

MAHALAKSHMI .G

Academic Qualification: BOT, M S (Counseling & Psychotherapy),
M Phil, PGDIB, Dip. In PC Professional, PhD, SET

Teaching Experience: 8Yrs

Specialization: Operations Management, Strategic Management,
Business Taxation, Financial Services, Business Environment,
Entrepreneurial Development, Marketing

E-mail: mahalakshmi@patriciancollege.ac.in

Education:

Pursuing Ph D – Mother Teresa University
PG Dip in International Business- Annamalai University- 2014
M Phil- Bhagwant University -2011
MBA- Alagappa University-2010
M.S. in Counseling & Psychotherapy-2004

Professional Experience:

Assistant Professor in Patrician College of Arts and Science from 2012 till 2019
Head, Department of Management, from 2019 till date.
Industry Experience : From 2003- Till 2007

Various Positions Held in Patrician College

Coordinator, Citizen Consumer Club, from 2013-2015, then 2016-2019
Coordinator, Enviro Club, 2015-2016
Convener, NAAC Criteria II – NAAC 2nd Cycle -2019-2020

Awards Received

<i>S.No.</i>	<i>Name</i>	<i>Institution</i>	<i>Purpose of Award</i>	<i>Year</i>
1.	Citizen Consumer Club-Best Club Award, Chennai(south)	Government of Tamilnadu	Best Club Coordinator	5 years

Academic Achievements

Question paper setter Alagappa University for the year 2016-2017 and 2017-2018 for various subjects like Principles of Management, Operations Management, Business Communication, Materials Management.

PUBLICATIONS:

➤ **Books / Book Chapters**

<i>S.No</i>	<i>Title of the Book /Chapter</i>	<i>Publisher</i>	<i>ISSN/ ISBN-No.</i>
1.	Sustainable Consumption Practices and lifestyle Behaviour Patterns of college students in Chennai	Sai Publication	ISBN-978-81-925376-0-1
2.	The Impact of Employee Motivation in Employee performance –An Literature Review	UGC sponsored National Seminar on Performance Management System	ISBN-978-81-910561-5-0
3	Towards Zero Impact Growth-A Literature review on the strategies of leading companies	Petroleum Conservation Research Association sponsored International seminar- Vijay Nicole Publisher	ISBN-978-81-8209-134-4
4	Do Celebrity Endorsements vital for corporate sustainability	International Conference on Corporate Sustainability Trends and Challenges- Kumararani Meena Muthiah College, 19 th August 2015	ISBN-97881-927411-3-0
5	“Social Media Marketing: Theoretical Perspectives and Literature review”	National Seminar organized by SCP Jain College, Chennai. Conference Date: 29 th & 30 th January 2016	ISBN-975-31-9436009-7-2
6	A study on Celebrity Endorsement in Tourism Advertising	National Conference on the theme- Emerging Trends in Service Sector – Issues and Challenges, organized by D.G.Vaishnav College on 31 st August 2016 <i>Glow plus Publishers</i>	ISBN NO- 9-788192-958132
7	Quality in Higher Education: Can Social Media Enhance the learning Experience?	UGC Sponsored National Level Seminar on the theme- ‘Total Quality Management in Higher Education’, Organised by Sri Meenakshi Government Arts College for Women (A), on 23 rd and 24 th February 2017.	ISBN-978-81-933316-8-2

b) Research Papers in Journals:

<i>S.No</i>	<i>Author(s)</i>	<i>Title of the Article</i>	<i>Name of the Journal</i>	<i>Volume, Issue & Page No.</i>	<i>Year of</i>	<i>ISSN No.</i>
1.	MAHALAKSHM I.G	A literature review on the challenges associated with implementing knowledge management strategies in organisation	International Journal of Functional Management	Vol.No.2 Issue No: 2 Page: 179	April-June 2013	ISSN NO.2319-1406
2	MAHALAKSHM I.G	The Impact of Celebrity Endorsement in the enhancement of Purchase Intention among Adolescents	<i>International Journal of Management and Social Science Research</i>	, Vol 1, Issue 2, 78-81		. ISSN NO-2349-6738
3.	MAHALAKSHM I.G	A study on source credibility of celebrities in Multiple Endorsements	<i>International Journal of Trade and Global Business</i>	Vol-5, Number 3, pp 2750-2756		ISSN NO-2319-9059
4	MAHALAKSHM I.G	A study on attitude of women consumers' towards online shopping',	<i>International Journal of Management and Humanities</i>	Volume-4, Issue 1,	February 2017	ISSN NO-2347-3274
5	MAHALAKSHM I.G	Ethics in Celebrity Advertisement- A literature review	<i>International Journal of Research in Advent Technology</i>		March 2019	ISSN 2321-9637
6	MAHALAKSHM I.G	Role of Social Media in Digital Marketing	<i>Journal of Applied science and Computations</i>	Volume-VI, Issue-V,	May 2019	ISSN NO-1076-5131

BOOK AUTHORED

1.	MAHALAKSHMI.G	Advertisement Management and Sales Promotion	Thakur publishers	EDITION-2017-18		ISBN-978-93-86488-20-6
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Papers presented/ Participated in National/International Seminars, Symposia, Conferences and Workshops

- Mahalakshmi.G, “A literature review on challenges associated with implementing knowledge management strategies in organization”-2nd International conference, Shri Ganesh School of Business Management, 22nd February 2013.
- Mahalakshmi.G “A Literature review on factors influencing strategy implementation in organizations”, 5th International Conference, AnnaiMathammalSheela Engineering College, 25th October 2013.
- Mahalakshmi.G “ Sustainable consumption practices and lifestyle behavior patterns of college students in Chennai, National seminar, Ethiraj college for women, 13th December 2013
- Mahalakshmi.G : “The Impact of Employee Motivation in Employee performance –An Literature Review”- UGC Sponsored National Seminar in D.B Jain College. -29th March 2014
- Mahalakshmi.G- Towards Zero Impact Growth-A Literature review on the strategies of leading companies- PCRA Sponsored International Seminar in Patrician College of Arts and Science, 27th August 2014
- Mahalakshmi.G, “Job stress and Employee Performance- Can stress affect performance? A Review” - 3rdInternational conference, Shri Ganesh School Of Business Management, 25thFebruary 2014.
- Mahalakshmi.G, “Do Celebrity Endorsements vital for corporate sustainability”- International Conference on Corporate Sustainability Trends and Challenges- KumararaniMeenaMuthiah College, 19th August 2015
- Mahalakshmi.G, ‘Social Media Marketing: Theoretical Perspectives and Literature review’, National Seminar organized by SCP Jain College, Chennai . Conference Date: 29th& 30th January 2016
- Mahalakshmi.G, ‘The Impact of Celebrity Endorsement in the enhancement of

Purchase Intention among Adolescents’ , National Seminar organized by PENTAGON-The School of Business Studies, Dr.MGRJanaki College of Arts and Science for Women.

- Mahalakshmi.G, ‘A study on Celebrity Endorsement in Tourism Advertising’, National Conference on the theme- Emerging Trends in Service Sector – Issues and Challenges, organized by D.G.Vaishnav College on 31st August 2016
- Mahalakshmi.G, ‘A study on source credibility of celebrities in Multiple Endorsements’ National Conference on Emerging Trends in Management, Organised by Prof. Dhanapalan College of Arts and Science.
- Mahalakshmi.G, International Conference on the theme- ‘Reforms in the globalized Era: New Vistas’ on the title ‘ A study on attitude of women consumers’ towards online shopping’, organized by Patrician College of Arts and Science in association with Institute of Cost Accountants of India, on 18th February 2017.
- Mahalakshmi.G, UGC Sponsored National Level Seminar on the theme- ‘Total Quality Management in Higher Education’ on the title ‘Quality in Higher Education: Can Social Media Enhance the learning Experience? Organised by Sri Meenakshi Government Arts College for Women (A), on 23rd and 24th February 2017.
- Mahalakshmi.G, participated in the one day seminar on Impact of Climatic change in recent years, Organised by Prince College in Association with Department of Civil Supplies and Consumer Protection on 8th September 2017.
- Mahalakshmi.G, participated in the National Seminar on Consumer Awareness on Online Trading, organized by Quaid-E-Millath College in association with Department of Civil Supplies and Consumer Protection on 20th September 2017.
- Mahalakshmi.G, participated in the National Seminar on Consumer Awareness in E-Commerce organized by Alpha Arts and Science College in association with Department of Civil Supplies and Consumer Protection on 24th February 2018.
- Mahalakshmi G, participated in the National Seminar on Ethics, Entrepreneurship & Sustainable Development on the topic, Ethics in Celebrity Advertisement- A literature review, organized by Patrician College of Arts and Science ON 19TH& 20TH March 2019.

- Mahalakshmi G, participated in the National Conference on Emerging Challenges in Business Management in the Digital Era, Organised by Nesamony Memorial College and TNSCHE ON 29TH March 2019.
- Mahalakshmi G, participated in the International E- Conference on ‘ Strategies and Challenges in Higher Education during COVID Lockdown period in India, organized by Government Vidarbha Institute of Science & Humanities, Amravati, India on 15th - 17th May, 2020.

WEBINARS PARTICIPATED

<i>S. No.</i>	<i>Nature of Webinar</i>	<i>Theme</i>	<i>Name of the Institutions</i>	<i>DATE</i>
1	Webinar	HR capabilities for today and Tomorrow	DG Vaishnav College	29 th September 2020
2	Webinar	Marketing Developments @ COVID 19	Manormaniyum Sundranar Constituent College	24 th June 2020
3	Webinar	Art of effective report writing in Social Science	Thiruthangal College	10 th June 2020
4	International Guest Talk	Blue Print for Smart Business	Dayanand Sagar University	5 th June 2020
5	Webinar	COVID-A new twist to Indian Economy and Industry	VELS Institute of Science , Technology and advance Studies	5 th June 2020
6	Webinar	Educators Learning on Entrepreneurship	St Thomas College of Arts and Science	1 st June 2020
7	Webinar	Role of Empathy and Leadership in COVID 19	Hacker Toast Media	MAY 30 TH 2020
8	Webinar	ReEnergizing Classroom with Innovative Teaching Techniques	Post Graduate and Research Department of Commerce	29 th May 2020

9	Webinar	CAVEAT EMPTOR- Impact of COVID 19	CCC, Patrician College of arts and science	18 th May 2020
10	Webinar	Impact of COVID 19 on Indian Economy	Global Institute of Management studies	9 th May 2020
11	Webinar	How to be secured in the digital era	SRM Institute of Science and Technology	5 th May 2020
12	Webinar	Post Lockdown Economy- Employment and Empowerment	Department of Business Administration, Patrician College of arts and	4 TH May 2020

WORK SHOPS AND TRAINING PROGRAMME:

S. No.	Nature of Training (Academic / Administration)	Theme	Name of the Institutions	Duration	
				From	To
1	FDP	e-Pathshala – A Platform for Online Teaching	Prince College	22 nd June 2020	
2	National Level FDP	Effective and quality Research Writing	Patrician College of Arts and Science	7 th June 2020	13 th June 2020
3	National Level Workshop	Digital MARKETING tools for 21 st Century	Mannar Thirumalai Naickar College	30 th May 2020	
4	National Level FDP	Emerging Trends in Information Technology	AM Jain College	28 th May 2020	30 th May 2020
	National Workshop	Innovation in Program Management- Banking Sector	PIIC& Patrician College of Arts and Science	28 th May 2020	
5	FDP	Real Life application of Fuzzy Mathematics	St.Peters Institute of Education and	22 nd May 2020	

6	FDP	Innovative Knowledge Tuning for Academicians	St.Peters Institute of Education and	18 th May 2020	27 th May 2020
7	5 Days FDP	Evolution of Teaching Learning Process- Post COVID 19	Bharath University	11 th May 2020	15 th May 2020
8	FDP	Innovative Approaches in Modern Teaching	SCP Jain College,Minjur	30 th April 2020	
9	2Weeks Faculty Development Program	Managing Online Classes and creating MOOCS	MHRD &Ramanujam College	20 th April 2020	6 th May 2020
10	One day State Level Technical Workshop	Intellectual Property Rights	Tamilnadu State Council for Science and Technology	13 th September 2019	
11	3 Days National Level Workshop	Research Methodology	ISAR	5 th May 2017	7 th May 2017
12	Faculty Development Program	Holistic Approach to Life	Patrician College of Arts and	11 th June 2016	
13	Workshop	Research Methodology	Mother Teresa Women's	20 th Aug 2015	21 st August 2015
14	Faculty Development Program	Personal and Institutional Growth	Patrician College of Arts and Science	20 th June 2015	
15	Faculty Development Program	Institutional Preparation For NAAC Re-Accreditatation	Patrician College of Arts and Science	15 th June 2015	
16	Faculty Development Program	Motivation and Personality Development	Patrician College of Arts and	16 th August 2014	
17	Faculty Development Program	Academic Development	Patrician College of Arts and	13 th June 2014	
18	Faculty Development Program	Building Relationship with Young	Patrician College of Arts and	20 th June 2013	

19	Faculty Development Program	Statistical Application in Business	Patrician College of Arts and Science	13 th June 2012	
20	Faculty Development Program	Academic Development	Patrician College of Arts and Science	7 th June 2012	
21	CME	Alcoholism and De-Addiction	Saveetha Dental College and Hospitals	25 th March 2003	

TRAINING COURSES AND NPTEL

<i>S. No.</i>	<i>Nature of Training (Academic / Administration)</i>	<i>Theme</i>	<i>Name of the Institution</i>	<i>Duration</i>	
				<i>From</i>	<i>To</i>
1	Online Assessment Course	Level your Proficiency in English	IJARW	24 th April 2020	25 th April 2020
2	5 Days Online Certificate Course	Strategies to address the soft skills gap	IJARW	27 th April 2020	1 st May 2020
3	National Level training workshop	Research Proposal for UGC Stride	JP College of Arts and Science	27 th MAY 2020	
4	NPTEL	Stress Management	IIT, Kharagpur	July 2019	August 2019
5	NPTEL	Educational Leadership	IIT, Kharagpur	August 2018	September 2018
6	NPTEL	Research Writing	IIT, Kharagpur	February 2018	March 2018
7	NPTEL	Marketing Research and Analysis	IIT, Roorkee	July 2017	September 2017

**CONFERENCES /SEMINARS /SYMPOSIA /WORKSHOP ORGANIZED
(REGIONAL, NATIONAL & INTERNATIONAL):**

- Organized National Consumer Day Celebrations—for the period 2013-2018— Funded Programme from *Department of Civil Supplies and Consumer Protection* – Coordinated with 15 schools and colleges all over Chennai.
- Organized Exhibition on the Theme ‘Caveat Emptor’ organized by Citizen Consumer Club, funded by Department of Civil Supplies and Consumer Protection.
- Organized an Extension Programme for *Petroleum Conservation Research Association, Ministry of Petroleum and Natural Gas. Government of India*
- Worked as an Advisory Committee for the International Seminar on ‘The Impact on Sustainable Development on Global Corporate Environment’- A sponsored Seminar with *Petroleum Conservation Research Association, Ministry of Petroleum and Natural Gas. Government of India*
- Organized exhibitions, workshops, seminars, awareness programmes, outreach programmes with various Government departments like PCRA, RBI, BIS, Drug Control Department, Department of Civil Supplies and Consumer Protection, FSSAI and other related departments.

PROJECT PROPOSALS:

- **Successful in getting a Fund of Rs. 42,000/- from** Petroleum Conservation Research Association, Ministry of Petroleum and Natural Gas. Government of India, by sending a proposal for conducting International Conference.

PERSONAL DETAILS:

Name : Mahalakshmi. G
Fathers Name : R. Gopalan
Date of Birth : 06-05-1980
Marital Status : Married
Languages Known : Tamil, English & Hindi