

Dr. N. SARULATHA MBA NET Ph.D.

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SUMMARY

- **Ph.D. (Management) & UGC NET** certified with MBA degree specialised in Marketing & Systems (Madras University 12th rank holder with 9 distinctions).
- Around **4** years of industry experience in project management, client relationship and team management.
- Around 10+ years of experience in teaching UG & PG students.
- Adept to handle training activities for students in imparting education as part of the curriculum and beyond it.

CAREER SKETCH

PRESENT EMPLOYMENT

Assistant Professor, Jun'16-till date

- Assistant Professor, Department of Business Administration, D.G. Vaishnav College, Chennai.

EMPLOYMENT HISTORY

MAR Gregorios College College, Chennai

Assistant Professor, Jun'15-Apr'16

- Primary role involved teaching BBA students and was involved in class co-ordination activities.

CARE School of Business Management, Trichy www.care.ac.in

Assistant Professor, Aug'11-Oct'14

Highlights:

- Primary role involved teaching MBA students Marketing & Systems paper and providing guidance for their projects.
- Involved in organising event management activities, campaigns and other training activities for the students.
- Mentoring students for their academic and professional excellence.
- Supported training department in delivering sessions for FDPs, MDPs and other placement training session for students of the institution.

- Handled social media page(s) for the institution.

Bishop Heber College, Trichy

Lecturer, Jul'08–Oct'08

Primary role involved teaching MBA and BBA students and was involved in class co-ordination activities.

S.I.V.E.T College, Chennai

Lecturer, Jul'07–Apr'08

Primary role involved teaching MBA and BBA students and was involved in class co-ordination activities.

Nittany Outsourcing Services, Chennai

Apr'03-Jan'07

Highlights:

- Joined as a Management Trainee and rose to the post of Team Leader and later Assistant Manager-Billing Operations.
- Key role involved in managing end to end projects from claim submission to collections for the clients.
- Entrusted with responsibility for establishing & maintaining good client relationships.
- Co-ordinating with quality assurance, transition team and training department of the organisation.

FREELANCE ACTIVITIES

- Online Teaching faculty for the elective Insurance Marketing for St. Xavier Degree College, Bangalore University during the period Sept 2020.
- Visiting faculty at Aachi Institute of Management & Entrepreneur Development, Chennai during the period June 2015 – April 2016.
- Guest Speaker for the 1 day programme on Contemporary issues in Management at MESAI Institute of Management, Chennai.
- Guest Speaker for I year MBA induction titled “Stepping stones to corporate ladder” at MESAI Institute of Management, Chennai.
- Guest Speaker for the topic “Facing Interviews” at Trinity Mirror Career Fair 2015, Chennai.
- Guest Speaker on the topic “Why Engineering” for I year Engineering students.
- Worked on marketing activities for an upcoming CBSE school.

EDUCATION

- Completed Online Refresher course in Management Annual Refresher Programme in Teaching (ARPIT) – February 2020.
- **Ph.D(Management)**
An Empirical study on social commerce as a precedent in consumer decision making for fashion e-tailing.
Bharathiar University
Guide : Dr.V. Sasirekha, Professor, Sri Sairam Institute of Management Studies.
Viva voce successfully completed on 08/07/2019

- **UGC NET Certified.**
Year of passing : 2014
- **MBA**
Sri Sai Ram Engineering College, Chennai.
University of Madras
Percentage Obtained: 74
Elective: Marketing & Systems
Year of Completion: April 2003
- **B.Sc., Physics**
Meenakshi College for Women, Chennai.
University of Madras
Percentage Obtained: 84
Year of Completion: April 2001
- Higher Secondary
Sri SankaraVidyalaya Matriculation Hr. Sec. School, Chennai.
Percentage Obtained: 85
Year of Completion: April 1998
- Matriculation
Sri SankaraVidyalaya Matriculation Hr. Sec. School, Chennai.
Percentage Obtained: 84
Year of Completion: April 1996

AWARDS

- Best Paper Award in the International conference on Business & Technology 2021 for the research topic “ Investigating Differences in social commerce apps with special reference to fashion e-tailing”.
- Awarded **Young Women Educator & Scholar Award** at 7th National Women’s Day Award by National Foundation of Entrepreneurship Development (NFED).
- Awarded **Best Faculty award** for the academic year 2013-2014, CARE Group of Institutions, Trichy.
- Awarded **Performance Excellence award** in Billing Division, Nittany Decision Services, Chennai for the month of October 2003.
- Awarded 3rd prize for the paper submitted on “**Rural Marketing**” in the State level Management Meet held at Bharath Institute of Science & Technology, Chennai.

ACADEMIC ACHIEVEMENTS

- **University 12th Rank holder** – MBA, Madras University.
- **10 Distinctions** earned in MBA degree examination.
- Distinction earned in Project work and viva voce

RESEARCH PROJECTS UNDERTAKEN

- Conducted “A study on fairness cream users and their willingness to substitute by fairness talcum powder and/or fairness soap” for **CavinKare India Private Limited, Chennai.**
- Conducted “A study on photocopier machines used in commercial organization” for **RICOH India Limited, Chennai.**
- Conducted a freelance project on “Consumer attitude towards Saravana Stores, T.Nagar”.
- As a member of **CARE Business Consulting (CBC)** undertook following projects:
 - Scope of Online Marketing at Trichy
 - A study on customer preferences towards diamond jewellery market in newly established areas of Trichy city for a leading diamond jeweler.
 - A study on parents expectations towards private schools in imparting cocurricular & extracurricular education at Trichy city.

PROGRAMME ORGANISED / RESOURCE PERSON

- Resource person for 3-day GUJCOST sponsored National Seminar on the topic E-commerce for Business & Winning Habits.
- Faculty co-ordinator for Gamification of Finance hosted by Department of Business Administration, D.G. Vaishnav College.
- Faculty co-ordinator for 5 Day Webinar series – Hallway Biz 2021 hosted by Department of Business Administration, D.G. Vaishnav College.
- Faculty co-ordinator for Webinar “Technostress and balancing strategies” hosted by Department of Business Administration, D.G. Vaishnav College & National Foundation of Entrepreneurship Development.
- Faculty co-ordinator for Markutsav 20 hosted live in You Tube, a co-curricular Marketing Management Meet.
- Resource person for Webinar – Motivation & Challenges for Women hosted by Bishop Heber College, Trichy.
- Resource person for ICT Application in Teaching & Learning hosted by Indus Institute of Engineering & Technology, Indus University.
- Session Chair for the track Women Entrepreneurship Development in the International Web Conference on Women Empowerment through Education, Employment, Entrepreneurship organized by Department of Economics, St. Mary’s College, Thoothukudi and National Foundation of Entrepreneurship Development.
- Faculty co-ordinator for Webinar “Research Structuring & Publication Strategies” hosted by Department of Business Administration, D.G. Vaishnav College & National Foundation of Entrepreneurship Development.

- Faculty co-ordinator for CALL FOR PAPERS in Online ISSN Journal -Re-Defining Economics and Business in the context of 3Cs (Contemporary Challenges, Ceaseless Competition and Changing Consumerism) - Challenges and Opportunities on the Global Confront 2020 organised by Department of Business Administration, D.G. Vaishnav College.
- Technical co-ordinator for Dhrona –The Art of Teaching & Learning for Nxt Gen, Online Faculty Development Programme organized by Department of Business Administration, D.G. Vaishnav College.
- Delivered “Basics of Online Teaching” module in the Online Faculty Programme - Dhrona –The Art of Teaching & Learning for Nxt Gen, Online Faculty Development Programme organized by Department of Business Administration, D.G. Vaishnav College.
- Faculty co-ordinator for One day workshop on Entrepreneurial Prospects Using Digital Marketing & IoT organized by Department of Business Administration, D.G. Vaishnav College, Chennai on 14th March 2020.

ACADEMIC ACTIVITIES

- Participated in a 5 day National level FDP on Data Analytics in Business Decisions organized by St. Joseph’s College of Engineering from 16.06.21 to 20.06.21.
- Presented paper titled “ A study on social commerce apps – with special reference to Women Homepreneurs in the Digital era” in the National conference on Digital Entrepreneurship.
- National level virtual training on ICT tools for effective assessment organized by IQAC, D.G. Vaishnav College, Chennai from 17/09/20-18/09/20.
- Ten Day Online Skill Development Programme on Social Media Digital Marketing Sponsored by RUSA 2.0 by School of Commerce, Bharathiar University 10.08.20 to 21.08.20.
- 3 day National level virtual training on ICT competency for Higher education Teachers organized by IQAC, D.G. Vaishnav College, Chennai.
- Successfully completed Two week faculty development programme on

- **Managing Online Classes and Co-Creating MOOCs**
- **Comprehensive e-Learning to e-Training guide for Administrative Work**
- **Open Educational Resources for Research**
- **Advanced Concepts for Developing MOOCs**

organized by Teaching Learning Centre, University of Delhi in association with MHRD.

- 2 day workshop on Data Analysis using SPSS organized by Department of Business Administration, D.G. Vaishnav College, Chennai.
- One week faculty orientation programme organized by IQAC, D.G. Vaishnav College, Chennai.
- Seminar on GST – Understanding GST and its impacts organized by Department of Commerce, NIHM, Chennai.
- Faculty Development Programme on Structured Equation Modelling using AMOS at Easwari Engineering College, Chennai.
- Two day conference on National Cyber Safety & Security Standards Summit 2013 organized by Department of Electronics, Information Technology, Ministry of Communication & Information Technology, held at Chennai.
- 2 day National seminar on Human Rights – Dynamics and Dialectics organized by Department of Women Studies, Bharathidasan University, Trichy.
- Workshop on Outcome based Accreditation Process and Parameters organized by CARE Group of Institutions, Trichy.
- 1 day workshop on “Business Analytics for Gen Z Managers” organized by CARE School of Business Management.

RESEARCH PUBLICATIONS/CONFERENCE PRESENTATION

S. No.	Title	Year	Publication Details
1.	A study on social commerce apps - with special reference to women homepreneurs in the digital era.	Jan 2021	National Conference on Digital Marketing. ISBN :978-81-949292-9-1, Pg No.1-3.
2.	Social commerce constructs & Trust as influencers of consumer decision making with reference to fashion e-tailing.	Dec 2020	IFIP WG8.6 Working Conference held virtually at IIM Trichy Dec 17-19 2020 IFIP Advances in Information and Communication Technology Part II, Springer. ISBN 978-3-030-64860-2 ISBN 978-3-030-64861-9 (eBook) https://doi.org/10.1007/978-3-030-64861-9
3.	CRM IMPLEMENTATION: A study with reference to Avonflex pvt ltd	June 2020	The New Economist (ISSN 2347 - 7172)
4.	Empirical analysis of gender differences in social networking sites usage and purpose.	Feb 2020	International conference on Contemporary Researches in Engineering, Science, Management & Arts (ICCRESMA), Chennai.

5.	A study on usage of social networking sites – Marketing Perspective	Feb 2020	Studies in Indian Place Names with ISSN no. 2394-3114 Vol:40 issue:27 Month: February Year:2020 Impact factor:6.3
6.	A study on the facilitative role of social commerce in consumer decision making with special reference to e-tailing	Dec 2018	AJANTHA (UGC approved journal) ISSN-2277-5730 Journal Impact Factor 5.5.
7.	A study on the role of social commerce constructs for shopping fashion products.	Jan 2018	SCOPUS INDEXED JOURNAL International Journal of Civil Engineering & Technology (IJCIET), Vol.9, Issue 1, January 2018, ISSN Print: 0976-6308 and ISSN Online: 0976-6316, pp. 508-518.
8.	Investigating age & gender differences on social commerce constructs and trust for shopping fashion products in social networking sites.	Oct 2017	Journal of Management (JOM), Vol.4, Issue 2, October 2017, ISSN : 2347 3940, pp. 597-601.
9.	A study on the role of social media networks for online retailers with special reference to fashion industry in India.	Feb 2017	MIM International Journal of Management Research (MIM IJMR), Vol.3, Issue 1, February 2017, ISSN : 2394 – 6997, pp. 85-90.
10.	Leveraging social media for marketing – A case study approach.	Apr 2016	Journal of Soft Skills in Management, Vol.4, Issue-I, Jan- Apr 2016, pp.57-66.
11.	A study on emerging trends in retail sector with special reference to social media.	Jul 2015	International Journal of Business Intelligence & Innovations, Vol.2, Issue 2, Special Edition July 2015, ISSN 2348 – 4705, pp.121-126.
12.	Enabling Social Commerce – Big Data Analytics with special reference to Social media Analytics”	Apr 2015	National Conference on Recent trends in Computing & Communications – April 2015, Sri Sairam Engineering College, Chennai.
13.	A study on social media presence to occurrence: Social Commerce	Jan 2014	National Conference on Digital Marketing – NCDM 2014, Thiyagaraja School of Management, Madurai, 31 January 2014, ISBN 973-93-82338-94-9, pp.32-35
14.	A study on marketer’s perspective of social media for Indian Banking Sector	Dec 2013	Journal of Virtu – Annamalai Journal of Management, Vol.6, Special Issue 1, December 2013, ISSN : 0974-0406, pp.67-70.
15.	Big Data : A Marketers perspective of emerging marketing approach,	Jun 2013	International Journal for Management Research and Review - June 2013. ISSN 2249-7196, pp 2872-2880

PERSONAL PROFILE

Date of Birth : 18.11.1980
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Nolambur, Chennai 600 037.
