

Dr. V. AGALYA



Designation : ASSISTANT PROFESSOR
Nature of Employment : REGULAR
Qualification : B.A, M.A, M.PHIL, MBA, PH.D
Phone : 9941265449
Email : agalyav@crescent.education

Educational Background

Degree	Discipline	Year of Passing	University
Ph. D	Business Administration	Jan 2020	Manonmaniam Sundaranar University, Tirunelveli
MBA	Business Administration	2012	Anna University, Chennai
M. Phil	Economics	2009	Vinayaga Mission University, Salem
MA	Economics	2008	University of Madras, Chennai
BA	Economics	2002	University of Madras, Chennai

Work Experience

Designation	Institution	Duration	No. of Years
Assistant Professor	SRM Institute of Science and Technology, College of Science and Humanities, Department of Business Administration Vadapalani, Chennai	August 2022 – Jan 2023	06 months
Assistant Professor & Head	Dr. M.G.R Educational and Research Institute, Department of Economics, Madurvayoul, Chennai.	Feb 2021 – July 2022	1 year 6 months

Coordinator -ESPAC (Energy, Sponsored Project and Consultancy) Academic Research Office	B.S. Abdur Rahman Crescent Institute of Science and Technology, Vandalur, Chennai	July 2019 – Feb 2021	1 years 8 months
Assistant Professor	Karpaga Vinayaga College of Engineering & Technology, Mathuranthagam. Chennai.	July 2016- April 2019	2 years 10 months
Assistant Professor	GKM College of Engineering & Technology, Chennai	Sept 2012 -Dec 2015	3 years 3 months
HR - Admin Executive	GKM College of Engineering & Technology, Chennai	March 2006 - Dec 2015	11 years 9 months
Admin Assistant	SSD Oil Mills Ltd (Supreme Edible Oil), Chennai.	Aug 2003 - Nov 2004	1 years 3 months

Lecture Courses Delivered

Principles of management, Sales and distribution marketing, International Marketing, Services Marketing, Business Analytics, HRM, Organisational Behaviour, Logistics & Supply chain Management, Strategic Management, Project Management, Material Management and Managing Disruptive Technologies.

Area of Research Interest

- SERVQUAL Model
- Gap Analysis
- Business Analytics
- HRIS

Publications

International Journal / National Journal/International Conferences / National Conferences/Seminars / Workshops

Publications in Web of Science/Scopus Indexed Journals

Scopus Indexed Journals (5 Nos)

- Paper Entitled “**Analytical Study On Parents Attitude Towards The Education Of Girl Children With Special Reference To Villupuram District, Tamilnadu**”, The Seybold Report, Volume 17, Issue 10, 2022 Page No 133-148, DOI 10.5281/zenodo.7155359, https://seyboldreport.org/list_issues
- Paper Entitled “ **The Effect of Digital India Program With Reference to Chennai City- An Critical Analysis**”, The Seybold Report, Volume 17, Issue 8, 2022 PageNo:1363-1379, DOI10.5281/zenodo.7009806, https://seyboldreport.org/list_issues
- Paper Entitled “**Business Continuity and Decision Making after the Covid 19 – an Overview**” Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 6, 2021, Pages. 10966 –10978, <http://annalsofrscb.ro>
- Paper Entitled “**Examining Occupational Hazards of Employees in Leather Manufacturing Industry**” Annals of R.S.C.B., ISSN: 1583-6258, Vol. 25, Issue 4, 2021, Pages. 18593-18602, <http://annalsofrscb.ro>
- Paper Entitled “**Performance of Indian Mutual Funds, Risk and Returns during Covid-19-An Overview**” Turkish online Journal of Qualitative Inquiry (TQJQI), Volume12, Issue 7, <http://www.tojqi.net>.

Book Chapter Edited (1No)

- **E-BOOK-IMPACT OF COVID-19 ON THE BUSINESS SECTOR** “Analyzing the effectiveness on employees’ retention in leather industries at Chennai, Tamil Nadu, India” Published by **Non-Olympic Times**, ISBN 978-81-949524-1-1, Edition 1, 2020 Records in the Noble World Records (NWR), (Record No.NWR/2043/2021).

UGC listed Journals (3 Nos)

- Paper Entitled “A Study on Quality of Work-Life of Employees in Leather Goods Manufacturing Industries at Chennai” **PARISHODH JOURNAL, UGC-Care List – Group I**, Vol. IX, Issue III, March-2020, page No: 6214 – 6224, ISSN No: 23476648.
- Paper Entitled “Recent Trends in Development of Workplace Policies and Procedure in Leather Goods Manufacturing Companies Chennai” **International Journal of Management Studies (IJMS)** Vol. V, Issue 4(1), October 2018, 13, ISSN (Print) 2249-0302 ISSN (Online) 2231-2528, <http://www.researchersworld.com/ijms> **Impact factor(IFI) 2.26.**
- Paper Entitled “A Study on Employees Safety and Health Hazards Measures of Leather Goods Manufacturing Companies” **SUMEDHA Journal of**

Management, 2016, Vol.5, No.2, PP.63 – 73, ISSN (PRINT): 2277-6753, Index Copernicus value 5.20 Impact factor: 0.787(From Global Impact factor), Indexed in Indian journal.com, PROQUEST DATABASE, ISRA **journal factor-2.318**.

International and National Journals (Peer Reviewed Journals) (6Nos)

- Paper Entitled “A Study on Employees Welfare and Social Security Benefits in Leather Goods Manufacturing Companies at Chennai” PEZZOTTAITE JOURNALS International journal of Entrepreneurship and Business Environment Perspectives, Volume-5, Number- 3, (July to September, 2016), Online ISSN : 2279 – 0926, **Impact Factor: 6.782**
- Paper Entitled “A Study on Employees Job Satisfaction in Leather Goods Manufacturing Companies” in Archers & Elevators – International Journal of Multidisciplinary research [AEIJMR], Vol 4 – Issue 4 – April 2016, and PP: 1-12, ISSN -2348 – 6724, www.aeph.in
- Paper Entitled, Paper Entitled “A Study on Job Stress and Its Impact on Job Performance in Leather Goods Manufacturing Companies” In International Journal of Exclusive Global Research [IJEGR], Vol I, Issue 2, February 2016, PP:1-11, www.aeph.in.
- Paper Entitled “A Study on Effective Business Ethics and Role Behaviour of Businessmen in Ambur Town-Vellore District” in International Journal of Exclusive and Management Research, Volume-4, Issue-2, February-March 2014, ISSN :22498672, **Impact Factor:1.0807**
- Paper Entitled “The Intensity of Stress Among the Silk Weavers at Kachipuram District” in Asian Academic Research Journal of Social Sciences and Humanities, Page 105-116, Volume-1, Issue-11, May 2013, Online ISSN : 2278 – 859X, **Impact Factor:** (ICV 5.05, ISRA 2.015, GIF 0.50)
- Paper Entitled “The Effectiveness of Performance Appraisal on ITES Industry and its Outcome” in International Journal Research in Commerce, IT and Management” Volume No. 2 (2012), Issue No. 10 (OCTOBER) ISSN 2231-5756.

Papers presented in International Conference

- Paper presented in 6th International Conference on Management, Accounting, Banking, Economics and Business Research For Sustainable Development, organized by B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai on 01 March 2023, on “**Impact Of Utilizing Artificial Intelligence on Business – An Investigative Study**”.

- Paper presented in **BIZAD 2022, 8th International conference on “Technology Agility and Transformed Management Practices during Pandemic”**, organized by the College of Management, SRM Institute of Science and Technology, Kattankulathur on 16th March 2022 on “Analyze the Effectiveness of Digital India Programme with Reference to Chennai City”.
- Paper presented in **International Conference on Innovations and Challenges in Global Business (ICICGB 2020)** at The New College (Autonomous), Chennai on “**A Study on Quality of Work-Life of Employees in Leather Goods Manufacturing Industries at Chennai**”.
- Paper presented in First International Conference on Indian Context, Nature, Science, Information Media, General Management, Humanities and Technology (INSIGHT’20) at S.A. College of Arts and Science, Chennai on “**Analyzing the Effectiveness on Employees Retention in Leather Industries at Chennai, Tamil Nadu, India**”.
- Paper presented in **Third International Conference on Interdisciplinary Global Applied Research (ICIGAR-2020)** at Fortune Park, Vellore, India on “**Examining Occupational Hazards of Employees in Leather Manufacturing Industry**”
- Paper presented in 7th International Conference in Futuristic Trends in Master of Business Administration (ICFETM2K18) on “**A Study on Employees Work Life Balance in Leather Goods Manufacturing Industries At Chennai City**”
- Paper Presented in International Conference on **Recent Trends in Science, Engineering & Management (ICRTSEM-2017)** on “**A Study on Indian Leather Industries –Growth and Prospects**”.
- Participated in the International Conference on Advance Research and Innovation in Engineering, Science, Technology and Management -2015.

Paper Presented in National Conference

- Paper presented and published in National Conference on Business in the New Millennium: The Ever- Changing Landscape – 2018 “**Recent Trends in Development of Work Policies and Procedures in Leather Goods Manufacturing Industries**”.
- Paper presented and published in the National Conference on Emerging

Trends in Management -2016 **“A Study on Employees Welfare Measures and Social Security Benefits in Leather Goods Manufacturing Companies at Chennai”**.

Workshop / Webinar/ Quiz Attended

- Participated in One-day workshop on **“Empowering Research”** organized by **New Prince Shri Bhavani College of Engineering and Technology** on 16th August 2019.
- Participated in E-Quiz programme of National Sports Day 2020 on 28/8/2020, Department of Physical Education, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai.
- Participated in Live Webinar on **“Cyber Forensics and the Current Challenges”** held on 13.06.2020, organized by the Department of Information Technology, School of Computer, Information and Mathematical Sciences.
- Participated in webinar on **“Soft Skills Needed to Face the After Pandemic Scenario”** organized by the Department of Mechanical Engineering, T.J.S Engineering College on 12.06.2020.
- Participated in state level online “Tamil” talent test, May 2020 conducted by Department of Tamil, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai.

Major FDP Attended

- Two Days Faculty Orientation Programme on **Salient attributes for Professional Development**, conducted by SRM Institute of Science and Technology, Chennai.
- Two Days FDP/Workshop on **How Teachers Can Make a Difference Through Outcome Based Education**, conducted by Teaching Learning Center (TLC), IIT Madras, Chennai.
- Six Days FDP on Recent **Trends of Research in Commerce and Business Studies**, conducted by SRM Institute of Science and Technology, Chennai.
- Five Days National Level e-Workshop on **“Innovation Techniques in SPSS and Data Analysis”**, conducted by Sathyabama Institute of Science and Technology, Chennai.

- Five days online Faculty development program on “**Mentoring Teaching & Pedagogy in Technical Education**” organized by the Faculty of E&T, 1 year E&T & Academic Staff College, Dr. M.G.R. Educational and Research Institute from 29th November to 3rd December, 2021.
- FDP attended on “**Learning Statistics and Data Interpretation Using SPSS**” (SERIE-1) conducted by Saveetha Engineering College, Chennai.
- FDP attended on “**Research Methodology Shiksha - 5 SERIES**”, conducted by Dr. M.G.R E&RI, Chennai.
- FDP attended on “**Innovation & Entrepreneurship**” **30 hours**, conducted by Dr. M.G.R E&RI in association with IEEE.
- FDP attended on “**Institute level Programme Mentor for Entrepreneurship Development**” by TN EDII conducted by Anna University (Level -2)
- FDP attended on “**Institute level Programme Mentor for Entrepreneurship Development**” by TN EDII conducted by Anna University (Level -1)
- FDP attended on **Stress Management** conducted by ICT India and KVCET.

Additional Responsibilities

- Head of the Department, Department of Economics (2021-2022)
- Research Coordinator, ESPAC (2019-2021)
- Department level NAAC Coordinator (2016-2018, 2021) ➤ Department level ISO Coordinator (2012-15)

Achievements

- NPTEL – Successfully completed and **Elite** ranked in 8 weeks course in Marketing Management I
- NPTEL - Successfully Completed 12 weeks course in Financial Accounting.
- Training of Trainers (TOT) on **Social Accountability Tools and Techniques for Good Governance, NIRD &PJ, Government of India, Hyderabad.**

- Institute level **Programme Mentor for Entrepreneurship Development Cell** by TN EDII conducted by Anna University.
- Research manuscript **peer-reviewer for two Asian Journals**. Asian Research Journal of Arts & Social Sciences and Asian Journal of Medicine and Health
(Indexing: Ebsco, Proquest, Index Copernicus, Google Scholar)
- Won **Best Performer award for excellence in administration work** in the year 2007–2008.
- Won cash rewards for producing 100% results in university examination

➤ Projects Developed

- “An Empirical Study on Employees Problems and Prospects in Leather Industries with Special Reference to Chennai City” as Ph. D Thesis.
- A Study on Employees Performance Appraisal with Special Reference to Teaching Professional in GKM College of Engineering and Technology.
- A Study on Employee Attrition with Special Reference to New Joinees in IP Rings Ltd, (India Pistons Limited)
- A Study on Women Self Help Group at Thirvallur District.

Details of Guest Lecture/ FDP Delivered

- Invited as speaker and chief guest for **Faculty Development Programme, on NAAC Accreditation for Academic Excellence**” organized by M.M.E.S Women’s Arts and Science College, Melvisharam, Vellore on 17th December 2022.
- Invited as speaker and chief guest for webinar on **Controlling Cost Fluctuations in a quick service Restaurant – Economic Aspect to be adopted-** organized by HMCT, Dr.M.G.R. E&RI, Chennai. On 4th October 2021.

Guest Lecture / Webinar / Seminar / Outreach activities organized

- Webinar - **“Research Methodology”** - Dr. K. Malathi, Assistant Professor, Department of Economics, University of Madras, Chennai.

- Guest Lecture - **“Insurance Market”** – Mr. R.M. Muthukaruppan, Internal Auditor, Royal Sundaram General Insurance Co. Limit.
- Webinar - **“Eradicating Hunger & Malnutrition for Sustainable Development in India”** – The Time to Ponder”- Dr. M. S. Lekha, Senior Faculty, Department of Economics & Vice Principal (Aided Stream), SDNP Vaishnav College for Women, Chrompet, Chennai.
- **“Deekshrambh – New Students Induction Programme, 2021”** - Mrs. P. Blessey Carmichael, Career Counselor and Mentor, Rising Star Outreach of India, Chennai.
- **Online workshop cum Training of Trainers (TOT) on Social Accountability Tools and Techniques for Good Governance** - Dr. K. Prabhakar, Course Director, Centre for Good Governance and Policy Analysis, National Institute of Rural Development & Panchayati Raj (NIRD & PR), Government of India, Hyderabad.
- Conducted departmental level **ONLINE Alumni Interaction** with UG level 2nd and 3rd year students.
- Workshop on **“Soft Skill Development – From Interview to Job Placement”**- by Mr.M. S. Sriram, Soft Skills Enabler certified by a reputed institute which is accredited by NABET (National Accreditation Board for Education and Training, Govt of India) and SQA (Scottish Qualifications Authority, UK), U’reka-BE Ur BEST, Chennai.
- Webinar - **“Improving The Human Development Index In India”** – by Dr. K. Malathi, Assistant Professor, University of Madras, Chepauk Campus, Chennai.
- Webinar - **“Social Accountability Tools & Techniques for Good Governance”** - by Dr. K. Prabhakar, Assistant Professor, National Institute of Rural Development & Panchayati Raj (NIRD &PR), MoRD, GOI, Hyderabad.
- Webinar - **“Caste and Gender in Development Economics”** - Dr. S. Anandhi, Professor, Madras Institute of Development Studies (MIDS), Chennai.
- Webinar - **“Investment Avenues & Risk Control Mechanism”** – Mutual Funds, Stocks & Bonds –by Dr.R.S. Mani, Senior Professor (Rtd), VIT Business School, VIT University, Vellore.
- Webinar –**“Location, Location, Location: Implications for Welfare Inequality In India”** – by Dr. D. Sowmya Dhanaraj, Assistant Professor, Madras School of Economics (MSE), Chennai.

- Webinar - **“How to Prepare a Research Project Report”** – by Dr. H. Premraj, Professor, School of Management Studies, VELS Institute of Science Technology and Advanced Studies, Pallavaram, Chennai.
- Seminar on **“Equity Investment with Risk Control Mechanism through Derivatives Management”** - Dr.R.S. Mani, Senior Professor (Rtd), VIT Business School, VIT University, Vellore.
- Guest Lecture on **“Mutual Funds-Emerging Trends & Fund – By Dr. P. Raju Iyer, Vice President, The Institute of Cost Accountants of India (ICAI).**
- Guest Lecture on **“Design Thinking - A Strategy for Innovative Product Design”** –By Dr. B. Nataraj, Professor, Thiagarajar School of Management, Madurai.
- Outreach activities carried out on **“Entrepreneurship Development and Training”** awareness camp and rally conducted at Marimalainagar along with MBA students.
- Outreach activities **“To Avoid Plastics Bags and Packing”** awareness camp and rally conducted at Guduvanchery along with MBA students.

Conference Executed

- Entrepreneurship Training Program (3 Days) for MBA Students – Arranged chief guest Director, M/s. Ravannan Masala.
- Department level symposium conducted (MAN MEET -2017) - Arranged chief guest – Mrs. M. Jayalakshmi, Professor and Tamil orator, SIVET college, Chennai.
- Department level coordinator for International conference on Recent Trends in Science, Engineering and Management (ICRTSEM-2017)

Examination Duties

- Served as a **Squared and Anna University Representative (AUR)** for University End Semester Examinations.
- Served as an External and Internal Examiner for University End Semester Examinations.
- Served as an External Examiner for Data Analysis and Business Modeling Lab (Soft- skill) the MBA Students.
- Served as an External Examiner in the Project Viva voce for the final year MBA Students.
- Served as an External Valuator of the End Semester Examination

Curriculum Development

- Head and Board of study member in Department of Economics (UG & PG) during 2021 to 2022 at Dr. M.G.R Educational and Research Institute, Department of Economics, Maduravayoul, Chennai.
- Prepared syllabus for B.A and M.A degree programme for Economics during 2021-2022 at Dr. M.G.R Educational and Research Institute, Department of Economics, Maduravayoul, Chennai