

## FACULTY PROFILE

**Name** : Dr. A.V. Radha

**Qualification** : M.B.A., M.Phil., NET (Mgmt.), Ph.D (Mgmt.)

**Designation** : Associate Professor & Head  
Department of Business Administration & PG HRM

**Years of Experience** : 16 Years (UG: 16 Years; PG: 12 Years)

**E Mail ID** : [rv0306@gmail.com](mailto:rv0306@gmail.com)

**Area of Specialization** : Human Resources

### **Publications:**

1. Dr.A.V.Radha, 'A Cram on the Dynamics of Employee Allegiance towards IT Professionals', UGC Approved Journal JETIR, ISSN NO: 2349-5162, 2019.
2. Dr.A.V.Radha, 'A Study on Prospective Entrepreneurs – Causes and Their Visionary Aspects', National College UGC Approved Journal IJRHAL, ISSN NO: 2347-4564 (P), 2321-8878 (E), 2018

### **Presentations:**

1. Presented a paper "An empirical study on the Causality of Self-Efficacy of Indian College Students' Revelation in their Academic Performance" organized by Bhaktavatsalam Memorial College
2. Presented a paper "Importance of Designing the Industry Based Curriculum in Higher Education – An Empirical Study" in National Conference on October 2017 organized by Dr. MGR University.
3. Presented a paper "Employee Empowerment – An Access to Organizational Effectiveness – A Study" in International Conference on March 2016 Organized by Bhaktavatsalam Memorial College.
4. Presented a paper "Contemporary Business Practices" in International Conference during September 2015 organized by Vivekananda Institute of Management Studies.
5. Presented a paper "Importance of Human Values: Victory of Modern Business Equations & Relations" in international conference on February 2015 organized by ST. Peter's College.

6. Presented a paper “ Maniyosai-A Successful Self-Help Group” in State Seminar on March 2013 organized by National College.
7. Presented a paper “An analysis on the Usage of Online Banking Services with special reference to Chennai City” in National Conference on January 2013 organized by Bharath College.
8. Presented a Paper “Managerial Grid of IT Companies’ team leaders with special reference to Chennai” on March 2012 organized by Bhaktavatsalam Memorial College.
9. Presented a paper “A Study on the CSR Ratings of the companies of various sectors, regional office being situated at Chennai” in State Seminar on February 2012 organized by Shri Krishnaswamy College.
10. Presented a paper “The Impact of Brand in FMCG Goods” in state Seminar on October 2010 organized by St. Peter’s University.

**Conferences/FDP/Workshops/Seminar/Webinars Participated**

1. International Online Workshop on ‘SEM and CFA using AMOS’ conducted by Global Institute of Statistical Solutions (GISS), from 18<sup>th</sup> to 20<sup>th</sup> March, 2023
2. 5 days FDP on ‘Microsoft Power BI Data Analyst Associate’ conducted by ICT Academy during 09<sup>th</sup> to 13<sup>th</sup> Jan., 2023
3. 2 Weeks Interdisciplinary Refresher Course on ‘Research Methodology and Data Analysis’ conducted by Teaching Learning Centre, Ramanujam College, University of Delhi, from 21<sup>st</sup> Feb., 2022 to 05<sup>th</sup> March, 2022
4. National Level Online Workshop on ‘Designing and Testing of Hypotheses for Social Science Research’ conducted by Kongu Business School on 26<sup>th</sup> Feb., 2022
5. Two Days Workshop on ‘Teaching & Learning using ICT’ organized by St. Francis De Sales College on 3<sup>rd</sup> & 4<sup>th</sup> Feb., 2022
6. Five Day National Level Online FDP on ‘Innovative Practices in Research Methodology’ organized by Jamal Mohamed College of Teacher Education from 27<sup>th</sup> to 31<sup>st</sup> Jan., 2022
7. National Level FDP on ‘Emerging Trends in E-Learning’ organized by Universal School of Administration, Bengaluru on 29<sup>th</sup> Jan., 2022
8. Five Days National Workshop on ‘Pathway to Research Excellence’ organized by Annamalai University, from 24<sup>th</sup> to 29<sup>th</sup> Jan., 2022

9. Six Days Virtual FDP on 'Developing Resilience through Innovations in Management Teaching & Research' organized by SRM Institute of Science & Technology from 21<sup>st</sup> to 26<sup>th</sup> Jan., 2022
10. Virtual FDP on 'Professional Ethics & Human Values' organized by Bhaktavatsalam Memorial College on 19<sup>th</sup> Jan., 2022
11. FDP on Managing Online Classes & Co-creating Moocs.2.0" on 18<sup>th</sup> May -3<sup>rd</sup> June 2020 organized by Ramanujam college, University of Delhi.
12. National Conference on "Structural Equation Model (SEM) & Confirmatory factor analysis (CFA) using Analysis of Moment Structure" during May 2020 organized by Institute for Statistics & Analytical Research – ISAR.
13. FDP on "My life my pride my career" on 18<sup>th</sup> May 2020 organized by Patrician college of arts and science.
14. FDP on "Impact of COVID – 19 & Management of personal finance through this period "on 9<sup>th</sup> May 2020 organized by MOP Vaishnav College for Women.
15. Online Course on" Enhancing Soft skills" on May 2020 organized by Sri Krishna Adithya College of Arts & Science.
16. Webinar on "Impact of Covid-19 Outbreak" on May 2020 organized by Live Life Education.
17. Practical Demonstration Session on "Say No to Corona" on May 2020 organized by Sri Kanyaka Parameswari Arts & Science College.
18. FDP on "DHORNA – "The art of Teaching and Learning for the Next Gen" on 11<sup>th</sup> April 2020 organized by Dwaraka Doss Goverdhan DOSS Vaishnav College"
19. Workshop on "Emerging Trends in Research and Development Excellence" during September 2019 organized by Bhaktavatsalam Memorial college for Women.
20. FDP on "Pedagogy and Personal Effectiveness" on 30<sup>th</sup> March 2019 organized by IQAC, Bhaktavatsalam Memorial college for Women.
21. FDP on "Human rights for women and children" on 7<sup>th</sup> April 2018 organized by NHRC, New Delhi.
22. National Conference on "Success through Synergy'18" on 2<sup>nd</sup> & 3<sup>rd</sup> 2018 organized by Department of Management studies / Accounting & Finance, Bhaktavatsalam Memorial College for Women
23. FDP on "Practical Knowledge required for Accounts Professionals" on 09<sup>th</sup> February 2017 organized by V.I.I. Institute Pvt Ltd.

24. FDP on “Creative and Innovative Teaching Methods in Management Education” on August 2016 organized by University of Madras.
25. Workshop on “Current Trends in Commerce Education” on December 2015 organized by DRBCC Hindu College.
26. Two-day Workshop on “Analysis of Moment Structure (AMOS)” during February 2015 Bhaktavatsalam Memorial college for Women.
27. Two-day workshop on “Statistical Package for Social Science” during February 2014 organized by Bhaktavatsalam Memorial college for Women.
28. Two-day Workshop on “Research Methodology & Statistical Tools” during February 2013 organized by Bhaktavatsalam Memorial college for Women.
29. Participated in National level seminar on “National Level Seminar on Role of College Teachers in Enhancing Quality in Higher Education” during August 2012 organized by University of Madras
30. Participated in a workshop “Faculty Training Workshop in Financial Markets’ during November 2010 organized by National Stock exchange, Mumbai.

**TEXT BOOK PUBLICATIONS:**

1. SERVICE MARKETING – Today Publications, 2019
2. Co-Authored – ORGANIZATIONAL BEHAVIOUR – Excellent Publications, 2022