

## 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  
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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 Thaa Foundation Central government reg. no. UDYAM –TN-01-0013285	Sep. 2023
2	Best Women Researcher Award	REST Society for Research International, Krishnagiri	26 <sup>th</sup> August 2022.
3	Best Social Scientist Award	Indian Academic Researchers Association	12 <sup>th</sup> December 2020
4	Best Teacher Award	ESN Publication Chennai	Sep. 28 <sup>th</sup> 2019
5	Best Faculty Award	Indian Academic Researchers Association	21 <sup>st</sup> April 2019

Resource Person:

S.No	Title & Programme	Organized by	Date & year
1	Emerging Trends in Accounting Education and Research	Thanthai Periyar Govt.Arts and Science College Trichy	28 <sup>th</sup> October 2023.
2	Valediction of ZEAL COM -2023	Sri Sarada College for Women (Autonomous), Perambalur, Tamil Nadu,	22 <sup>nd</sup> 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	Theivanai Ammal College for Women Villupuram	07.09.2022
5	Fine Arts Club Judge	Jamal Mohamed College (Autonomous)	19 <sup>th</sup> May 2022
6	The Universal Begin in the Mind- NLP	Annai Women 's College Karur	28 <sup>th</sup> May 2020

### Organised Program:

- ❖ Organizing Secretary, One Day International Workshop on “Digital Marketing” 24<sup>th</sup> February 2020.
- ❖ Organizing Secretary, One Day International Online Workshop on Personality Development - “Unlearn To Learn The Skill” on 19<sup>th</sup> May 2020.
- ❖ Organizing Secretary, Webinar on “To Crack Global Entrance Exam in Management studies” on 5<sup>th</sup> February 2021.
- ❖ Organizing Secretary, Ten Day TANCET Entrance Exam Coaching from 4<sup>th</sup> to 15<sup>th</sup> March 2021.
- ❖ Organizing Secretary, Ten Day TANCET Entrance Exam Coaching from 21<sup>st</sup> April to 1<sup>st</sup> 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<sup>th</sup> & 11<sup>th</sup> 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 in Organizational Behavior and Human 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 – 6 <sup>th</sup> to 12 <sup>st</sup> April 2020
4	Department of Mathematics, Rajapalayam Rajus' College, Rajapalayam	Arithmetic Ability	Two days -23 <sup>rd</sup> & 24 <sup>th</sup> April 2020
5	Department of English, AVS College of Arts & Science, Salem	Communication Skills for Professionals	13 <sup>th</sup> to 17 <sup>th</sup> April 2020 (5days)
6	Computational Intelligence Research Foundation Ayanavaram Chennai	Digital Classroom	13 <sup>th</sup> & 14 <sup>th</sup> 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 Financial Markets 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.	5 <sup>th</sup> to 12 <sup>th</sup> June 2023 (7 DAYS)
2	VHNSN college Virudhunagar	Three E's of Teaching – Ethic, Effective & Enjoy	15 <sup>th</sup> & 16 <sup>th</sup> December, 2022
3	Einstein College, Tirunelveli	Successful Writing of a Research Paper in Scopus Index Journal	25 <sup>th</sup> & 26 <sup>th</sup> Feb 2022
4	IARA And Guru Angad Dev Teaching Learning Center Unique certificate no: GAD TLC/21-22/O FDP-68/OB-024	Research Methodology-Contemporary Issues	08 to 22 Dec 2021 (Two Week)
5	NSE Academy and BDU Trichy	Financial Market	1 <sup>st</sup> Dec 2021
6	School of Business Management, Rathnavel Subramaniam College of Arts & Science, Coimbatore	Recent Trends in Artificial Intelligence and Impact on Teaching Professionals	22 <sup>nd</sup> -24 <sup>th</sup> April 2020 (3 days)
7	Spoken Tutorial Project IIT Bombay and Sri Akilandeswari college Wandiwash	Moodle Learning Management system	20 <sup>th</sup> to 26 <sup>th</sup> 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– 22 <sup>nd</sup> to 28 <sup>th</sup> April 2020
9	Nehru College, Coimbatore	Art of Writing Research Article in Hi-Indexed Journals	29 <sup>th</sup> & 30 <sup>th</sup> April 2020
10	ICT Academy at Muthayammal College of arts & science, Rasipuram.	Stress Management	28 <sup>th</sup> & 29 <sup>th</sup> May 2019
11	National institute of technology Trichy	Data Mining and Data Analysis	10 <sup>th</sup> – 14 <sup>th</sup> 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	28 <sup>th</sup> October 2023
2	Indian Academic Researchers' Association, Tiruchirappalli-21	Innovation Ecosystem	20 <sup>th</sup> to 22 <sup>nd</sup> jan 2022
3	Department of Business Administration, Sri SARADA Niketan College of Science for Women, Karur	Self-Development	Two days –20 <sup>th</sup> & 21 <sup>st</sup> April 2020
4	Indian Academic Researchers' Association Tiruchirappalli-21	Reference Management Tools and Online Citation Database	Three days – 19 <sup>th</sup> to 21 <sup>st</sup> April 2020
5	REST Society for Research International, Krishnagiri	Research Methodology	Three days - 12 <sup>th</sup> to 14 <sup>th</sup> , April 2020
6	Dept of Business Administration Jamal Mohamed College-Trichy	Export Procedure & Promotion – NWEF	21 <sup>st</sup> Feb 2020
7	Dept of Commerce ,National College Trichy	Tally with GST	16 <sup>th</sup> sep. 2019
8	Thanthai Periyar Govt.Arts and Science College Trichy	Research Proposal Writing and Funding Agencies	20 <sup>th</sup> Dec. 2019
9	Happy Valley Business School Coimbatore	NLP for Educator	18 <sup>th</sup> Aug. 2018
10	National Institute of Technology Trichy	Data Analysis using SPSS and R – Three days Workshop	23 <sup>rd</sup> – 27 <sup>th</sup> April 2017

International Conference:

S. No	Organized	Topics	Date
1	School of Commerce, National College Trichy-International Conference	Emerging Business Trends in the 21 <sup>st</sup> century.	26 <sup>th</sup> Feb 2021
2	School of Commerce, National College Trichy- International Conference	Recent Trend in Corporate Culture.	24 <sup>th</sup> Jan 2019
3	Indian Academic Researchers Association 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	8 <sup>th</sup> to 11 <sup>th</sup> 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	28 <sup>th</sup> Aug 2023
3	NABARD Sponsored Two Day National Seminar on “Economic Empowerment of Tiny Agricultural Sectors in India”	Impact of employee empowerment Through organizational culture in Hospital Industries	28 <sup>th</sup> & 29 <sup>th</sup> Jan 2022
4	SRM Institute of Science and Technology Ramapuram	Emerging Business & Economic Environment in India	27 <sup>th</sup> Jan 2020
5	Thanthai Periyar Govt.Arts and Science College Trichy	Research Methodology and Statistical Application	13 <sup>th</sup> Dec 2018
6	Thanthai Periyar Govt.Arts and Science College Trichy	India – Sri Lanka Trade Relations – Ancient Periods to Modern Era	21 <sup>st</sup> Feb 2020
7	Thanthai Periyar Govt.Arts and Science College Trichy	Ethical Issues in Academic Research	21 <sup>st</sup> April 2019
8	Spoken Tutorial Project IIT Bombay and Sri Akilandeswari college Wandiwash	Moodle Learning Management system	1 <sup>st</sup> April 2020

#### 14. Publications

<b>S. No.</b>	<b>Author(s)</b>	<b>Title</b>	<b>Name of Journal</b>	<b>Volume</b>	<b>Year</b>
1	Dr. M. Chandra	The Impact of Communication Skills in the Development of Human Society and Business	European Chemical Bulletin. DOI: 10.48047/ech/2023.12.si4.1483 (Scopus)	2023-12(Special Issue -4) PP-16627-16635 ISSN:2063-5346	2023
2	Dr. M. Chandra	A Study on the Impact of Emotional Intelligence on Employee Work Engagement Behavior KHIVRAJ Motors, Chennai.	International journal of Creative Research Through IJCRT	Vol. 10 Issue.02  ISSN 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 37 ISSN:2250-1940(P), ISSN:2349-1647(O)	June 2023
4	Dr. M. Chandra	A Study on Employee Empowerment Through Organizational Culture In Hospital Industries	Sambodhi UGC Care Approved, Peer Reviewed and Refereed Journal	Vol-43, No.-03 (VII) ISSN: 2249-6661 Impact Factor 5.80	July-Sep. 2020
5	Dr. M. Chandra	A Study on Perceived Organizational Culture And Its Effect on Strategic Planning of Hospitals in Tiruchirappalli District	Kala: The Journal of Indian Arts History Congress UGC Care Approved, Peer Reviewed 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 of Marketing and Technology	Vol. 10 Issue 08 ISSN: 0975-7945 ISSN: 2249-1058 Impact Factor: 6.559	Aug.8, 2020
7	Dr. M. Chandra	The Impact of Employee Empowerment on Organization Performance	Asian journal Of Science and Technology	Vol. 8 Issue 11 ISSN: 0976-3376	Aug. 30, 2020

8	Dr. M. Chandra	A Conceptual Framework On Managing Corporate Culture	D.J.Academy For Managerial Excellence, Coimbatore	ISBN-978-93-8153 7-11-4	Mar. 21, 2014
9	Dr. M. Chandra	Influence of Organizational Culture & Leadership Style on Organizational Commitment With In Trichy With Job Satisfaction As A Arbitrator	Inter -Continental Management Research Review	Volume 2; Issue 5 ISSN NO; 2320 9204 IMPACT FACTOR - 0.615	May 2014
10	Dr. M. Chandra	“Empirical Study on Organizational Culture Within Engineering Industries 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 Business Administration, National College, 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 Of Management, Jamal Mohamed College International Journal of Management	Volume 6 Issue 1  ISSN NO;0976-6510 PRINT 0976-6510 Impact Factor- 7.02230 (calculated by GISI)	Jan. 2015
13	Dr. M. Chandra	Organizational Transactions With Real Time Monitoring And Auditing	Jamal Institute of Management, Jamal Mohamed College	ISSN- 09730303	Sep. 2015
14	Dr. M. Chandra	Recent trend in Corporate culture -Conceptual View	PG & Research Department of commerce, National College, Trichy- International Conference	ISSN: 2250-1940 ISSN :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, Tiruchirappalli Ref No:22/GIA/IAR A-2023	2024 Completed
2	Analysis of Women's Economic Empowerment in	2022-	2023	Rs 20,000	The Secretary of National	Completed

Tamilnadu's Tiruchirappalli district through a Self Help Group			College, Tiruchirappalli Ref No: NCT/SEC/008/2 022-2023	
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(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.com](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**