

## RESUME

**Dr.M.KousalyaDevi,MBA.,M.Phil., Ph.D,SLET.,**  
**19, Nikitha Apartment,Meena Estate**  
Coimbatore-641028  
E-mail id: [devikous@gmail.com](mailto:devikous@gmail.com)  
8248450945



### CAREER OBJECTIVE

To be an able and efficient manager utilizing the skill and knowledge to help the organization achieve its goal & simultaneously career growth in the field of Teaching and Research.

### EDUCATION

Course	Specialization	Institution/university	Year of Passing
Ph.D,	HR	Bhartiyar university	2020
SET	Management	Tamil Nadu State Government	2018
M.Phil.,	Management/HR	Periyar University – Salem	2007
MBA.	HR/Marketing	Kongu Arts and Science College, Erode	2003
B.Sc.	Physics	Maharaja College for Women, Perundurai.	2001
HSC	Physics, Chemistry, Botany	Government Girls Higher Secondary School-Erode	1998
SSLC	Maths, Science	Government Girls Higher Secondary School-Erode	1996



## **PROFESSIONAL EXPERIENCE: (16 Yrs 9 Months)**

**Associate Professor / Hindusthan College of Arts And Science, Coimbatore.**

**June 2007-Present**

- ❖ Conducted the subject lectures regularly, keeping an eye on the understanding of the students
- ❖ Carried out practical sessions with explanation about the purpose of the experiment and the procedures that follow to seek results
- ❖ Carried out debate sessions in regular classes to help students to understand the subject better
- ❖ Arranged expert meets for students on a periodic basis to create an interest about the subject
- ❖ Encouraged students to build committees among themselves
- ❖ Provided students with information outside the classroom such as the future prospects in the subject, the competitive exams, etc.
- ❖ Assisted students in completing thesis and career development

**Lecturer in MBA / Annai Mathammal Sheela Engineering College, Erumappatti, Namakkal . June 2004 to May 2007**

- Organizing the tests for students in order to evaluate their progress
- Providing the proper feedback to the students for the further development
- Attending the meetings with the staff and the parents
- Communicating with the parents regarding to the progress of the students
- Arranging the seminars and guest lectures for students for their personality development
- Helping students to accomplish the project work

## **Courses Taught & Teaching Methods:**

Name of the Subject	PG / UG	Teaching Methods developed by you
Organizational behavior	UG	Role play , Team study &Video



		presentation
Advertising and sales promotion	UG	Video presentation (ADS)
Research methods for management	UG& PG	Case study & practical exposure(marketing)
Operation management	PG	Industry visit
Management process	UG & PG	Flash card system
Marketing management	UG&PG	Field exposure & product expo
Strategic management	UG & PG	Company visit & Interaction with company Employer
Performance Management	PG	Company visit & shows payroll records

### Online Courses Completed

S.NO	DOMAIN	TOPIC	YEAR OF COMPLITION
NPTEL	Management	Leadership	2019
ATAL	Management	1.Strategy 2.Design Thinking 3.Emotional Intelligence 4.Leadership & Excellence	2020
COURSE ERA.	Management	More than 20	2020



	t	program	
ARRPT	Managemen t	applied	-----

### **Industrial Experience (1 year)**

**Administrative Officer at Leela Cool Home Ltd., Salem.  
June 2003 – May 2004**

- ❖ Take care of Customer Grievances
- ❖ Looked after employee grievances
- ❖ salary Settlement and Accounting

### **Areas of Interest**

- ❖ Utilizing the skill set for development of the organization
- ❖ Making use of self-made ideology to gain the positive results and obtaining the goals of the organization

### **Involvement In Institutional Development**

- ❖ ISO Coordinator
- ❖ M.Phil Co-ordinator in Management
- ❖ FDP organizer
- ❖ International Conference Convener & organizer
- ❖ Student Motivator
- ❖ Student Counselor

### **Contribution To Departmental / Institutional Development**

S.No	Activities	Contribution
1	Distance Education Cell Director  (Bharathiar university)  (AnnaMalai university)  Bharathidhasan university  (Madras university)	<ul style="list-style-type: none"> <li>• Preparing Hall allotments with Register nos,</li> <li>• Conducting PCP Classes for PG &amp; UG Programmes.</li> <li>• Conducting exams as per schedules</li> <li>• Allocating Faculties for the Classes</li> <li>• Allocating Invigilators for the Halls</li> <li>• Answer sheets verified and packed</li> <li>• Distributing Hall Tickets to the students</li> <li>• Solving the queries regarding exam time table and update the dates altered</li> <li>• Candidate attendance Maintenance</li> </ul>
2	Board of Studies Member(BoS)	<ul style="list-style-type: none"> <li>• Planning syllabus Framework</li> <li>• Arranging experts for the BOS</li> </ul>
	Entrepreneurial development cell Assistant Co- ordinator(EDC)	<ul style="list-style-type: none"> <li>• Arranging ED Programs for students &amp; Faculties &amp; Entrepreneurs</li> <li>• Facilitating business plan &amp; loans for entrepreneurs &amp; students.</li> </ul>
3	Class Tutor & Mentor	<ul style="list-style-type: none"> <li>• Maintaining the attendance,</li> <li>• Counseling the students,</li> <li>• Providing information students followed the management and department communication etc</li> <li>• Upcoming programs information and make them to participate</li> </ul>
6	Students counseling Incharge (college)	<ul style="list-style-type: none"> <li>• Identifying problematic students</li> <li>• Giving counseling to students</li> <li>• Facilitating students potential based on their interest</li> </ul>

7	Department NAAC Incharge	• Co-Ordinating with NAAC files
9	College Discipline Committee	• Make students to wear ID cards and be regular to class on timings as a motivator and instructor.
10	Hilaricas College Function Discipline Committee	• Discipline Committee & Program Raporter

## RESEARCH EXPERIENCE

GOOGLE SCHOLAR ID:

<https://scholar.google.com/citations?user=Q6v7BcAAAAAJ&hl=en&authuser=1>

RESEARCHER ID: AAZ-9317-2020.-

SSRN ID: <https://ssrn.com/author=4399286>

RESEARCH GATE LINK:

RESEARCH+GATE/FMfcgxwLsSbqXvZKttSFRjJMsGCIDBKq



- ❖ Received **UGC grants Rs.1,62,000 for Minor research project** on “A study on Underlying Causes of Student Adverse Behavior”
- ❖ Applied proposal to **TNSCT for DIT** (Project under consideration)
- ❖ Applied research proposal to **ICSSR-SRC**(Approved by expert committee and Waiting for fund release)
- ❖ Recognised Research supervisor for M.Phil scholars under Bharathiyar university from 2009 Onwards

M.Phil		PG		UG	
Completed	Ongoing	Completed	Ongoing	Completed	Ongoing
11	01	23	-	18	-

### **Guest Faculty :**

1. M.Kousalya Devi has act as Resource Person on topic of personality Development “at Government Arts College Coimbatore on 4.07.2019
2. M.Kousalya devi has act as Resource Person on topic of “Personality Development “ at Coimbatore corporation higher secondary school udayampalayam on 25.01.2018
3. M.Kousalya devi has act as Resource Person on topic of “Gender Development “ at ESI Coimbatore regional office (south region) on 29.11.2016
4. M.Kousalya Devi has act as Resource Person on topic of “Communication Skill “at ESI Coimbatore regional office (south region) on 24.11.2016
5. M.Kousalya Devi has act as Raporter at Periyar University of management on 02.03.2013.
6. M.Kousalya Devi has act as Resource Person on topic of “Research Methods for students” at IGNOU on 15.10.2010.
7. M.Kousalya Devi has act as Resource Person on topic of “Communicative skills for students” at IGNOU on 23.10.2009

### **Achievements & Awards**

- ❖ **SIAA Award in progress(phase I & II Sucessfully completed)**
- ❖ Received **Award of Excellence in Research** From Novel Research Academy
- ❖ Received the **Best Faculty Award** for paper presentation



- ❖ Received the **Deming Award** for 100% consistent result (TQM)
- ❖ Received Award of Active member in College Cultural & Department.

### **PUBLICATIONS(INTERNATIONAL & NATIONAL)**

- 1 M.Kousalyadevi, "Students attitude formation towards online learning with the special reference to arts and science college Coimbatore District" Science, Technology And Development Volume X Issue X Oct 2020 ISSN 0950-0707.(**Web of science**)
- 2 M.Kousalyadevi, "Impact of COVID 19 on educational sector – an empirical view of case study" International Journal of Advanced Research in Science, Communication and Technology" – Volume 5, Issue V May 2020 ISSN 2581-9429 (**UGC APPROVED**)
- 3 M.Kousalyadevi, "Take responsibility for organizational contradiction: manage the crosscultural conflict" International Journal of Advance and Innovative Research - Volume 6, Issue 2 (V) : April – June 2019 136 – 138 E-2394-7780(**UGC APPROVED**)
- 4 M.Kousalyadevi, "Resolving conflict: managers talk ethics in multicultural environment –an empirical approach" International research journal of management sociology & humanities - Vol - 10 , Issue - 4 Apr , 2019 ISSN 2277 – 9809 (0) 2348 - 9359 (P)
- 5.M.Kousalyadevi, "Mediating effect of organizational cynicism on social quotient towards cultural intelligence" Cikitusi journal for multidisciplinary research Volume 6, Issue 4, April 2019 ISSN NO: 0975-6876(**UGC APPROVED**)
- 6.M.Kousalyadevi, "Pragmatic Approach towards Constructive Conflict Resolution: Psychological Capital Mapping" International Journal Of Management Studies, July 2018 - E ISSN: 2231-2528 ISSN: 2249-0302 UGC Approved - Journal No. 44925(**UGC APPROVED**)
- 7.M.Kousalyadevi, "A study on the faculty attitude and expectation towards FDPs and their Perceived outcomes" International Journals of Multidisciplinary Research



Academy, Jan 2018 ISSN 2249-0558

- 8.M.Kousalyadevi , "A Study on Human Resource Management Practices in Hospitals and it's Impact on Employee Satisfaction" International Educational Scientific Research Journal (IESRJ) Dec 2015- ISSN 2320–9763
- 9.M.Kousalyadevi , " A Study on consumer awareness & expectations towards jewel one with a special reference to Emerald Brand in Tamil nadu"International Journal of Marketing (pijm)Vol1,issue No 1,July-December,2013
- 10.M.Kousalyadevi,"A study on the effect of a Teacher's EmotinalIntelligenge on the Performance of students "International Journal of research,Vol2,5,May 2013 pp 49-51
- 11.M.Kousalya Devi,C.Radhika,V.Balamurugan,"Business Eco system –to dominate in the modern business", International journal of scientific research,Vol.2,No.5,may 2013,PP-54-55
- 12.M.KousalyaDevi"impact of marketing mix in the product distribution with reference to Maaza cool drink's",paripex-Indian journal of research Vol 2 ,No 4,April 2013,pp 90-91
13. M.KousalyaDevi"problems in prospects of celebrity endorsement towards the brand promotion with special reference to jewellery ", International journal of Functional management,Vol3, No2,April-June-2013,pp-115
15. M.Kousalyadevi,"A study on the purpose & impacts of communicative skills training provided at col`s calibre educators' (p) Ltd.",indio-asian journal of advance in management , vol.2.no.1 jan-june 2013,pp-32-34
16. M.Kousalyadevi,"A study on Innovative HR Management practices among Hospital Industries with special reference to Coimbatore".
17. M.Kousalyadevi,"A study of stress sources among college students in Coimbatore with reference to Hindus than college of arts and science"

#### **CONFERENCE PAPERS**

1. M.Kousalya Devi, "Resolving conflict: Managers talk ethics in multicultural environment an empirical approach" National Conference on Application Of Modern Management, held on Department of Management at **Hindusthan College of Arts & Science** on 09.03.2019



2. M.Kousalya Devi ,“ Attitude of faculty members towards FDPs and Perceived outcomes with special reference to faculties of management studies ” *In* International Conference On Sustainable Changing Scenario Of Business And Economic Environment held on organized by the Department of BBA(CA) at **Hindusthan College of Arts & Science**, Coimbatore on 11.01.2017 ISBN 978-93-85267-18-5
3. M.Kousalya Devi “Attracting and retaining customers” National conference on “Application of modern management thoughts “at **Hindusthan College of Arts & Science** March-5,2014.
4. M.Kousalya Devi “Challenges in employee counselling” National conference on “Application of modern management thoughts “at **Hindusthan College of Arts & Science** March-5,2014.
5. M.Kousalya Devi “A study on working women attitude towards fast food industries ” International conference of Looming opportunity &Threats-2013 at **Karpagam university**, Coimbatore Sep-18,2013.pp-158-160
6. M.Kousalya Devi “Impact of marketing mix in the product distribution with special reference to Maaza cool drinks ” International conference of Looming opportunity &Threats-2013 at **Karpagam university**, Coimbatore Sep-18,2013.pp-155-157
7. M.Kousalya Devi “The consumer attitude & Expectation towards McDonalds ” International conference of Looming opportunity &Threats-2013 at **Karpagam university**, Coimbatore Sep-18,2013.pp-90-92
8. M.Kousalya Devi “Prospects and Challenges faced by Indian Auto Mobile Industries “in the International conference of Marketing in Asia Pacific Issues and Challenges at **GRD Institute of Management** 7<sup>th</sup>,8<sup>th</sup>,Mar,2013.pp-92
9. M.Kousalya Devi “Problem and prospect of celebrity Endorsement toward the Brand promotion” in the International conference of Contemporary Management practices in Indian Business Scenario at **Hindusthan College of Arts & Science** Coimbatore jan,22,2013.pp-165
10. M.Kousalya Devi “Consumer Attractiveness towards Green products of FMCG Sector “on International conference of Contemporary Management practices in Indian Business Scenario at **Hindusthan College of Arts & Science** Coimbatore



jan,22,2013.pp-151

11. M.Kousalya Devi "A Study on Working Women Emotional quotient and Emotional Capital In the Workplace" International conference of Contemporary Management practices in Indian Business Scenario at **Hindusthan College of Arts & Science** Coimbatore jan,22,2013 pp-38
12. M.Kousalya Devi "Importance of Brand personality to Customer Loyalty" International conference of Strategic Reforms in Management at **Mohamed College Sathak of Arts and science**, Chennai. 30,31,Jan,2013.pp-163
13. M.Kousalya Devi "A case study on Jewellery purchase decision among working Women" International conference of Strategic Reforms in Management at **Mohamed College Sathak of Arts and science**, Chennai. 30,31,Jan,2013.pp-192
14. M.Kousalya Devi, "Green Marketing and Ethical Issues" International conference of Strategic Reforms in Management at **Mohamed College Sathak of Arts and science**, Chennai. 30,31,Jan,2013.pp-198
15. M.Kousalya Devi "HR challenges and issues among MSME perspective-Sasi **Creative school of business** Jan-24,2013, Coimbatore

#### **EDITORIAL BOARD MEMBER**

- 1.Acted as a Editorial Board Member in **International Journal Human Resource Management**.
- 2.Acted as a Editorial Board Member in **International Journal of Academic Research and Development**.
- 3.Acted as a Editorial Board Member in International Conference proceedings.

#### **REVIEW BOARD MEMBER**

- 1.Acted as a Review board Member in **A1-Mukthar International Journal of Multidisciplinary Research**

#### **MEMBERSHIP IN PROFESSIONAL BODIES**

- 1.Received membership certificate from **ASR(ASIA SOCIETY MEMBER: R219093273.)**
- 1.Lifemembership certificate from **IARA**
- 2.Professional membership certificate from **IFERP**
- 3.Pofessional membership certificate from **IAENG**



#### **BOOK PUBLISHED:**

- 1 Dr.M.Kousalyadevi, **SET FOR COMMERCE & MANAGENET (Work in progress)**
2. M.Kousalya Devi, **"Logistics Management "**2019 Saradha Publisher, Kolkata  
ISSN:978-93-85748-28-5
3. M.Kousalya Devi, **"Organizational Behaviour "**2019 Pradag Publisher, Coimbatore  
ISSN:978-81-938341-9-2
- 4 .M.Kousalya Devi, **"Strategic Management "**2015 Sara Publisher, Delhi
5. M.Kousalya Devi, **"Total Quality Management "**2006 Pratheba Publisher, Coimbatore, Tamilnadu.
- 6 .M.KousalyaDevi**"Contemporary Management on practices in Indian Business scenario"** Velichem Publisher Coimbatore Tamilnadu.

#### **BOOK EDITED:**

1. M. KousalyaDevi, "Contemporary Management on practices in Indian Business scenario" Velichem Publisher Coimbatore Tamilnadu.
2. M. KousalyaDevi, has edited *the compendium of* Conference papers of International Conference on "Sustainable Changing Scenario Of Business And Economic Environment" ISBN 978-93-85267-18-5

#### **Paper Presentations (National & International)**

- ❖ Presented a paper titled" SWOT analysis of WTO" in the national conference on held by Karpagam university.
- ❖ Presented a paper titled""Waste Management""in the National Conference on held by Nirmala college for women.
- ❖ Presented a paper titled "Educational system on abroad" in the national conference on held by PSG college of arts and science.
- ❖ Presented a paper titled "Financial re-engineering strategy "in the national



conference on held by. Dr. N.G.P. Arts and Science College.

Presented a paper titled "Importance of entrepreneurship in economic growth" in the national conference on held by. KG. College of Arts & Science.

- ❖ Presented a paper titled "Generational clashes in the workplace – the causes, the effects and the solutions" in the national conference on "Innovative strategies for global competitiveness" held by RVSIMSR.
- ❖ Presented a paper titled "Recent trends in managing workforce in a global scenario" in the national conference on held by VIT.
- ❖ Presented a paper titled "Impact of marketing mix with reference to maaza cool drinks in the one day national conference on" Looming opportunities & threats - 2013" held by karpagam university
- ❖ Presented a paper titled "The consumer attitude and expectations towards MCDONALDS in the one day national conference on" Looming opportunities & threats -2013" held by karpagam university
- ❖ Presented a paper titled "Importance of brand personality to customer loyalty in the international conference on" changes, challenges and strategic reforms in management -2013" held by Mohamed sathak college of arts and science ,Chennai
- ❖ Presented a paper titled "Green marketing & ethical issues in the international conference on" changes, challenges and strategic reforms in management -2013" held by Mohamed sathak college of arts and science ,Chennai
- ❖ Presented a paper titled A case study on jewellery purchase decision among working women in the international conference on" changes ,challenges and strategic reforms in management -2013" held by Mohamed sathak college of arts and science ,Chennai
- ❖ Presented a paper titled "Innovation HR practices in the national conference on" brand india" held by Nirmala college for women.cbe



- ❖ Presented a paper titled“ Awareness of FDPs among Management Faculties in the International conference on” Advances in commerce and Management organized by Pioneer college of Arts and Science, Coimbatore on 2017

#### **Workshops Attended:**

- ❖ Attended a one day workshop on Research methods organized by Alpha institute of management erode.
- ❖ Attended a one day workshop on Research methods organized by sardar Vallabhbhai patel international school of textiles & management, CBE and SPSS south Asia Pvt. Ltd. Bangalore.
- ❖ Attended a two day UGC Sponsored national workshop on Emerging dimensions in management and business Research organized by PSGR Krishnammal college for women CBE.

#### **FDP Attended:**

- ❖ M.Kousalya Devi, has participated in” RESEARCH & TEACHING -INSEPARABLE at SNMV college of arts and science held from 25& 26 SEP 2015
- ❖ M.Kousalya Devi, has participated in the FDP for the course on “EFFECTIVE ELEMENTS OF CLASSROOM TEACHING” designed by Department of Biotechnology & Microbiology, Hindusthan College of arts & science, Coimbatore. 21AUG 2015.
- ❖ M.Kousalya Devi, has participated in”FACULTY DEVELOPMENT PROGRAMME ON ENTREPRENEURSHIP” at PSGR Krishnammal college for women on 3<sup>rd</sup> to 15<sup>th</sup> nov 2014
- ❖ M.Kousalya Devi, has participated in” DYNAMICS OF TEACHING PEDAGOGY” at Sankara Institution Of Management Science on 31 OCT 2014
- ❖ M.Kousalya Devi, has participated in the FDP for the course on DISCOVER THE

TEACHER IN YOU designed by Department of Biotechnology & Microbiology, Hindusthan College of arts & science, Coimbatore. (25<sup>th</sup> JAN 2014)

- ❖ M.Kousalya Devi ,has Participated in the One day programme on “COMMON ERRORS IN ENGLISH” held on 27<sup>th</sup> March, 2013.
- ❖ M.Kousalya Devi, has Participated in the One Day programme on “ COMMUNICATION SKILLS” held on 14<sup>th</sup> December 2013.
- ❖ M.Kousalya Devi, has Participated in the One day programme on “Tapping of Research Funds & Classroom Psychology” held on 22.09.2012.
- ❖ M.Kousalya Devi, has Participated in the One day programme on “APPRECIATE INQUIRY A POSITIVE APPROACH”held on 25.08.2012
- ❖ M.Kousalya Devi, has Participated in the one day FDP on Innovative Teaching Methods organized by AMS engineering college Namakkal held on 2006
- ❖ M.Kousalya Devi, has Participated in the one day FDP on Micro Teaching & Learning methods organized by RIPE Institute Chennai held on 2006
- ❖ M.Kousalya Devi, has Participated in the two day FDP on Applications of Research Methodology Organized by GRD Institute Coimbatore held on 2009

### Hobbies

Doing Research Work, Publishing Paper, Social Service, Reading Newspapers, Watching Tamil Classical Movies, Listening Melodious Song.

### Strengths

Self Confidence, Communication and achieve co-ordination among team members & colleagues.

Honesty, Positive attitude adaptability. Fast learner. Smart worker.

### Special Interests

Organizing events, International Conference, Seminar. Interested Apply in **Research Funding**

Giving presentations, Seminars, Meeting new people.

## **DECLARATION**



I hereby declare that the entries in this form are true to the best of my knowledge and belief.

Thanking you

Yours Sincerely  
(M.Kousalya Devi)