability | Two days-23rd& 24thApril 2020 |
| 5 | Department of English, AVS College of Arts & Science, Salem | Communication Skills for Professionals | 13th to 17thApril 2020 (5days) |
| 6 | Computational Intelligence Research Foundation Ayanavaram Chennai | Digital Classroom | 13th &14th April 2020 |

Swayam Course:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Topics** | **Conducted Institution** | **Date** |
| 1 | Introduction to Research | SWAYAM | Sep. 2019 |
| 2 | Cost Accounting | SWAYAM | Aug. 2019 |
| 3 | ARPIT Course in FinancialMarkets and Emerging Business Models | SWAYAM | Apr. 30, 2020 |
| 4 | Research Ethics | SWAYAM | Feb. 2022 |
| 5 | BCOS-184: E -commerce | SWAYAM | Feb. 22, 2022 |
| 6 | BCOE-141: Principles of Marketing | SWAYAM |  |

Faculty Development Programme:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Organised** | **Topics** | **Date** |
| 1 | Internal Quality Assurance Cell National College Trichy | Exploring Innovation in Personal and Institutional Development. | 5th to 12thJune 2023(7 DAYS) |
| 2 | VHNSN college Virudhunagar | Three E’s of Teaching – Ethic, Effective & Enjoy | 15th & 16thDecember,2022 |
| 3 | Einstein College, Tirunelvali | Successful Writing of a Research Paper in Scopus Index Journal | 25th &26thFeb 2022 |
| 4 | IARA And Guru Angad DevTeaching Learning CenterUnique certificate no: GAD TLC/21-22/OFDP-68/OB-024 | ResearchMethodology-Contemporary Issues | 08 to 22 Dec2021 (TwoWeek) |
| 5 | NSE Academy and BDU Trichy | Financial Market | 1st Dec 2021 |
| 6 | School of Business Management, Rathnavel Subramaniam College of Arts & Science, Coimbatore | Recent Trends in Artificial Intelligence and Impact on Teaching Professionals | 22nd -24thApril 2020(3 days) |
| 7 | Spoken Tutorial Project IIT Bombay and Sri Akilandeswari college Wandiwash | Moodle Learning Management system | 20th to26th April 2020 |
| 8 |  Indian Academic Researchers’Association, Tiruchirappalli-21 (In association Entrepreneurship Development cell, Acharya Institute of Graduate Studies, Bangalore) | Entrepreneurship: Research, Critical and Innovation | One week–22nd to 28thApril 2020 |
| 9 | Nehru College, Coimbatore | Art of Writing Research Article in Hi-Indexed Journals | 29th & 30thApril 2020 |
| 10 | ICT Academy atMuthayammal College of arts & science, Rasipuram. | Stress Management | 28th & 29thMay 2019 |
| 11 | National institute of technology Trichy | Data Mining and Data Analysis | 10th – 14th Mar. 2014 (5 Days) |

Workshop:

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Organised** | **Topics** | **Date** |
| 1 | Thanthai Periyar Govt.Arts and Science College Trichy | Emerging Trends in Accounting Education and Research | 28th October2023 |
| 2 |  Indian Academic Researchers’ Association, Tiruchirappalli-21 | Innovation Ecosystem | 20th to 22nd jan 2022 |
| 3 | Department of BusinessAdministration, Sri SARADANiketan College of Science forWomen, Karur | Self-Development | Two days –20th& 21st April 2020 |
| 4 |  Indian Academic Researchers’AssociationTiruchirappalli-21 | Reference Management Tools and Online Citation Database | Three days – 19th to 21st April 2020 |
| 5 | REST Society for ResearchInternational, Krishnagiri | Research Methodology | Three days - 12th to 14th, April 2020 |
| 6 | Dept of Business Administration Jamal Mohamed College-Trichy | Export Procedure & Promotion –NWEP | 21st Feb2020 |
| 7 | Dept of Commerce ,National College Trichy | Tally with GST | 16th sep. 2019 |
| 8 | Thanthai Periyar Govt.Arts and Science College Trichy | Research Proposal Writing and Funding Agencies | 20th Dec.2019 |
| 9 | Happy Valley Business School Coimbatore | NLP for Educator | 18th Aug.2018 |
| 10 | National Institute of Technology Trichy | Data Analysis using SPSS and R – Three days Workshop | 23rd – 27thApril 2017 |

International Conference:

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Organized** | **Topics** | **Date** |
| 1 | School of Commerce, NationalCollege Trichy-International Conference | Emerging Business Trends in the 21st century. | 26th Feb 2021 |
| 2 | School of Commerce, NationalCollege Trichy- International Conference | Recent Trend in Corporate Culture. | 24th Jan 2019 |
| 3 | Indian Academic ResearchersAssociation Tiruchirappalli, Tamil Nadu -620021 | A study on Green Marketing Prospects used in electronic product | 21st April 2019 |
| 4 | Indian Institute of Management- Indore | A study on organizational Culture | 8th to 11th May 2014 (4 days) |

Online Conference/ Webinar/ Training

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Organized** | **Topics** | **Date** |
| 1 | Intellectual Property Office India | National Intellectual Property Awareness Mission | 3st Aug 2023 |
| 2 | VHNSN college Virudhunagar in association with G.Venkataswamy Naidu College Kovilpatti | Indian Accounting Standards and Techniques | 28th Aug2023 |
| 3 | NABARD Sponsored TwoDay National Seminar on “Economic Empowerment ofTiny Agricultural Sectors inIndia” | Impact of employee empowermentThrough organizational culture inHospital Industries | 28th & 29thJan 2022 |
| 4 | SRM Institute of Science and Technology Ramapuram | Emerging Business & Economic Environment in India | 27th Jan 2020 |
| 5 | Thanthai Periyar Govt.Arts and Science College Trichy | Research Methodology and Statistical Application | 13th Dec2018 |
| 6 | Thanthai Periyar Govt.Arts and Science College Trichy | India – Sri Lanka Trade Relations – Ancient Periods to Modern Era | 21st Feb2020 |
| 7 | Thanthai Periyar Govt.Arts and Science College Trichy | Ethical Issues in Academic Research | 21st April2019 |
| 8 | Spoken Tutorial Project IIT Bombay and Sri Akilandeswari college Wandiwash | Moodle Learning Management system | 1st April2020 |

14. Publications

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S. No.** | **Author(s)** | **Title** | **Name of Journal** | **Volume** | **Year** |
| 1 | Dr. M. Chandra | The Impact ofCommunication Skills in the Development of Human Society and Business | European ChemicalBulletin. DOI: 10.48047/ech/2023.12.si4.1483 (Scopus) | 2023-12(Special Issue -4) PP-16627-16635ISSN:2063-5346 | 2023 |
| 2 | Dr. M. Chandra | A Study on the Impactof EmotionalIntelligence onEmployee WorkEngagement BehaviorKHIVRAJ Motors, Chennai. | International journal of Creative Research ThroughIJCRT | Vol. 10 Issue.02ISSN Approved Journal No: 2320-2882 | Feb.2022 |
| 3 | Dr. M. Chandra | Analysis of Women's Economic Empowerment in Tamilnadu ’s Tiruchirappalli district through a Self-Help Group” | Research Explorer-International Journal. UGC Approved journal (63185) | Volume XI, Issue 37ISSN:2250-1940(P), ISSN:2349-1647(O) | June 2023 |
| 4 | Dr. M. Chandra | A Study on EmployeeEmpowerment Through Organizational Culture In Hospital Industries | SambodhiUGC Care Approved, PeerReviewed and Refereed Journal | Vol-43, No.-03 (VII) ISSN: 2249-6661Impact Factor 5.80 | July-Sep. 2020 |
| 5 | Dr. M. Chandra | A Study on PerceivedOrganizational CultureAnd Its Effect on Strategic Planning ofHospitals in Tiruchirappalli District | Kala: The Journal of IndianArts History CongressUGC Care Approved, PeerReviewed and Refereed Journal | Volume-26, No.2(X): 2020-2021 | 2020-2021 |
| 6 | Dr. M. Chandra | An empirical study on Green values of consumers, their level of awareness about environmental issues, green products and practices carried out in Tiruchirappalli district | International Journal ofMarketing and Technology | Vol. 10Issue 08ISSN: 0975-7945 ISSN: 2249-1058 Impact Factor: 6.559 | Aug.8, 2020 |
| 7 | Dr. M. Chandra | The Impact of EmployeeEmpowerment on Organization Performance | Asian journal OfScience and Technology | Vol. 8Issue 11ISSN: 0976-3376  | Aug. 30, 2020 |
| 8 | Dr. M. Chandra | A ConceptualFramework OnManaging Corporate Culture | D.J.Academy ForManagerial Excellence, Coimbatore | ISBN-978-93-8153 7-11-4 | Mar. 21, 2014 |
| 9 | Dr. M. Chandra | Influence ofOrganizational Culture& Leadership Style on Organizational Commitment With In Trichy With Job Satisfaction As A Arbitrator | Inter -ContinentalManagement Research Review | Volume 2; Issue 5ISSN NO; 2320 9204IMPACT FACTOR -0.615 | May 2014 |
| 10 | Dr. M. Chandra | “Empirical Study onOrganizational CultureWithin EngineeringIndustries In Trichy” | Steward Business Review –International Journal | ISSN NO; 2320 9399 IMPACT FACTOR-0.675 | June 2014 |
| 11 | Dr. M. Chandra | Marketing Before And After MNC’s In India | Dept .of BusinessAdministration, NationalCollege, Trichy | ISBN: 978-93-81521-23-6 | Mar. 14, 2013 |
| 12 | Dr. M. Chandra | Examining The Impact on Industry Background And Gender on Job Satisfaction, Organizational Commitment And Turnover Intent | Jamal Institute OfManagement, JamalMohamed CollegeInternational Journal of Management | Volume 6Issue 1ISSN NO;0976-6510 PRINT 0976-6510Impact Factor-7.02230 (calculated by GISI) | Jan. 2015 |
| 13 | Dr. M. Chandra | OrganizationalTransactions With RealTime Monitoring And Auditing | Jamal Institute of Management, Jamal Mohamed College | ISSN-09730303 | Sep. 2015 |
| 14 | Dr. M. Chandra | Recent trend inCorporate culture-Conceptual View | PG & Research Department of commerce, National College, Trichy-International Conference | ISSN: 2250-1940ISSN :2349-1647 (online) Impact factor:2.014 (IRJIF) | Jan. 24, 2019 |

h-index: 12

i10 index: 1

Total citations: 1

15. Details of patents:

“Implementation of Artificial Intelligence and Machine Learning Techniques for Data Analysis in Digital Marketing using Ethical and Legal Dimensions” on 24.03.2023; Application no : 202341016832 A

“The importance of Modern Management Technology to Improve Business Efficiency” on 31.03.2023; Application no: 202341019771 A

16. Books/ Reports/Chapters/General articles etc

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No** | **Title** | **Author’s Name** | **Publisher** | **Year of Publication** |
| 1 | Digital Marketing –Scientific International Publication House –ISBN:978-93-5757-570-6 | Dr. M. Chandra | Scientific International Publication House-ISBN: 978-93-5757-570-6 | 2023 |
| 2 | Social, Economics, Educational and Environmental Impact of Covid-19 | Dr. M. Chandra | Issues and Challenges – ISBN :978-81-948552-0-0 | Year: Nov. 2020  |

17. Research guidance

Ph.D. : Awarded : --

 Submitted : --

 Ongoing : --

M.Phil. : Awarded : --

M.Sc. Dissertation : Awarded : --

18. List of Completed/Ongoing/Submitted projects

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** | **Title of the Project** | **Duration** | **Total Cost (Rs.)** | **Name of Funding****Agency** | **Status** |
| **From** | **To** |
| 1 | Analysis of Non-Performing Loan Determinants in Commercial Banks | September 2023 | Rs 50,000. | Indian Academic Researchers Association, TiruchirappalliRef No:22/GIA/IARA-2023 | 2024 Completed |
| 2 | Analysis of Women's Economic Empowerment in Tamilnadu’s Tiruchirappalli district through a Self Help Group | 2022- 2023 | Rs 20,000 | The Secretary of National College, TiruchirappalliRef No: NCT/SEC/008/2022-2023 | Completed |

(a) Major Results/ Highlights of the project including achievement (publications, patents etc.),

 for *completed projects*

(b) Up-to date Technical progress report for *on-going projects.*

19. Membership

 (a) Professional bodies:

* Indian Accounting Association -TIRU-21
* Indian Academic Researchers Association Tiruchirappalli, Tamil Nadu-620021 [www.iaraindia](http://www.iaraindia/) .com Membership number.91 / 2019

 (b) Editorial board : ----

 (c) Advisory board : ----

 (d) Academic bodies : ----

20. Countries visited:

21. Any other Information:

|  |  |  |
| --- | --- | --- |
| Computer Proficiency | Tally 9.0, (Foundation, Inter, Final) | 2005-2006 |
| Web design and Development | 2007 |
| Add on Course | Personality Development in Bharathidasan University | April 2010 |

**DECLARATION:**

I certify that the foregoing information is correct and complete to the best of my knowledge and belief.

**Place:**

**Date:**  **Signature**