

## PROFILE OF DHANALAKSHMI K R

**Name** : **Dr. K.R. DHANALAKSHMI**

**Qualification** : M Com., M.Phil., PhD., SET., MBA., PhD

**Designation** : Associate Professor & Head  
PG & Research Dept. of Commerce

**Years of Experience** : **UG:** 29 yrs 6 months **PG:** 19 Yrs

**Email Id** : jayanthyes@yaho.com

**Areas of Specialization** : Entrepreneurial development ,Organisational Behaviour

### Paper Publications:

- 1) Dr. K.R.Dhanalakshmi, “The Role of MSME in enchancing Entrepreneurial Spirit”
- 2) Dr. K.R.Dhanalakshmi, “Impact of Green HRM Practices in Information Technology/Information Technology Enable service sector: With special reference to Chennai city.”
- 3) Dr. K.R.Dhanalakshmi, “A Conceptual Framework- Employee Retention in Pharmaceutical Industry”
- 4) Dr. K.R.Dhanalakshmi, “ Role of social media in marketing”
- 5) Dr. K.R.Dhanalakshmi, “ Astudy on Employment Retention Strategies to retain the loyal employees adopted by it companies in Coimbatore district”
- 6) Dr. K.R.Dhanalakshmi, “A study on Green HR practices and its environmental sustainable policies-With special reference to Ambattur Industrial Estate (Chennai) City”
- 7) Dr. K.R.Dhanalakshmi, “ The Role of Educational Institutions in Entrepreneurial Development with special reference to Arts and Science Colleges in Chennai City”
- 8) Dr. K.R.Dhanalakshmi, “Assessment Of Entrepreneurial Intention Among College Students”, in UGC CARE GROUP-1Parishodh Journal, Vol-IX, Issue-II, pg.273-284, ISSN No: 2347- 6648, 25<sup>th</sup> February 2020.
- 9) Dr. K.R.Dhanalakshmi, “A Study On Green Hrm Practices In Information Technology Sector In Chennai City”, UGC CARE GROUP-1Parishodh Journal, Vol-IX, Issue-II, pg.273-284, ISSN No: 2347- 6648, February 2020.

- 10) Dr. K.R.Dhanalakshmi, "Role Of Women Entrepreneurs In Digital Marketing" in Studies in Indian Place names (SIPN), Vol-4, Issue- 6, ISSN No: 2394- 3114 , 06<sup>th</sup> March 2020.
- 11) Dr. K.R.Dhanalakshmi, "A Study On Problem Faced By Women Employees In It/ITES Sector" Studies in Indian Place names (SIPN), Vol-4, Issue- 6, ISSN No: 2394- 3114 , March 2020.
- 12) Dr. K.R.Dhanalakshmi, "A Study On Customer Perception Towards Green Banking Practices In Ambattur Chennai City" Journal for Advanced Research in Applied Sciences- (JARAS) , Impact factor- 5.8, Vol-6, Issue-9, pg.35-44 , ISSN No: 2394- 8442 , September 2019.
- 13) Dr. K.R.Dhanalakshmi, "A Study On Shg Activities Inhibited Through Bank Loans" in RMAI 2K19, Vol-XI, Issue- II, pg: 901-908, ISSN No: 2249-7455, 14<sup>th</sup> February 2019.
- 14) Dr. K.R.Dhanalakshmi, "Perception Of Youth Towards Entrepreneurship" in International Conference Finance and Management conducted by Surana college, Bangalore, Vol-05, Issue- 01, ISSN No: 2395-5929, January 2019.
- 15) Dr. K.R.Dhanalakshmi, "An Overview of Contemporary Entrepreneurial Practices Acquainted By Unorganised Entrepreneurial Sector" in National Conference on Success Through Synergy'18, ISSN No: 978-81-936440-6-5, 2018.
- 16) Dr. K.R.Dhanalakshmi, "An Overview Of Contemporary Entrepreneurial Practices Acquainted By Unorganised Entrepreneurial Sector" National Conference on Success Through Synergy' 18, ISBN No: 978-81-936440-6-5, Feb 2018.
- 17) Dr. K.R.Dhanalakshmi, "Higher Educational Institutions As Learning Organisations – A Study With Reference To Engineering Colleges In Chennai" in International Conference conducted by Research And Development Association, Jaipur On 11<sup>th</sup>& 12<sup>th</sup> November, 2017.
- 18) Dr. K.R.Dhanalakshmi, "Learning Organisation-A Recent Scenario of Contemporary Hr Training Practices" in International Conference conducted by Bhaktavatsalam Memorial College, Chennai on 10<sup>th</sup>& 11<sup>th</sup> August, 2017.
- 19) Dr. K.R.Dhanalakshmi, "Impact Of Emotional Intelligence Of Trainers On Their Training Outcomes" in International Conference conducted by Bhaktavatsalam Memorial College, Chennai on 3<sup>rd</sup>& 4<sup>th</sup> March, 2016.

- 20) Dr. K.R.Dhanalakshmi, "Relationship Between Demographic Profile And Green Purchasing Behaviour Of Consumers" in International Conference conducted by Bhaktavatsalam Memorial College, Chennai on 3<sup>rd</sup> & 4<sup>th</sup> March, 2016.
- 21) Dr. K.R.Dhanalakshmi, "Hr Benchmarking-A Paradigm Shift In Hr For Sustainable Growth" in International Conference conducted by University Of Madras, Chennai on 4<sup>th</sup> March, 2016.
- 22) Dr. K.R.Dhanalakshmi, "Trends In Retailing And Branding" in International Conference conducted by University Of Madras, Chennai on 19<sup>th</sup> & 20<sup>th</sup> February 2015.
- 23) Dr. K.R.Dhanalakshmi, "Problems And Prospects In Training-Women Academicians In Chennai" in International Conference conducted by Bharathiar University , on 10<sup>th</sup> & 11<sup>th</sup> October 2014
- 24) Dr. K.R.Dhanalakshmi, "A Study On Employee Perception On Role Of Innovative Training In Sustainability" in International Conference conducted by Periyar Maniammai University on 6<sup>th</sup> & 7<sup>th</sup> November 2014.
- 25) Dr. K.R.Dhanalakshmi, "Training and Hr In Organisation" in National Conference conducted by Nehru Institute Of Management Studies, Chennai on 15<sup>th</sup> March 2013.
- 26) Dr. K.R.Dhanalakshmi, "The Present Scenario of Globalisation" In National Conference Conducted by Guru Nanak College, Chennai on 25<sup>th</sup> January 2012.
- 27) Dr. K.R.Dhanalakshmi, "Role And Significance of CSR In General And Production" in State level Conference conducted by Shri Krishnaswamy College, Chennai on 24<sup>th</sup> February 2012.
- 28) Dr. K.R.Dhanalakshmi, "Women Entrepreneurship" in National Conference conducted by Bhaktavatsalam Memorial College, Chennai on 2<sup>nd</sup> & 3<sup>rd</sup> March 2012
- 29) Dr. K.R.Dhanalakshmi, "Integrating Humanistic Values And Social Concerns" in National Conference conducted by P S G College Of Technology on 3<sup>rd</sup> & 4<sup>th</sup> December 2010.
- 30) Dr. K.R.Dhanalakshmi, "Growth Of Entrepreneurship In India" in State level Conference conducted by Asan Memorial College Of Arts & Science, Chennai, on 9<sup>th</sup> January 2008.

**Journal Publications:**

- 1) Dr. K.R.Dhanalakshmi, "Investment Decision For Training Of Human Capital – A Study Among Hr Managers In Chennai" in International Journal On Global Business Management And Research Volume 7, Issue 1, Issn 2278 8425 On February, 2018.
- 2) Dr. K.R.Dhanalakshmi, "Higher Educational Institutions As Learning Organisations – A Study With Reference To Engineering Colleges In Chennai" In Indian Journal Of Research UGC Approved Volume 7, Number 2 Issn 2231-6655 Impact Factor: 4.301 On July-December 2017
- 3) Dr. K.R.Dhanalakshmi, "Impact Of Emotional Intelligence Of Trainers On Their Training Outcomes" in International Journal On Global Business Management And Research Volume 5, Issue1, ISSN 2278 8425on March 2016.
- 4) Dr. K.R.Dhanalakshmi, "A Study On Employee Perception On Role Of Innovative Training In Sustainability-With Special Reference To It Employees In Chennai" in Global journal for business analysis, Volume 3, Issue-11, ISSN 2277- 8160 on November 2014.
- 5) Dr. K.R.Dhanalakshmi, "EMPLOYEE PERCEPTION TOWARDS TRAINING AND ITS IMPACT ON COMMITMENT" in D B J C JOURNAL OF BUSINESS RESEARCH, Volume 1, Issue-13, ISSN 2248- 9711 on APRIL-JUNE 2014.
- 6) Dr. K.R.Dhanalakshmi, "A STUDY ON MOTIVATIONAL PATTERN AMONG EMPLOYEES OF BHARATI SHIPYARD LIMITED, MANGALORE" in SOUTH-ASIAN JOURNAL OF SOCIOPOLITICAL STUDIES, Volume 8, Issue-02, ISSN 0972- 4613 on JAN-JUNE 2013.

#### **Books/Chapters Published**

- 1) Asia Book of records, chapter "Lock down Impacts" on January 2021 published in ESN publication.
- 2) Published a Book titled "Personality Enrichment".

#### **Conferences/Workshops/Seminar/Webinars Participated**

- 1) Attended a Conference on "Higher Education Conclave" on 08<sup>th</sup> January, 2022 conducted by ITC Grand Chola, Chennai.
- 2) Conducted a National webinar on "Research Methodology" on 11<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.

- 3) Conducted an International webinar on “Strategic approach to overcome Covid-19 in Marketing environment” on 13<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 4) Conducted a National webinar on “Future prospects in Stock market” on 16<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 5) Conducted a National webinar on “An entrepreneur after Covid-19- An opportunity” on 17<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 6) Conducted a National webinar on “Impact of TDS due to Covid-19” on 20<sup>th</sup> Jun, 2020 conducted by Bhaktavatsalam Memorial College for Women.
- 7) Organized a Faculty Development Programme on “Pedagogy and personal Effectiveness” on 30<sup>th</sup> March, 2019 organized by Bhaktavatsalam Memorial College for Women.
- 8) Organised a Two Days National Level workshop on “Emerging Trends in Research and Developing Excellence” on 26<sup>th</sup> and 27<sup>th</sup> September 2019 organized by Bhaktavatsalam Memorial College for Women.
- 9) Organised a Two Days National Level workshop on “Capital Market Operations & Online Trading” on 15<sup>th</sup> February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy along with NSE Academy
- 10) Organised Two Days National Level workshop on “Stock Market- Real Time Trading” on 11<sup>th</sup> February 2019 organized by Bhaktavatsalam Memorial College for Women & MCUBE Academy
- 11) Organised One Day Basic training programme on “Human Rights for Women and Children” on 7<sup>th</sup> April 2018 organized by Bhaktavatsalam Memorial College for Women, sponsored by NHRC, New Delhi.

**SIGNIFICANT ACHIEVEMENTS:**

- 1) Certificate of achievement in Asia Book of Records, January 2021
- 2) Awarded as Paavalar thilagam in November 2016
- 3) The PhD thesis in Commerce on Women Entrepreneurship is published as a book by LAMBERT, a German Publication
- 4) Awarded the Vocational Excellence Award In The Field of Education By Rotary International

- 5) Awarded Outstanding Teacher by PKR Arts College for Women
- 6) Awarded the BEST ACADEMIC ADMINISTRATOR AWARD By TEFSA (Top Engineers Students And Faculty Awards)
- 7) Awarded EXCELLENCE TEACHING IN HIGHER EDUCATION AWARD by Arunai International Research Foundation
- 8) Awarded DISTINGUISHED FACULTY IN MANAGEMENT by Venus International Foundation
- 9) Awarded THE BEST WOMEN FACULTY AWARD by Dk Research Foundation
- 10) Is the Academic Council Member, University Of Madras
- 11) Recognized guide for PhD programme in Commerce , University of Madras
- 12) Recognized guide for M.Philprogramme, Bharathiar University & University of Madras
- 13) Was a member of BOARD OF STUDIES, Madras School of Social Work
- 14) Gained administrative/organizing capacity being HOD, Department of Commerce and a member of the core committee of P.K.R Arts College for Women
- 15) Attended several International, National and State level Seminars and presented papers
- 16) Has been a resource person to the police personnel of Erode District in the Gender Sensitization programme
- 17) Visited several colleges as a Guest Lecturer
- 18) Has been the staff Secretary of the college
- 19) Has been the Chief Superintendent to conduct University Semester Examinations, University of Madras for our college for 6 years
- 20) Has been the Convenor of International Conference ICONNECT 2016
- 21) Has been the Convenor of International Conference on Contemporary Practices In Commerce, Business And Management 2017
- 22) Is an International trainer for Individual Development In Junior Chamber International

**Membership:**

- 1) Life-time member at Research & Development foundation and Sajosps ( A Peer reviewed & Referred International Journal.)
- 2) Has Piloted TREP 2016
- 3) Has piloted SHAKTHI 2016 for Zone XVI

**GIANTS INTERNATIONAL:**

- 4) President of GIANTS GROUP OF CHENNAI SAHELI, 2013

- 5) Was the Secretary of GIANTS GROUP OF CHENNAI SAHELI 2015
- 6) Was the Secretary of GIANTS GROUP OF CHENNAI SAHELI 2016
- 7) Is the Secretary of GIANTS GROUP OF CHENNAI SAHELI 2017 - 19

### **ROTARY INTERNATIONAL**

- 1) Member of ROTARY CLUB OF MADRAS CHENNA PATNA
- 2) Member of SILVER JUBILEE BOARD as Chairman, Special Projects 2017
- 3) Member of WOMEN EMPOWERMENT team of ROTARY DISTRICT 3232 for the rotary year 2018 -19
- 4) Director of YOUTH SERVICE of ROTARY CLUB OF MADRAS CHENNA PATNA, 2018 -19

### **Other achievements:**

- 1) External Examiner for Ph.D Viva-voce at DB Jain College.
- 2) External Examiner for Ph.D Viva-voce at University of Madras.
- 3) Resource Person for Mahalakshmi College.
- 4) Resource Person for D.G.Vaishnav College.
- 5) Resource Person for Soka-ikeda College.