

**SRI SANKARA ARTS & SCIENCE COLLEGE
ENATHUR, KANCHIPURAM
STAFF PROFILE
DEPARTMENT OF
COMMERCE**



1.	Name of the Staff	Dr.P.MANJULA.
2.	Designation	Assistant Professor Research Supervisor and Guide
3.	Date of Joining	8.06.2016
4.	Mobile Number	8056116970
5.	E-Mail ID	manjulaalavan@gmail.com pmanjula@sankaracollege.edu.in
6.	Nationality	Indian
7.	Academic Qualification	M.com., M.Phil., Ph.d
8.	Field of Specialization	Commerce
9.	Ph.D Thesis Title	A Study on Management of Stress among the teachers in deemed universities in Chennai.
	Awarding University, Year of Award.	Annamalai University 17.10.2014

10. Work Experience (in chronological order):30 Years(COLLEGE: 22 YEARS, SCHOOL: 8YEARS)

S.No.	Name of the Institution	Designation	Period
1.	Pattammal alagesan college of arts and science. Athur.Chenglpattu.	Lecturer	09.06.2005
2.	Vidhya sagar womens college	Assistant Professor Head of the department Bank Management and CA	11.07.2007
3.	Galaxy Educational and charitable Trust	Assistant Professor	30.03.2015
4.	Dharmamurthi rao bahadur clavala cunnan chettys Hindu College	Assistant Professor	20.01.2016
5.	Sri Sankara Arts & Science College Enathur,Kanchipuram.	Assistant Professor	08.06.2016 Till date

11. Other Academic and Administrative Responsibilities:

S.No	Name of the Institution/Committee	Position	Period
1.	Vidhya Sagar Women's College	Cultural Co-ordinator Tour Co-ordinator HOD for BBM&CA Commerce Secretary Madras University Examination Industrial Visit Committee member	2008 -2014 2008 -2014 2008 -2014
2.	Sri Sankara Arts & Science College Enathur,Kanchipuram.	C-CLUB Co-Ordinator Sankara Society Co-ordinator. SRUTHI Community Radio Station, Core Group Member. Member of Board of studies Student welfare committee Active member of the College Cultural Committee. Member of <i>Thinnai Pallikudam</i> Initiative Under college extension	2016 2018 2018 – Till date
3.	Sri Sankara Arts & Science College Enathur,Kanchipuram.	Apprenticeship Internship Embedded Degree Program, Student Co-ordinator	2021
4.	Takshila University, Tindivanam	Appointment of Examiners for Question Paper Setting	
5.	Rajeswari Vedachalam Government College,	Research Advisory Committee Member	2024
6.	Svadhayaya International journal of transdisciplinary Research & Development	Journal Reviewer	2024
7.	Bharathiyar 's vision about women	Guest Speaker	2024
8.	Saveetha college of liberal Arts and Science college (SIMATS)	Appointment of External Examiner for Practical Examination	2025
9.	Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chrompet	Reviewer for International Journal of Transdisciplinary Research and Development (SIJTRD)	2025
10.	Vels University (VISTAS), Pallavaram	Research Advisory Committee Member	2025
11.	SDNB Vaishnav College in Chennai	Research Advisory Committee Member	2026
12.	Dr.M.G.R.Educational and Research Institute, Chennai.	Appointment of External Examiner for Practical Examination	2026
13.	DKM College for Women,Vellore.	Appointment of Examiners for Question Paper Setting	2026

12.Publications:

S.No.	Title	Journal	Pages /ISBN/ISSN No.
1	A study on Management of stress among the teachers of Deemed Universities In Chennai	International Journal of research & Business Innovation	102-105
2.	E-Banking	Business Horizons	89-96
3.	A Study on Teachers Stress Management with special reference to deemed universities in Chennai	Peer reviewed journal online	16-22
4.	A Study on work environment and management of stress among the teachers of Deemed Universities in Chennai	Commerce Times	22-28
5.	A Study on women entrepreneurship in India	SRM Journal	12-15

6.	Impact of Demonetization in Rural Area Indian economy	Shanlax International Journal of commerce	134-138
7.	Enhancing Innovation at work Place	E article	4.10.2018
8.	Impact of IOB Rural Self Employment training institute in Entrepreneurship Development Programme	Emperor International Journal of Finance and Management Research	134
9.	The Impact of investment decision towards Women Investor in chennai.	International Journal of Research in Humanities Arts and Lecture.	292
10.	Future of Online Banking	Indian Academic Researchers Association, Thiruchirappalli	January 2021
11.	Performance Appraisal of Automobile Industry - A comparative case study of Ashok leyland ltd and Tata Motors Ltd.	Journal of the Oriental Institute	01 – 10
12.	Impact on social media marketing of consumer insights attitude in Chennai City	Journal of the Oriental Institute	253 -261
13.	Effectiveness of Employee Management in Automobile Industry	Shodha Prabha	101-108
14.	Marketing of Internet in Academic via Social Media with Reference to the Students in Chennai City	Contemporary Research in Commerce and Management	57-67

15.	A Study on Customer Relationship Management in selected Commercial Banks in Kanchipuram District	International conference on Resilient and Sustainable Organizations for Economic Growth and Development	2035-2045
16.	A study on the perception and behaviors of generation Z consumer towards Green products	The journal of the School of language, literature and cultural studies	ISSN : 0972-9682 Book No.17
17.	An impact of consumer attitudes and behaviors towards green products	Journal of cultural studies and social science	ISSN : 2347-4777 Vol.21, Issue – 02, No.33
18.	A Study on Impact of social media advertisement on new product sales	Impact of Artificial intelligence on commerce and industry	ISBN : 978-93 342- 5053-4
19.	Work life balance and mental health challenges faced by women employees in flexible work setting with reference to chennai	The future of work : GIG Economy, Remote Work & AI challenges	ISBN : 978-93 343- 8143-6
20.	AI Promodel: A Strategic AI -Driven Productivity model for work transformation in digital marketing	The future of work : GIG Economy, Remote Work & AI challenges	ISBN : 978-93 343- 8143-6
21	Impact of E-business on market expansion and customer reach in emerging economics	The future of work : GIG Economy, Remote Work & AI challenges	ISBN : 978-93 343- 8143-6

22	A study on challenges and benefits of digital payment system, self-financed college with special reference to Chennai city	Digital transformation and its impact on trade, commerce and industry	ISBN NO. 978-81-983240-6-1
23	A Strategic alignment of AI – powered personalization in digital marketing and balance score card approach	Digital transformation and its impact on trade, commerce and industry	ISBN NO. 978-81-983240-6-1
24	Strategic HRM in the digital era from recruitment to retention	Digital transformation and its impact on trade, commerce and industry	ISBN NO. 978-81-983240-6-1
25	Emotional intelligence and work stress among employees in selected IT companies with special reference to Chennai city	Global Summit on HRM, Entrepreneurship and AI in the Digital Era	ISBN NO. 978-81-989755-5-3

26	From founders to future leaders ; Redefining leadership models for the future of work	Global Summit on HRM, Entrepreneurship and AI in the Digital Era	ISBN NO. 978-81-989755- 5-3
27	A study on impact of AI on business development	Global Summit on HRM, Entrepreneurship and AI in the Digital Era	ISBN NO. 978-81-989755- 5-3
28	Digital Divided and how AI can reduce learning in equalities	Global Summit on HRM, Entrepreneurship and AI in the Digital Era	ISBN NO. 978-81-989755- 5-3
29	AI ready by design strategic workforce transformation through human centric capability building	Green Capitalism Reimagined ; Evolving Eco system of commerce and sustainability	Yet to receive
30	HRM Practices and Transition – To – Work outcomes for hearing impaired graduates in Chennai Deaf Colleges.	Green Capitalism Reimagined ; Evolving Eco system of commerce and sustainability	Yet to receive
31	Work – Life Balance in the age of Digital Transformation : A Study on AI Tools and Sustainable Practices in Educational Institutions	Green Capitalism Reimagined ; Evolving Eco system of commerce and sustainability	Yet to receive
32	AI powered personalization in FINTEC; Impact on customer Trust and Loyalty	FINTEC Innovations – Opportunities and Challenges	ISBN NO. 978-81-989755- 5-3
33	Inclusive Employment in the digital finance era : HRM support for differently- abled graduates	FINTEC Innovations – Opportunities and Challenges	ISBN NO. 978-81-989755- 5-3
34	Impact of Fintech innovations on work balance of Educators	FINTEC Innovations – Opportunities and Challenges	ISBN NO. 978-81-989755- 5-3

12. Awards / Distinction :

S.No.	Name of the Award	Venue	Period
1.	Sankara Service Award	Sri Sankara Arts & Science College Enathur,Kanchipuram	2019
2.	Award of honor for presenting over the pattimandram	Indian Dental Association, Kanchipuram	2019

3.	Certificate of appreciation awarded for the contribution as volunteer media representative in production and broadcast of UNICEF	Sruthi Community Radio Station, Sankara Arts and science college, Kanchipuram	2022
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13. Membership in Professional Bodies:

S.No.	Name of the Membership	Venue	Period
	NIL		

14. Special Lectures, Seminars, Conference and Workshop Organised

S.No	Program Attended	Place	Period
1.	Vidhya Sagar Women's College (National Level)	chengalpattu	2007
2.	Vidhya Sagar Women's College (International Level)	chengalpatu	2012
3	WORK SHOP - SPSS	chengalpattu	2013
4	Sankara Entrepreneur, Hand Made Products expo- 2018	kanchipuram	19.3.2018 To 20.3.2018
5	Special lectures on Say No to Plastic		19.09.2018
6	Women and Mental Awareness Programme		15.10.2018
7	Special Lecture on mind and mental health issues		29.10.2018
8	A special lecture on crime laws and order		12.03.2019

9	E-waste management		29.03.2019
10	Special lecture on the importance of relationship		15.07.2019
11	Road safety Awareness		18.09.2019
12	Women safety mallaithamizhachi		
13	Ulcer and Brain tumor awareness		16.12.2019
14	Emotional Management - M. V. Malaimagal (Head And Training Vital Skill Square)	kanchipuram	2019
15	Women's Economic Empowerment (Mrs. Mahalalakshmi Saravanan) Founder, Women Entrepreneurs India)	kanchipuram	24.01.2020
16	Special lecture on organic farming field		21.01.2020

17	Special lecture on young mind for nation building		10.12.2020
18	A Special Lecture on Technopreneurship- A Road for Successful Career” - Dr. D. J. ARUN Webinar	kanchipuram	19.3.2021
19	E-waste awareness Programme	Kanchipuram	29.08.2022
20	Young Entrepreneur Expo	kanchipuram	19.10.2022 to 20.10.2022
21	Yoga awareness programme for beginners	kanchipuram	02.02.2023
22	Recent trend in commerce and management resource person	chengalpatu	30.03.2023
23	Special lecture on career opportunities in banking		07.08.2024
24	Special lecture on rise of women entrepreneurship in India		14.08.2024
25	Tamilnadu Corporation Development of Women Ltd organized Women entrepreneur Bazaar	kanchipuram	30:08:2024 to 22.08:2024
26	Sruthi bazaar mega young Entrepreneur Expo		08.01.2025 to 10.01.2025
27	Awareness Program on Menstrual health & Hygienic		18.12.2025
28	Awareness about women’s fitness in GenZ & Alpha generation		19.12.2025
29	Artificial Intelligence and Applications		06.02.2026 to 07.02.2026
30	Organized by SRUSTI BAZAAR Young Entrepreneurs Expo		23:02:2026 to 24:02:26

15. Special Lectures, Seminars, Conference and Workshop Participated

S.No	Program Attended	Place	Period
1	International conference on Global work place	Vidhyasagar Womens college, chengalpatu	12.09.2014
2	FDP on new methodology in teaching	Sankara arts and science college	05.10.2016
3	National conference on towards achieving excellence in higher education	Sankara arts and science college	15.12.2017
4	National level workshop on C2C transition	Asan memorial college	18.08.2018

5	National seminar on emerging trends in business and management	Idhaya college for women	01.10.2018
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6	Workshop on operationalization community radio station	Sankara arts and science college	18.11.2018 to 24.11.2018
7	SELLWEL	Chennai	15.02.2020
8	Capacity building workshop on water resource management	Sankara arts and science college	30.03.2022
9	International workshop on research	Dwarka Doss Goverdhan Doss Vaishnava college	23.09.2023
10	Socio economic impact of the beneficiaries in Tamilnadu	SDNB Vaisnav college	28.02.2024
11	National level two day workshop on India 2030 : Innovate integrate inspire- the path to achieving SDGS	SRM College, Kattankulathur	26.06.2025 to 27.06.2025

16. Participated as Resource Person:

S.No.	Program	Venue	Period
1.	Businessgenics- paper presentation	A.M.Jain College	07.08.2023
2.	International Conference on “Global Summit on Human resourceManagement,Entrepreneurship and Artificial Intelligence in the Digital Era”	New Prince Shri Bhavani Arts and Science College, Chennai	12.11.2025
2.	Sustainable Development Goal 7 Seminar on Government Initiatives for Renewable Energy in India Opportunities and Compliance (SDG)	Vels Institute of Science,Technology & Advanced Studies(VISTAS)	21.01.2026

17. Workshop & Training Programmes:

S.No.	Programe	Venue	Period
1.	SPSS WORKSHOP	Vidhya Sagar Women’s Chengalpattu	2013
2.	Faculty Development Workshop on New Methodology in Teaching	Sri Sankara Arts and Science College Kanchipuram Association with Golden Success Academy	5.10. 2016
3.	National LevelWorkshop C2C Transition	ASAN MEMORIAL COLLEGE of Arts and Science, Chennai	18.08.2018

4.	Operationalization Community Radio Station	Sri Sankara Arts and Science College (Autonomous)	18.11. 2018 to 24.11.2018
5.	Capacity Building workshop on Water Resources Management Practices for water warriors	Department of Indian History & Centre for water resources management (CWRM) University of Madras	30.03.2022
6.	International Workshop on Research Publication	Dwaraka Doss Goverdhan Doss Vaishnav College.	23.09. 2023
7.	ICSSR Sponsored Workshop on the Pradhan Mantri Awas Yojana- Gramin (PMAY-G) and its Socio Economic impact of the beneficiaries in Tamil Nadu	Srimathi Devkunvar Nanalal Bhatt Vaishnav College for Women	28.02. 2024
8.	Workshop regarding SPSS tools	Sri Sankara Arts and Science College (Autonomous)	24.07.2025 & 25.07.2025

18. Projects Completed:

S.No.	Name of the Projects	Period	Grant Received/Status
	NIL		

19. Research Supervision / Guidance M.Phil., in Commerce

S.No	Name of the Student	Reference No.	Batch	Remarks
1	SANDHIYA	M.Phil.,(AD&Reg/Affiliated Colleges/2019-2022/2019/1990.Dated 12Nov2019	2019-2020	Completed

Ph.D., Commerce under my supervision :

S.No	Name of the Students	Reference No.	Batch	Remarks
1	U. KANMANI	Ph.D.Regno./3272/FT/12/2020/351	2020-2021	Completed
2	S.MURUGANANDHAM	Ph.D.Regno./3275/FT/12/2020/352	2020-2021	Completed
3	D. HEMALATHA	Ph.D./ Prov.Regno./ 22071181 /FT /11 / 2022 /372	2022-2023	Completed
4	I.LAKSHMI	Ph.D./ Prov.Regno./ 25010072/FT /03 / 2025	2024-2025	Ongoing
5	RAJESWARI	Ph.D./ Prov.Regno./ 25010138 /FT /03 / 2025	2024-2025	Ongoing
6	N.SUNDAR	Ph.D./ Prov.Regno./ 25010105/FT /04 / 2025	2024-2025	Ongoing
7	S VASUMATHI		2024-2025	Ongoing

20. Any other Details:

- Attended the Orientation Programme, Batch -116 conducted by the UGC – Academic Staff College, University of Madras, Chennai for 28 days from 20.05.2014.
- 2015: Approval of Qualification for the post of Asst. Professor PG level (No. AII/MPV/Lec. Approval Vidhya Sagar/2015/139)
- 2012: Approval of qualification for the post of Assistant professor (No. AII/MPV/Lec. Apprl./ Vidhya Sagar/2012/193) University of Madras.
- 2018: Approval of Qualification for the post of Asst Professor (No. A-II/MPV/AP-Approval/Sri Sankara College/2018)
- 2019 : Recognition as a supervisor for guiding M. Phil scholars in commerce. No. R.P/ Guideship/M.Phil.
- 2019: Recognition as a supervisor to guide Ph. D Scholars. No. R.P/Guideship/Ph.D. Approval/2019/C48 dated 31.01.2019.