



K. RAO PRASHANTH JYOTY
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EDUCATION

- **(Ph.D.,)** Doctorate in Business Administration – Commerce (Inter Disciplinary) from **University of Madras** – Thesis Submitted
- **M.Phil.,** Masters in Philosophy in Management from **Periyar University**, Salem.
- **M.B.A.,** Post Graduate in Business Administration from **Sikkim Manipal University Health, Medical and Technological Science**, Gangtok, Sikkim.
- **M. Com.,** Post Graduate in Commerce, from **Periyar University**, Salem.
- **M.Sc., (Psychology)** Post Graduate in Psychology from **University of Madras**, Chennai.
- **M.A., (Sociology)** Post Graduate in Sociology from **Tamil Nadu Open University**
- **PPT** (Plastic Processing Technology) from **CIPET** Central Institute Of Plastic Engineering Technology, Guindy, Chennai
- **B.Com.,** Graduate in Commerce from **University of Madras**, Chennai.
- **D.C.A.,** Diploma holder in Computer Application from **IICE** Indian Institute of Computer Education, Chennai.

RESEARCH EXPERIENCE – 7 years

Research Scholar Ph.D., (2013 to till date) in Research & PG Dept. of Commerce, D.G.Vaishnav College, and University of Madras – Thesis titled

“A Study on relationship between Competency Mapping and Commitment of the employees in ITES” (With special reference to Chennai)

Research topic (2007) in M.Phil.,

“A Study to analyse the Perception of the Companies towards the Energy Saver Equipments” – Ambattur Industrial Estate, Chennai

Research topic (2006) in M.B.A.,

“A Study to analyse the business opportunities with reference Thermo foam (Polypropylene) Cups in Chennai City”

RESEARCH INTEREST

“Investigating to understand the techniques required to improvise the competencies of the students to fulfill the expectations of the recruiter”

HONORS AND AWARDS

- Received **3 Best Paper Awards** in 2 International Conference and 1 National Level Conference

Need for Effective E-Governance in Corporate sectors.	Issues and Challenges of E-Governance in the Corporate Sector	G.S.S. Jain College for Women, Chennai	11 th December 2015
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‘Role of Small Scale Business in Developing the Economy of India - <i>Little Drops Make a Mighty Ocean</i>	Sustainability and Transformation of Small Business In Inclusive Growth	G.S.S. Jain College for Women, Chennai	11 th October 2017
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Competency Mapping and Commitment of the Employees in ITES – A study for employee empowerment economically	Emerging dynamics of commerce in global scenario	S.K.P.College for Women- Chennai	23 rd August 2018
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- **Panel Member** for **National Conference** on Emerging Trends in Humanities and Sciences – Dr. MGR Education and Research Institute EMERGE 13th April 2018
- **Judged** more than **54 cultural events** several colleges all over Chennai till date, 25th Jan 2019.

TEACHING & MENTORING EXPERIENCE

- Worked as an Assistant Professor in the Department of Commerce at J.A. Arts and Science College, Mogappair, Chennai. (2006 -08).
- Headed the Department of BBA in A.A Arts and Science College, Koyembedu, Chennai. (2008-10)
- Worked as a visiting faculty at
 - Arignar Anna College for M.B.A.,
 - Ceoronet Institute for M.B.A.,
 - NIHM for Graduation Courses.

- Jain College Minjur for M.B.A.,
- Versatile B – School for M.B.A.,
- AVIDUS B- School for M.B.A.,
- Magic Hive B- School for M.B.A.,

Working as an Assistant Professor in the Department of B.B.A., at D.G.Vaishnav College, Arumbakkam, Chennai – 600106, Since 26 July 2010

CONTRIBUTION IN BENEFITING THE STUDENTS - ACADEMICALLY

Authored a book titled “**Build Your Business**” - March 2014

Edited 5 Generic Hand Books @ 20 /-

1. Hand Book on Production Management,
2. Hand Book on Business Communication,
3. Hand Book on Entrepreneurial Development,
4. Hand book on Personality Development
5. Hand book on Research Methodology

CONTRIBUTION IN BENEFITING THE STUDENTS – EXTRAVAGANZA

Trained students of BBA, D.G.Vaishnav College for various cultural activities such as,
Ad zap, Mime, Shipwreck, Debate, Stress Interview, Clash of lawyers, Short film, Channel surfing, Voice over, Ad Review.

PUBLICATIONS – INTERNATIONAL CONFERENCE

<u>S.No.</u>	<u>Paper Titled</u>	<u>Conference Theme</u>	<u>Venue</u>	<u>Date</u>
1	The reach and impact of microfinance on developing economics	Challenges and issues of emerging economies in the economic order for developing the world economy	Ramakrishna Mission Vivekanandha college – Mylapore Chennai	7th Sep 2012
2	Role of Education Institutions in Improving Higher Education	Quality of Higher Education & Economic Development (HEED)	D.G.Vaishnav College, Arumbakkam, Chennai	12 th & 13 th April 2013
3	Right men at the right place	Business intelligence and innovations for emerging markets	Chellammal Women’s college – Guindy, Chennai	8 th March 2014

4	Skill in Entrepreneurship model of human resource	Management practices beyond the horizon	D.G.Vaishnav College – Arumbakkam, Chennai	7 th March 2015
5	The origin of management is Tamil Literature – Mapping of Thirukural with Mangement	Multi Dimensional View of Classical Literature	D.G.Vaishnav College – Arumbakkam, Chennai	1 st March 2017
6	A Study on Relationship Between Competency Mapping And Commitment of the employees in ITES Sectors – With Spl. Ref. To Chennai City		D.B.Jain Interantional Journal	2 nd April 2017
7	Be an employer than being an employee	India and global economy- issues and challenges.	D.G.Vaishnav College – Arumbakkam, Chennai	5 th & 6 th March 2018
8	Competency Mapping and Commitment of the Employees in ITES – A study for employee empowerment economically	Emerging dynamics of commerce in global scenario	Sri Kanniyaka Parameshwari College for Women- Chennai	23 rd August 2018
9	A study on Crypto currency	Youth leadership with technological improvements for sustainable developments	Vivekananda Arts and Science College for Women – Salem	9 th & 10 th January 2019
10	A Study on Bit Coin in India – Boon or Bain to Indian Economy	The global relevance of Bit Coin as a payment system	G.S.S. Jain College for Women, Vepery, Chennai	29 th September 2018

PUBLICATIONS – NATIONAL LEVEL CONFERENCE

S.No.	Paper Titled	Conference Theme	Venue	Date
1.	Impact of global financial crisis on FDI	Economic meltdown on world economics	Ramakrishna Mission Vivekanandha College – Chennai	28 th September 2011
2.	Role of Parents in Prevention of Child Sex Abuse	Psycho-Social Factors in Child Sexual Abuse	Sri Kanniyaka Parameshwari College for Women- Chennai	28 th & 29 th February 2012
3.	A Study to analyse the Recent approaches to Marketing Strategies	New Approaches to Marketing Management	S.Vellaiswamy Nadar College - Madurai	24 th December 2012
4.	Need for Effective E-Governance in Corporate sectors.	Issues and Challenges of E- Governance in the Corporate Sector	G.S.S. Jain College for Women, Vepery - Chennai	11 th December 2015
5.	The Effects of Demonetization Leads to paperless currency in Indian Economy	Challenges for Human Resource Management in the Changing Environment	University of Madras Dept. of Adult & Continuing Education	24 th March 2017

6	Competency and the Commitment of the cup bearer Crescendos the Compensation of the company	Challenges for Human Resource Management in the Changing Environment	University of Madras Dept. of Adult & Continuing Education	24 th March 2017
7	'Role of Small Scale Business in Developing the Economy of India' - <i>Little Drops Make a Mighty Ocean</i>	Sustainability and Transformation of Small Business In Inclusive Growth	G.S.S. Jain College for Women, Vepery, Chennai	11 th October 2017

PUBLICATIONS – STATE LEVEL CONFERENCE

S.No.	Paper Titled	Conference Theme	Venue	Date
1.	CSR – A Tool to Create A Positive Brand Image	Nurturing Economic Development through Corporate Social Responsibility	Sri Krishna Swamy College For Women- Chennai	24 th February 2012

GUEST LECTURES

- 'Interaction Analysis in Communication' at Anna Adarsh College, Anna Nagar, Chennai – 2011
- "Cleanliness and Good Health" for school students and NSS students at Thorappakkam , Chennai - 2011
- Vocation Guidance in Academics at A.A school, Koyembedu, - Mar 2011 'College Culture to Corporate Culture' at Sri Kanyaka Parameswari College for Woman, George Town, Chennai – 13th March 2013
- 'Cognitive Thinking' at Sri Kanyaka Parameswari College for Woman, George Town, Chennai – 27th Sep 2013
- 'Mantras of Management' at SNDB Vaishnav College, Chrompet, Chennai. 2013
- Seminar on 'Stock Market' at Sri Kanyaka Parameswari College for Woman, George Town, Chennai – 30 Dec 2015
- 'EQ vs. IQ' for CADO FIESTA NCC Students at the Tamil Nadu Dr.Ambedkar Law University – 2016.

- “Go-green Importance of environment and the need to safeguard green for future” - Rural Development Special Camp, NSS D.G.Vaishnav college – at Koladi Village , Thiruverkadu 5th April 201
- Addressed MBA Students to highlight the importance of KSA- Knowledge Skill Attitude (Cognitive Thinking) organized by placement cell at Dr. MGR Education and Research Institute, Adayalampattu, Chennai
- How to handle the exam fear for 10 and +2 students at SKDJ Government School, Thiruverkadu – Feb 2017.
- Presidential address on “Healthy living and Food Habits” – at St. Theresa Mat. Hr. Sec. School , Mannurpet, Chennai on 12 Jan 2018
- Presidential Address On “Art And Culture” at Shiva Nritham – A Temple of Dance, P.S.D. Auditorium, Mylapore, Chennai – 1st Sep 2018
- Guest lecturers delivered on Behavior Modification Techniques and Study Skill Development at Soka Ikeda College, Kallikuppam, Chennai, in Oct 2018
- Addressed UG students for creating an awareness on usage of plastics and to avoid the restricted plastic items At MGR Education and Research Institute – Jan 2019

AS A PROJECT DIRECTOR

Completed 3 Funded Projects

- **Prayanam (Hand Book)** - Destination to D.G.V.C. Steps taken to help the student to reach D.G.Vaishnav College, by providing the available bus routes for the students from their residence. (2010-11)
- **Intern Pedia (Directory)** - The purpose of the project was to help the Arts & Commerce students in finding companies for their internship in Chennai city. (2011-12)
- **Wheels of fire (Short Film)** – To initiate a Need, Necessity & Importance of riding the Bike Safely (2014-15)

AS AN ORGANISER/ CO-ORDINATOR

Appointed as a Presiding Officer by District Election Officer and Commissioner, Corporation of Chennai to perform polling duty for Chennai Corporation Local Body Elections – 2011 at Govt. Hr. Sec. School, Arumbakkam, Chennai.

- Organized a Regional Level Seminar on “Entrepreneurial Development” at D.G.Vaishnav College, 6th Oct 2012.
- Served as an Exam Committee Member in Conducting the Semester Exams at D.G.Vaishnav College for 7 years
- Serving as a member in Discipline Committee to Maintain the discipline of students inside the college premises
- Serving as a Coordinator of Convocation Programs for the past 6 years.
- Organized a Workshop on ‘Class Room to Board Room’ for BBA, D.G.Vaishnav College – 19th Dec 2012
- Organized International Conference associated with Glow Plus Training Academy at D.G.Vaishnav College.
- Co-ordinated an event organized by Thanthi Tv ‘Anything for India ’ on 68th Independence Day August 2015
- Coordinated the state level sports meet held at D.G.Vaishnav College 2016
- Organized a Seminar on GST for BBA at D.G. Vaishnav College. Oct 2018.
- Organized V-Bazaar 2018 – To inculcate the Entrepreneurial Skills among Students. The Total foot fall was recorded to be 10,125 inclusive of other college students & public.
- Organized a talk show on Liberty to Excel – Freedom @72, an Interactive Session (Panel Discussion) 200 students among all the departments participated and had a discussion which was moderated by Hariharen – Journalist Thanthi TV, 24 August 2018
- Coordinating the cultural program of the college - Vaishnav Sangam at D.G.Vaishnav College. March 2019
- Coordinating Synergy – Department event at D.G.Vaishnav College, Since 2010

UNIVERSITY SERVICE

- Appointed as an Examiner (Evaluation) for BBA Board, University of Madras, Evaluators Code UBBA150, Since 2008.
 - Serving as an Examiner (Question Paper Setting / Evaluator) for various Autonomous Colleges all over Tamil Nadu, Such as D.G. Vaishnav College, MOP Vaishnav College, Chennai, Dr. G. R. Dhamodharan University Coimbatore, Women’s Christian College, Chennai,
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AS A PARTICIPANT AT CONFERENCES/ SEMINARS/WORKSHOPS/FDP

S. No	Conference / Seminar/Meet	Topic	Venue	Date
1	Workshop	Training Program on E-Governance University Grants Commission & University of Madras	ICT Academy of TamilNadu, Perangudi, Chennai	2 nd & 3 rd March 2010
2	FDP	Faculty Development Program	FedUni Federation of Universities, Chennai	12 th September 2011
3	National Seminar	Research Methodology and Preparation of Project Proposal (NARM2011)	UGC – Cordinated Cell D.G.Vaishnav College Chennai	14 th & 15 th October 2011
4	Workshop	Workshop on Employability Skills	ICFAI - Group	23 rd August 2012
5	Seminar	E-Learning and UGC	Falcon Education Pvt. Ltd., Chennai	16 th March 2012
6	National Seminar	Cyber Law and Cyber Security (NSCLS2012)	UGC – Cordinated Cell D.G.Vaishnav College Chennai	28 th & 29 th September 2012
7	National Seminar	Contemporary Issues and Challenges in Advertising	Dept. of Commerce D.G.Vaishnav College, Chennai	12 th & 13 th Dec 2012
8	Event	Graphics and Web Designing	Arena Animation & D.G.Vaishnav College	March 2013
9	ED - Meet	Not to Survive... but to Niche...	Shri Krishnaswamy College, Chennai	5 th March 2013
10	FDP	Faculty Development Program	ITM – Business School (Institute for Technology & Management) Chennai	22 nd March 2013
11	Workshop	The Companies Act 2013 & Emerging Capital Markets	The Institute of Company Secretaries of India - ICSI ICSI- SIRC Chennai	14 th December 2014
12	State Level Workshop	Quality Initiatives in Testing and Evaluation Techniques in Commerce and Management	IQAC –Cell D.G.Vaishnav College, Chennai	15 th February 2014
13	National Seminar	Shipping your future- Entrepreneurship & Employment Oppourtunities in Logistics VIGIL'14	St.Britto's College Adambakkam Chennai	7 th March 2014
14	Panel Discussion	Indian Budget 2014-15 and its Economic Priorities	PG & Research Dept. of Economics D.G.Vaishnav College ,	25 th July 2014

			Chennai	
15	National Seminar	Interdisciplinary and Transdisciplinary Approach in Research (ITAR2015)	UGC Cell D.G.Vaishnav College, Chennai	13 th & 14 th Mar 2015
16	National Seminar	Moving Beyond Barriers : Transforming Education through inclusive Excellence	IQAC –Cell D.G.Vaishnav College, Chennai	30 th & 31 st Mar 2015
17	Workshop	Conceptualising globally relevant research and delineating the qualities and skills of a researcher working on social issues	IQAC-Cell D.G.Vaishnav College, Chennai	9 th July 2016
18	Workshop	Highlighting the Companies Act -2013	Dept. of Corporate Secretaryship GuruNanak College	30 th Sep 2016
19	Workshop	Goods and Service Tax	IQAC-Cell D.G.Vaishnav College, Chennai	4 th & 5 th December 2017

EXPERIENCE IN MEDIA

- Worked as a Program Producer in Private Chennai. “TAMILAN TV”
- Worked as an Anchor in TV Channels.
- Acted in Tele Films (Ethirkalam), & Others in DD Pothigai.
- Acted in Telugu serials GEMINI TV, ETV,
- Acted in Tamil serials (Kanakanum Kalangal, Kathukarupu, Kadhal, Kadhalika Neram Illai, Etc) – VIJAY TV
- Acted in Sun TV serials – Kalasam, Anandham, Thangam,

***“Teacher is not an Entertainer but, if teaching is filled with entertainment
Education will become easier”***
