

Name: Dr. M. Rajeswari

Designation : Professor
Nature of Employment : Faculty
Qualification : MBA, M.Com, M.Phil, Ph.D
Phone : 9443294024
Email ID : mrajeswari@hindustanuniv.ac.in



Educational Background:

Degree	Discipline	Year of Passing	University
Ph.D	Management	2015	Manonmaniam Sundarnar University
MBA	Finance & Marketing	2009	Anna University
M.Phil	Commerce	2007	Madras University
M.Com	Finance	1997	Annamalai University

Work Experience (Academic):

Designation	Institution	Duration	No. of Years
Professor	Hindustan Institute of Technology & Science, Chennai	From 20.08.2015 Till Date	6 years & 3 months
Associate Professor in Faculty of Management Studies	Aarupadai Veedu Institute of Technology, (Affiliated to Vinayaga Missions University)	From 24.11.2010 to 19.08.2015	4 years, 8 months, 26 days
Lecturer, HOD of Business Administration cum Principal i/c	Indian Arts & Science College, Tiruvannamalai	3.7.2007 to 23.11.2010	3 Year & 5 months
Lecturer cum HOD Of Commerce	Kamban College for Arts & Science for Women, Tiruvannamalai	3.7.2000 to 31.03.2007	6 Years & 9 months
Total			21 Years

Work Experience (Industry)

Designation	Name of the Organization	Duration	No. of Years
EDP Head	Shanthimalai Trust	May 1997 to February 2000	3 Years
Total			3 Years

Lecture Courses: Financial Management, Accounting for Management, Financial Markets and Services, Research Methods, Security analysis and portfolio management, Investment management, corporate finance, services marketing

Research Areas of Research Interest: Finance, Marketing & HR

Research Guidance: 8

Research Publications: 31

International Journals and Book Chapters indexed by Scopus / Web of Science:

S.No	Title	Name of the Journal	Year/Vol/page No.	Name of the publisher	ISBN/ISSN No.
1	Energy Requirements: Role of Nuclear Power	SCMS Journal of Indian Management	July –September 2010/Vol.VII/No.III/Page No 16 To 26	SCMS –JIM (Listed in Cabell’s Directory)	ISSN – 0973-3167 Factor 1.1.
2	Risk Management in Derivative Market – A study with special references to shares of selected companies	Journal of Book: SRI SAI RAM – Institute of Management Studies	2011/Vol.II/ Page No 587 to 600	Book publisher – Masilamani Publications Chennai	ISBN: 978-81-921764-2-0
3	Socio-Economic Potential of Handicraft Industry In India: Opportunities and Challenges	Annamalai Journal of Management	Volume 6, Special Issue - 1, December 2013	A Journal of Virtu	ISSN: 0974 0406
4	Influence of Social Networking Sites on Personal and Professional Lives of People”.	International Journal of Advanced Research in Engineering & Technology (IJARET)	Volume 5, Issue 12, December (2014), Pp. 64-72	International Association for Engineering and Management Education (IAEME)	UGC LISTED JOURNAL-48673 ISSN Print: 0976-6480 ISSN Online: 0976-6499 Journal Impact Factor (2014): 7.8273 Calculated by GISI (www.jifactor.com)

5	A Study on Credit Risk Management in Scheduled Banks	International Journal of Management (IJM)	Volume 5, Issue 12, December (2014), 79-89.	International Association For Engineering And Management Education (IAEME)	THOMSON REUTER-INDEXED ISSN 2277 – 5846 Journal Impact Factor (2014): 8.19 Calculated by GISI (www.jifactor.com)
6	A Study on the Customer Satisfaction Towards Online Shopping in Chennai City	International Journal of Sales & Marketing Management Research and Development	Volume 5, Issue 1, February 2015, p1-10	Transtellar ISSN(Print): 2249-6939 , Impact Factor(JCC): 5.3064,IC	ISSN(P): 22496939 ISSN(Online): 2249-8044,
7	A Study on Identification of Emerging E-Mediums in E-Recruitment	Advances in Natural and Applied Sciences	Volume 9(7) June 2015, Pages: 118-122	American-Eurasian Network for Scientific Information publisher (AENSI)	UGC LISTED JOURNAL-11896 ISSN:1995-0772 EISSN: 1998-1090, H-Index - 14 Impact Factors: 1.72
8	An Empirical Analysis on Retail Banking Customer Behaviour	Australian Journal of Basic and Applied Sciences	Volume 9(31) September 2015, Pages: 695-699	AENSI Journals Publisher	UGC LISTED JOURNAL-1608 ISSN:1991-8178 H-Index - 17 Impact Factors: 0.7
9	A Study on Impact of Technological Advancement & Social Media on Organization Growth	Journal Of Applied Sciences Research	2015 October; 11(19): pages 179-183.	American-Eurasian Network for Scientific Information publisher	UGC LISTED JOURNAL-21443 ISSN: 1819-544X EISSN: 1816-157X, H-Index - 13 Impact Factors: 0.2

10	A Study on Consumer Preference towards Buying of Organic Fruits and Vegetables	Asian Journal of Research in Social Sciences and Humanities	Vol. 6, No. 6, June 2016, pp. 1118-1125	Asian Research Consortium	UGC LISTED JOURNAL-1262 ISSN 2249-7315 Index Copernicus Impact Factors: 0.8
11.	A Study of Customer Preferences of Recurring Deposits in Post Offices over Banks	Asian social science	Vol. 13, No. 7; June 2017	Canadian Center of Science and Education	SCOPUS INDEXED UGC LISTED JOURNAL-4046 ISSN 1911-2017 E-ISSN 1911-2025 Excellence in Research for Australia, Ulrich's, EBSCOhost , ProQuest
12.	A Study on Psychological Well-Being among Employees of I.T Companies	Asian Social Science;	Vol. 13, No. 8; July 2017	Published by Canadian Center of Science and Education	SCOPUS INDEXED UGC LISTED JOURNAL-4046 ISSN 1911-2017 E-ISSN 1911-2025, 1911-2025 Excellence in Research for Australia, Ulrich's, EBSCOhost , ProQuest
13.	A Study on Effectiveness of Social Media in Recruitment Process	International Journal of Economic Research	Volume 14 • Number 10 • July 2017	© Serials Publications Pvt. Ltd.	SCOPUS INDEXED, UGC LISTED JOURNAL-2912 ISSN : 0972-9380

					available at http: www.serials journal.com
14	A Comparative Study On Preference Towards Investment Products Between It And Non It Investors	International Journal of Applied Business and Economic Research	Vol.15 (2017)	Serials Publications	SCOPUS INDEXED, UGC LISTED JOURNAL-2551 ISSN: 0972-7302
15	Competencies of Physician Assistant Interns	Journal of Adv Research in Dynamical & Control Systems	15-Special Issue, October 2017	Institute of Advanced Scientific Research & Elsevier Scopus Indexed	Elsevier Scopus Indexed ISSN 1943-02X UGC LISTED JOURNAL-26301
16	A Study on Islamic Banking in India	Journal of Adv Research in Dynamical & Control Systems	15-Special Issue, November 2017	Institute of Advanced Scientific Research & Elsevier Scopus Indexed	Elsevier Scopus Indexed ISSN 1943-02X UGC LISTED JOURNAL-26301
17	Comparing Digital Marketing With Traditional Marketing And Consumer Preference, Over Which Medium By Taking Concept Of Ads	International Journal of Sales & Marketing Management (IJSMM),	Vol. 7, Issue 1, Dec-Jan 2017-18; 1-12	International Academy of Science, Engineering and Technology	SCOPUS INDEXED, ISSN (P): 2319-4898; ISSN (E): 2319-4901
18	A Study on Sodexo Coupon as an Innovative Tool in Employee Motivation & an Outline	International Journal of Management and Development Studies	Vol.6, Issue 12,page 66-73	GRABS Educational Charitable Trust	ISSN (Online): 2320-0685. ISSN (Print): 2321-1423 UGC

	about its Digital passage with reference to IT Sector in India				LISTED JOURNAL-63225
19	A Study on Paytm Services in Promoting Cashless Economy After Demonetization in India And an Outline on Its Support Towards Making India Digit	International Journal of Pure and Applied Mathematics	Volume 119 No. 7 2018, 263-278	Academic Publications Ltd	ISSN 1311-8080 (printed version) ISSN 1314-3395 (on-line version) UGC LISTED JOURNAL-23425 Scopus Indexed Journal
20	Future of Publishing Process Integrated with Cloud Platforms	Common Ground Research network, University of Pennsylvania, Philadelphia, USA	7 th July ,2018	Common Ground Research network	Scopus Indexed Journal
21	Customer Satisfaction and Technology Advancement- A Comparative study between public and private sector banks in Chennai	International Journal of Mechanical Engineering and Technology	October 2018	IAEME Publications	Scopus Indexed Journal
22	Assessment of competency of diagnostic radiographers	International Journal of Mechanical and Production Engineering Research and Development	December 2018	Trans Stellar	Scopus Indexed Journal
23	Enhancement of customers satisfaction through social media for brand building in banking sector	International Journal of Mechanical and Production Engineering Research and Development	December 2018	Trans Stellar	Scopus Indexed Journal

24	Attitude towards children's advertisements by the Indian parents	International Journal of Innovative Technology and Exploring Engineering	April 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal
25	Role of an Hr in improving the employee's performance and commitment towards the organization	International Journal of Engineering and Advanced Technology	April 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal
26	The efficiency of social media in political campaigns and their influence on deciding the policymakers	International Journal of Innovative Technology and Exploring Engineering	May 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal
27	The efficiency of television advertising and their influence on consumers	International Journal of Recent Technology and Engineering	May 2019	elsevier	Scopus Indexed Journal
28	Creating a brand value and consumer satisfaction in E-commerce business using artificial intelligence with the help of vizag technology	International Journal of Innovative Technology and Exploring Engineering	June 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal
29	Assessing Competency of Community Healthcare Workers	International Journal of Innovative Technology and Exploring Engineering	August 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal
30	Assessment of Patient Satisfaction by Physician Assistants in Super Specialty Hospital	International Journal of Engineering and Advanced Technology	August 2019	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus Indexed Journal

31	Impact of Underdog Narrative Advertising Strategy on Brand Positioning and Customer Purchase Intentions	International Journal of Recent Technology and Engineering	September 2019	Elsevier	Scopus Indexed Journal
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International Conferences indexed by Scopus: 01

1	16 th International Conference on Books, Publishing and Libraries	Common Ground Research network, University of Pennsylvania, Philadelphia, USA 7 th July ,2018	Future of Publishing Process Integrated with Cloud Platforms
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Patent Obtained:

1	Title of invention: A systematic method for corporate financial information as public information using big data cloud	Australian patent
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Certifications Obtained: 106 (in Coursera102 & in SWAYAM:5)

Travel Grant Obtained:

Awards and Accolades: 06

I. Best teacher Award – Kamban College of Arts and Science for Women

II. Best Paper Award - A Study on the Customer Satisfaction towards Online Shopping in Chennai City International Journal with Impact factor, International Journal of Sales & Marketing Management Research and Development, Volume 5, Issue 1, February 2015, p1-10, Trans Stellar ISSN(Print): 2249-6939.

III. Best Presentation Award: Presentation on “FINANCIAL INCLUSION FOR RURAL DEVELOPMENT” on 26.11.2017 at Alumni Meet of Department of Management Studies, Anna University, Chennai.

IV. Best Paper Award- Influence of Social Media in Political Decision Making Among the Youths in India, International Conference on 5S-Strategy System and Service for Sustainability and Sociability of Business, Organized by Department of Management Studies, School of Management, Pondicherry University, Pondicherry, 23&24, March, 2018.

V. Best Researcher Award- Winner of Best Researcher Award 19.06.2018, Awarded by International Journal for Research under Literal Access in recognition of the Technical paper on “A Study on Sodexo Coupon as an Innovative Tool in Employee Motivation & an Outline about its

Digital passage with reference to IT Sector in India”.

VI. Best teacher Award – Hindustan Institute of Technology and Science year 2017-18

