



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

1. Analysis of Network Privacy Security Application Research using Machine Learning and its Applications, Indian Journal of Natural Sciences, Vol.15 / Issue 85 / Aug / 2024
2. Analysis of Machine Learning Based Credit Card Transaction and its Applications, in 2024 Fourth International Conference on Advances in Electrical, Computing, Communication and Sustainable Technologies (ICAECT) DOI: 10.1109/ICAECT60202.2024.10469399
3. Global Short-Term Business Travel Compliance and Its Impact on Job Stress of Employee, Journal of Informatics Education and Research ISSN: 1526-4726 Vol 4 Issue 2 (2024)

4. P.Priyadarsini (2023), "Personal and Social Challenges of women employees in underpaid and overloaded jobs", Journal Of Stastics and Management , 0972-0510 ,Vol 26 2023 (7) Taylor & Francis Online (Web of Science) (B category)
5. P.Priyadarsini (2023) , " Self Attribution Behaviourial bias in Investor Decision Making ", Proceedings of the International Conference on Emerging Trends in Business & Management , Atlantis Press ,Springer Nature ,Vol 242 ,ISSN 2352-548 (Web Of Science)
6. P.Priyadarsini (2023), "Positive Psychology Interventions For Enhancing Well Being And Happiness " Decision Making: Applications in Management and Engineering ,ISSN 2560-6018 (Scopus Indexed)
7. P.Priyadarsini (2023), "Global Short-Term Business Travel Compliance and Its Impact on Job Stress of Employee ", Journal Of Informatics education and research (ABDC -C) ,ISSN: 1526-4726
8. P.Priyadarsini (2023), "Study On Recruiters Opinion on Employee Advocacy in IT sector, Journal Of Data Acquisition & Processing" , Vol 38 (1),2023 (Scopus)
9. P.Priyadarsini (2023) , " Sustainable Entrepreneurship Catalyzing Change across economy , society and Environment ,Journal of Research Administration ,5(2),1670-1679 , (Scopus)
10. P.Priyadarsini (2023) , "Analysis of Network Privacy Security Application Research using Machine Learning and its Applications ,Indian Journal of Natural Sciences,ISSN: 0976 – 0997
11. P.Priyadarsini (2023) , " A study on Effectiveness of competency mapping among faculty members of Business Schools in India ",European Economic Letters ,Vol 13 ,ISSN 2323-5233 (ABDC)
12. 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
13. 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
14. 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
15. P.Senthilnathan ,K.Maran and P.Priyadarsini (2022) " Effectiveness of E-learning system in Higher Education ",published in NVEO ,2021:8(5):8174-8180
16. P.Priyadarsini (2022) , "Customer perception on Branded Apparels-An empirical study with reference to Indian Market"- published in NVEO ,2021:8(5):8174-8180
17. 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
- 18 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
 - 19 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
 - 20 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 Volume10, Number 2 (2015) pp. 2749-2
 - 21 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
 - 22 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
 - 23 .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
 - 24 . 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
 - 25 . 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
 - 26 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
 - 27 . 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
 - 28 . 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
- 29 . 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)
 - 30 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
 - 31 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
 - 32 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
 - 33 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
 - 34 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)
 - 35 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
 - 36 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
 - 37 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
 - 38 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
 - 39 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 –Dec2009
 - 40 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
 - 41 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

- 42 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
- 43 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
- 44 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
- 45 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
- 46 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
- 47 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, Dec 2011
- 48 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, Dec 2011
- 49 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
- 50 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
- 51 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
INTERNATIONAL CONFERENCE

1. Dr P.Priyadarsini Presented paper on “Dreamt Of Entrepreneur but Living As an Employee – Case study “ ,in International Conference Organised by GIAN JYOTHI Institute of Management & Technology on December 22,2023
2. Dr P.Priyadarsini presented paper on “ Analysis of parental involvement on their children academic performance “ Organised by Special Minds ,India ,Unifacvest University ,South America , Integral University , India , October 8 ,2023
3. Dr. Priyadarsini Presented and Published paper on “Personnel and Social Challenges of Women Employed in under paid and overloaded jobs” at IIM Kozhikode January 2, 2023.
4. Dr P. Priyadarsini Presented and Published paper on Remote Working and its impact on Interpersonal Relationship among Team Members at International Conference on Business Management & Social sciences (ICBMSS 2022) ,Organised by Northern University , Bangladesh, December 2022
5. Dr P.Priyadarsini Presented paper on “ Work life balance and its impact on attrition study with reference to MNC Organiations ” at International Mediterranean Congress ,February 2,2023
6. Dr P. Priyadarsini Presented paper on “Impact of Covid-19 pandemic on Human Behaviour in social Perspective” in ICSSR Sponsored National Conference at St.Joseph’s College, Trichy ,April 2022
7. Dr P.Priyadarsini (2022) presented paper “Study on Impact of Artiifcial Intelligence on Human Resource Management ” in the Two Days International Conference on " Contemporary Trends and Challenges in FINTECH Services in VUCA WORLD" on 5th & 6th May, 2022 Organised by , Alagappa University .
8. 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” (2021)
9. Dr P.Priyadarsini (2021) Presented paper tittle “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 (ICCT 21) organized by Department Of Information Technology ,Sri Sai Ram Engineering College ,held on December 16 &17, 2021
10. 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 vaishnav college on 16th November 2021

11. 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
12. 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
13. 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
14. 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
15. 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
16. 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 College on 7th October 2015.
17. Dr P.Priyadarsini ,K.Marana (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
18. 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 Serfoji Government college, Tanjavur on 9th January 2015
19. Dr P.Priyadarsini ,K.Marana (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

20. 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
21. 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.
22. 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
23. 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
24. 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
25. 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
26. 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

NATIONAL CONFERENCE

1. “Management of Emotional Quotient in emerging trends” presented for Department Of Management Studies, University of Madras, February, 23 & 24, 2006, on the theme “Emerging Management Paradigms”
2. “Managing the health of BPO employee”, presented for Department Of Business Administration, Annamalai University, Chidambaram, 22nd September, 2007, on the theme changing paradigms in Management
3. “Emotionally Intelligent Organisation in the era of Globalisation”, presented for Department Of Management Studies, American College, Madurai, 15th March, 2008, on the theme Emerging Paradigms in Management
4. “A study on cross cultural issues of BPO employee” - 18th& 19th Sept. 2009, KSR College of Engg. Tiruchengode
5. “Work Place tension& conflict in outsourcing Industry”, March 15th ,2013, University of Madras

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 Kalaigyan 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

1. AICTE approved research proposal 3,76,000 for STTP “Emotional Intelligence for enhancing effectiveness of class room teaching”
2. EDC Chief Coordinator 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 PUBLISHED / GRANTED

1. Dr. Priyadarshini Published a patent on Stock Market Based Evaluation and Trading Software System for Crypto currencies 5/12/2022
2. Dr. Priyadarshini Published a patent on Artificial Intelligence Based Enterprises Resource Planning Software for Marketing Solutions 5/12/2022

CITATIONS	285
H INDEX	2

RESEARCH GUIDANCE DETAILS	
University	Supervisor ID / Reference
Anna University, Chennai	-
Number of UG Scholars Guided	-
Number of PG Scholars Guided	70
Number of Ph.D. Scholars Guided	-
Number of Ph.D. Scholars Pursuing	2
PROFESSIONAL SOCIETY MEMBERSHIP DETAILS	
Professional Society Name	Member ID
Indian Academy OF Applied Psychology	1154
All India Management Association	