



TAGORE ENGINEERING COLLEGE

(A Member of Tagore Group of Institutions Chennai)

Approved by AICTE, New Delhi | Affiliated to Anna University, Chennai

ACCREDITED BY IQAC-NAAC WITH 'A' GRADE

FACULTY PROFILE

PERSONAL DETAILS			
Name & Qualification	DR P.PRIYADARSINI ., MBA., MPhil., MSc (PSYCHOLOGY), PhD		
Designation	Professor & Head		
Department	Management Studies		
Total Teaching Experience	19		
Total Research Experience	9		
Total Industry Experience	2		
Area of Specialization	Human Resource ,Marketing		
AICTE Faculty ID	1-1355760		
Email ID	hod.mba@tagore-engg.ac.in		
EDUCATIONAL DETAILS			
Degree	Branch/ Specialization	University	Year
UG	BSc (Microbiology)	University Of Madras	1999
PG	MBA (Human Resource & Marketing)	University Of Madras	2001
Ph.D	Business Administration	Sathyabama University	2010
RESEARCH / PUBLICATION DETAILS			
Publications in Journal			
<ol style="list-style-type: none"> 1. Dr P.Priyadarsini.,Usha (2022), An Analysis of Entrepreneurial Intention among the students of selected arts & science colleges in Chennai District”,International Journal of Mechanical Engineering , Vol 7 No.2 February,2022 -ISSN 0974-5823 2. Dr P.Priyadarsini , K.Maran (2022) ,“ Social Media Empowerment on Youth career Development – A study with reference to India ,published in ,SMART journal of Business Management Studies , Emerging Sources Citation Index, ISSN 2321-2012 3. P.Priyadarini, P.Anbarasu (2022) “ A Study on Fundamental Analysis with special reference to MNC Chennai ” International Journal of Creative Research Thoughts (IJCRT) ,ISSN 2320-2882 , Volume 9,Issue 9,September 2021 4. P.Senthilnathan ,K.Maran and P.Priyadarsini (2022) “ Effectiveness of E-learning system in 			

Higher Education ”,published in NVEO ,2021:8(5):8174-8180

5. P.Priyadarsini (2022) , “Customer perception on Branded Apparels-An empirical study with reference to Indian Market”- published in NVEO ,2021:8(5):8174-8180
6. P.Priyadarsini (2019) ,“Study on Impact of Leadership style and Managerial Intelligence on Jobsatisfaction with respect to IT industries” India’s Changing Paradigm; Skills and Entrepreneurship for Global competitiveness, NIPM Karnataka chapter, ISBN 978-93-84262-59-4
7. P.Priyadarsini ,Suki Ramasamy (2019),”Impact of Agile Methodology in Digital Transformation – A Conceptual Overview, International Journal of Research in Arts and Science, Special Issue Holistic Research Perspectives [Volume 4],pp 145-150
8. P.Priyadarsini (2019) “Study on socio economic status of fishermen-Study with reference to Pulicat area”,International Multidisciplinary conference on arts,social science ,Management& Technology, Anuragam publishers, ISBN :978-81-943363-0-3
9. P.Priyadarsini and K.Maran (2015) , “Analysis Of Personal , Social & Professional Wellbeing Of Women Employees: An Empirical Study With Reference To Indian BPO Sector” , International Journal Of Applied Engineering Research, ISSN 0973-4562 Volume 10, Number 2 (2015) pp. 2749-2
10. Priyadarsini .P , Bharthvahan (2014) , “Role of emotional intelligence training programme in reducing the stress of the nurses”,International Journal of Applied Engineering Research, 2014, 9(22), pp. 7411–7421
11. Priyadarsini, P., Magdalene, P., Senthil (2014) ,Work place tensions of employees in outsourcing Industry , International Journal of Applied Engineering Research, 2014, 9(22), pp. 7457–7460
12. .Balakrishnan, P., Peter, M., Priyadarsini, P. (2014),”Efficiency of safety measures for wellbeing of employees in manufacturing industry”, International Journal of Applied Engineering Research, 2014, 9(22), pp. 7376–7382
13. . Priyadarsini, P., Vijayalatha, S. (2015),” Worklife of BPO employees and its impact on physical and mental health”, International Journal of Applied Engineering Research, 2014, 9(22), pp. 7302–7410
14. . Priyadarsini, P., Magdalene, P.(2014),” Attrition & retention measures for the outsourced sales force in the telecommunication industry”, International Journal of Applied Engineering Research, 2014, 9(22), pp. 7461–7468
15. Priyadarsini, P., Vijayalatha, S.(2014), “The role of emotional intelligence in improving the

- interpersonal relationship among lecturers and students”, International Journal of Applied Engineering Research, 2014, 9(22), pp. 7476–7482
16. . Priyadarsini, P., Bharthvajan, R.(2014), “ Role of emotional intelligence training programme in reducing the stress of the nurses”,International Journal of Applied Engineering Research, 2014, 9(22), pp. 7411–7421
 17. . Balakrishnan, P., Thivya Gopalan, S., Priyadarsini, P.(2014), “Status of women intrapreneurs in Indian society”,International Journal of Applied Engineering Research, 2014, 9(22), pp. 7383–7388
 18. . Saravanan ,Priyadarsini, P.(2014),”Role Of Critical Factors That Influence Lean Implementation In Digitalisation, International Journal Of Pure And Applied Mathematics”, ISSN 1311-8080,Vol (2)
 19. P.Priyadarsini (2018) , “A Study on Empathy Skill of Doctors in Patient Perspective with Reference to Dental Hospital in Chennai”, International journal of Management (IJM) , Volume 5/ Issue1/ March- April 2018 ,pp 14-18
 20. P.Priyadarsini (2018) “ A Study on the impact of Training & development on Employee performance”, International journal of Management (IJM) Volume 5/ Issue1/ March- April 2018 ,pp 10-13
 21. K.Maran ,P.Priyadarsini (2018) , “Role of Emotional Intelligence in Managing dual roles “, Arts & Education International Research Journal , Vol 3 ,Issue 1 ,ISBN 978-93-84124-79-3
 22. P.Priyadarsini ,Kerinab Beenu (2017),“Nutritional status of married woman in Chennai suburban” TISSL International –Belgium, South Asian Division, ISSN 0971 8709,pp 23-26
 23. Priyadarsini (2014) , “Worklife of BPO employees and its impact on Physical health and mental health” ,International Journal of Applied Engineering Research,Vol (9),Number 22 (2014)
 24. P.Priyadarsini and K.Maran (2010) Emotional Intelligence a key factor for solving social issues of employees with reference to Indian BPO, Gyan International journal of Management, 2012,ISSN 0974-7621
 25. P.Priyadarsini and K.Maran (2009) “An empirical study on the burnout of IT Professionals employed for middle east countries “(December 2009), Buletinul Universitatii Petrol-Gaze din Ploiesti, Seria Stiinte Economice Vol. (61) , No 4/2009,ISSN 1224-6832,26-35
 26. P.Priyadarsini and K.Maran (2009), “Emotional Intelligence as a tool-An empirical study on managing the stress of BPO employee, Chennai”(December 2009) Journal Of Business Studies, University Of Jaffna, Srilanka, Vol.VI_2009,pp 23-28

27. P.Priyadarsini and K.Maran (2009) "A study on the Burnout of IT Professional Employed for offshore Project", I International Journal of development studies, Vol. I Issue-II July-December ISSN 0975-5799 ,2009
28. P.Priyadarsini and K.Maran (2009) , "A study on the Quality of Work Life of Call Center Employees with reference to Chennai", SMART Journal of Business, Published by commerce wing of Bharathidasan University, Vol 5, ISSN 0973 – 1598,PP-65-71, ,July –Dec 2009
29. P.Priyadarsini and K.Maran (2009) "Employee attitude towards Organisational culture with reference to automobile industry", International Journal of Contemporary Commerce, ISSN :2319-958 ,pp 23-28
30. P.Priyadarsini and K.Maran (2009) "A Study on the cross cultural issues of BPO employee" Published by Anuragam publications, ISBN 978-81-907733-8-6, PP 535-538, Sep 2009
31. P.Priyadarsini and K.Maran (2009) "A study on life style disorder of BPO Employees", Annamalai Business Review, Vol. 3, ISSN-0974-1690, 2008, PP78-83, July-Dec 2009
32. P.Priyadarsini and K.Maran (2008) "Impact of globalization in women working environment –a study with reference to BPO Industry", Published by Anuragam, Vol. II, ISBN NO 978-93-80627-15-1, PP 83-87, May 2010
33. P.Priyadarsini and K.Maran (2008) "Evaluating Effectiveness of Emotional Intelligence Training Programme for Nurses of a Multi-speciality hospital" published in International conference proceedings, on unleashing the Innovation potential, SCITECH Publications (India) Pvt.Ltd, ISBN 978-81-8371-420-4
34. P.Priyadarsini and K.Maran (2011) Measuring the level of Emotional Intelligence of Women employees: An empirical study with reference to BPO sector "Annamalai Business review – ISSN -0974-1690 Volume 5 Issue 1 dated July – December 2011
35. P.Priyadarsini and K.Maran (2011) , "Innovative strategies for Work Life balance of Women employees: A study with reference to BPO in India", ISBN-No,978-93-80627-98-4, PP-344-352, August 2011
36. P.Priyadarsini and K.Maran (2011), "Analysis of stakeholder's perception on corporate governance: An empirical Study with reference to software Industry in India". Book titled Innovative Business & Technology Strategies for developing Countries, ISBN 819217644-4, PP-36-41, Dec2011
37. P.Priyadarsini and K.Maran (2011), "Employees Attitude towards organization culture with reference to automobile industry in India, Innovative Business & Technology Strategies for

developing Countries”, ISBN 819217644-4, PP-193-196, Dec2011

38. P.Priyadarsini and K.Maran (2009), “A study on physical and mental health problems of BPO employees published in proceedings International conference on “Integrating spirituality & organizational leadership”Vol.-II ISBN 10:0230-63908-9 ISBN 13: 978-0230-63908-9,PP 668-675 Dec 2009
39. P.Priyadarsini and K.Maran (2010) “Impact of globalization in women working environment –a study with reference to BPO Industry”, Published by Anuragam, Vol. II, ISBN NO 978-93-80627-15-1, PP 83-87, May 2010
40. P.Priyadarsini and K.Maran (2010) “Employment of women in BPO” Published in the Book of World women wellness,ISBN,978-81-910827-6-0,pp 56-58

Conference Proceedings

1. Dr P.Priyadarsini (2021) ,Presented paper at The Tenth International Conference on of Development Administration 2021—Social Sciences and Interdisciplinary Studies (The 10th ICADA 2021 — SSIS) & Thailand Convention & Exhibition Bureau Theme: “Stronger Emergence Through Disruption: Challenge and Opportunity”.
2. Dr P.Priyadarsini (2021) Presented paper title “Data Analysis on Mobile payment Technology with reference to users behavior of retail goods in India “in IEEE , International conference on computing and communications technologies (ICCCT 21) organized by Department Of Information Technology ,Sri Sai Ram Engineering College ,held on December 16 &17, 2021
3. Dr P.Priyadarsini (2021) ,Presented a research paper on topic “ Impact of pandemic on Student perception towards entrepreneurship” in the International conference on Youth & Entrepreneurship development –ICYED ,organized by ED cell of SDNB vishnav college on 16th November 2021
4. Dr P.Priyadarsini (2019) Presented paper “Socio economic status of fisherman –Study with reference to Pulicate lake” on International Multi Disciplinary Conference held at Malaysia, ,Organised by University of Malaya and Anurugam publication ,Sep8 & Sep9,2019
5. Dr P.Priyadarsini,Suki Ramasamy (2019) Presented paper titled “Role Of Agile Technology In Digital Transformation-Conceptual Overview”, International Conference on Contemporary practices VIT Chennai,September 7,2019
6. Dr P.Priyadarsini,Prasanna.K (2019) Presented a paper titled “Impact of Leadership style and Managerial Intelligence on Job satisfaction with respect to IT industries”38th NIPM National conference, NATCON 2019,September 25-27,2019,held at Bangalore

7. Dr P.Priyadarsini,Kerinab Beenu (2019) Presented paper titled “Self-Concept and Self-Care through Physical Fitness” for Sixteenth AIMS International Conference on Management,organized by AIMS International, Houston, USA, Jan3-5,2019
8. Dr P.Priyadarsini,Saravanan Rajendran (2017) Presented paper titled “Metrics Frame work” for International conference Business Excellence through Technological Interventions organized by Kristu Jayanti College,organized byKristu Jayanti College ,Bangalore,April 2017
9. Dr P.Priyadarsini,Archana Sekar (2015) Presented a paper titled “Study on Organisation Citizenship behaviour and its implication on absenteeism with reference to Middle level manager” for the International conference organised by Sai Ram Institute Of Management Studies,SaiRam Engineering Collegeon 7th October 2015.
10. Dr P.Priyadarsini ,K.Maran (2015) “Professional Students Perception on Effectiveness of Entrepreneurship Development”presented for Twelfth AIMS International Conference on Management (AIMS-12) organized by AIMS International and IIM January 2015
11. Dr P.Priyadarsini,Kerinab Beenu (2015) ,“Nutritional status of Married women- A Study with reference to Chennai suburban” in International seminar on “Health Economics and Management” sponsored by Indian Council of Medical Research (ICMR)- New Delhi, organised by PG & Research Department of Economics, Rajah SerfojiGovernment college, Tanjavur on 9th January 2015
12. Dr P.Priyadarsini ,K.Maran (2011) “Evaluating effectiveness of Emotional Intelligence Training Program for Nurses of a Multi Speciality Hospital” in International Conference on Unleashing the Innovation potential organized by ISTD –Chennai &EthirajCollege,Chennai, November 2011
13. Dr P.Priyadarsini ,K.Maran (2010) “Impact of globalization in women working environment- A study with reference to BPO industry”, 15th&16thmay 2010, Sustainable Strategies on Technology and Management for developing countries, Organised by Tyndale college of business, Singapore
14. Dr P.Priyadarsini ,K.Maran (2010) “Quality of Life of Women Employees Working for Outsourcing Industry: Study with reference to BPOIndustries”, 15th November 2010, Annual Research Conference, University of Jaffna,Sri Lanka.
15. P.Priyadarsini ,K.Maran (2009) ,“Emotional Intelligence-A key to success in global HR practise” presented in AdaikalamMatha Institute Of Management Studies, 21st & 22nd, September,2006 for the theme, Global Business and policy modeling

16. P.Priyadarsini ,K.Maran (2009) “A study on the Physical health and mental health of BPO employee” presented for Faculty of Management Studies, University of Delhi, Department of Management Studies, Pondicherry University, School of leadership, Regent University, USA, 9th – 12th, February, 2009 on the theme integrating spirituality and organisational leadership
17. P.Priyadarsini ,K.Maran (2009) “A study on the cross cultural issues of BPO employees”, presented in Sri Sai Ram Institute of Management Studies, 24th & 25th September, 2009, Impact of economic crisis in Global Business Scenario
18. P.Priyadarsini ,K.Maran (2007) “Management of Emotional Quotient in the current era of Globalisation” presented in Sri Sai Ram Institute of Management Studies, 21stSeptember, 2007 for theme Global Business Strategy in Competitive environment
19. P.Priyadarsini ,K.Maran (2008) “Emotional Intelligence-Key for success” presented in Centre for Social Organisational leadership, Tata Institute Of Social Studies (TISS)Mumbai, 30th & 31st January, 2008 for Global EI forum

Books / Chapters Published

1. Published a book on “Business Research Methods” For Tagore Publications,ISBN 978-93-82249-42-9
2. Published book on “ Organisational Behaviour” for Himalaya Publications,2017
3. Published book on “Human Resource Management”, Himalaya Publishing Home,ISBN 978-93-5273-940-0
4. Published online course material for Texila American University, in subject titled Management principles and Organisational Behaviour
5. Editor for Book Titled “Management Today”, Published by Knowledge Curve, ISBN 978-93-84389-04-8
6. Editor for special issue of Shanlax journal International journal of Management (IJM) Volume 5/ Issue1/ March- April 2018
7. Acted as Editor for **M-Infiniti** – National Level Management Journal published by Sri Sai Ram Institute of Management Studies. ISSN No. 0973 – 7197.
8. Acted as Associate Editor for **Sankhya** – International Journal of Technology and Management published by Sri Sai Ram Institute of Management Studies, ISSN No. 0975 - 3915
9. Compiled and edited a book on Global Business Strategy in Competitive Environment published by Kalaignan publishers, ISBN No. 978 – 93 – 80627 – 18 – 2.

10. Compiled and edited a book on Impact of Economic Crisis in Global Business scenario published by Anuragam Publishers.		
Fund Received		
<p style="text-align: center;">-</p> <ol style="list-style-type: none"> 1. AICTE approved research proposal 3,76,000 for STTP “Emotional Intelligence for enhancing effectiveness of class room teaching ” 2. EDC Chief Cordinator for AICTE sanctioned Rs 4,00,000 for ED cell at Tagore Engineering College 3. Sanctioned Fund Rs 20,000 for Conduct of EAC by EDI,Ahmedabad,Government of India ,April 2017 		
Patent Applied / Published/Granted		
-		
CITATIONS	285	
H-INDEX	2	
RESEARCH GUIDANCE DETAILS		
Sl.No	University	Supervisor ID / Reference
1	Anna University, Chennai	-
2	Number of UG Scholars Guided	-
3	Number of PG Scholars Guided	70
4	Number of Ph.D. Scholars Guided	-
5	Number of Ph.D. Scholars Pursuing	2
PROFESSIONAL SOCIETY MEMBERSHIP DETAILS		
Sl.No	Professional Society Name	Member ID
1	Indian Academy OF Applied Psychology	1154