

Name : Dr. M. Manjula

Designation : Assistant Professor

Department : Commerce with International Business

Qualification : MBA., Ph.D., PGDCG., FDP(MIIMA)

Experience : Teaching: 7 Years Industry: 6 Years

Area of Specialization(s) : Human Resource Management

Email (Official ID) : drmanjula@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
PGDCG	Career Guidance	Bharathiar University	2023
Ph.D.	Human Resource Management	PSGR Krishnammal College For Women	2018
MBA	HR & Finance	Anna University, Academic Campus, Coimbatore	2010
BBM	Business Administration	PSGR Krishnammal College For Women	2007

Research Publications (Indexed)

National and International

M.Manjula, “**A Study on Relationship Between Awareness, Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming Through Structural Equation Modelling**” Contributions Finance Accounting –Scopus Indexed

Mr.Kevin Rajan and Dr. M.Manjula, “**Conceptual Study On Central Bank Digital Currencies**”, Research Explorer, Volume XII, Issue 41, Page :85-89, ISSN: 2250-1940 (P) 2349-1647 (O), June 2024.

Mr.C.R Vijay and Dr. M.Manjula, “**Employee Well Being and Mental Health Initiatives in Multi Speciality Hospitals**”, Journal of the K.R. Cama Oriental Institute, Volume No.78, ISSN: 0970-0609, May 2024

Dr. M. Manjula, M, **Challenges faced in Managing Corporate Governance- A Study among Company Secretary of Coimbatore city**, Rabindra Bharati University Journal of Economics, Vol 17 Issue 7 [2023] ISSN 0975 – 802X, Impact factor 6.986

Ms. Neelima and Dr. M.Manjula, “**Technostress: Impact on Employees**”, International Journal of Scientific Development and Research (IJSDR)”, Volume 8 Issue 1,ISSN: 2455-2631, January 2023

Dr. M. Manjula, Mr.E.Nehru, **A Study on Problem Faced by Drivers of the Logistic Companies with Special Reference to Namakkal City**, International Research Journal of Management Science & Technology, Vol 13 Issue 7 [Year 2022] ISSN 2250 – 1959 (Online) 2348 – 9367

Dr. M. Manjula, **Enhancing Work Performance of Automobile Sales Employees in Industry 4.0**, TEST Engineering & Management, Vol.,81, Issue, NOV- Dec 2019, 4664-4668, ISSN No.,0193-4120, (Indexed in Scopus)

Dr. M. Manjula, **Factors Influencing Green Marketing- A study among Gen Y people of Coimbatore City**, Studies in Indian Place Names, Vol.,40, Spl Issue, 2020, PP: 122-126 ISSN No.,2394-3114, (UGC Care Journal)

Other Publications: International / National Journals

Ms. Neelima and Dr. M. Manjula, **Technostress and Students in Sustainable work Environment: An Empirical Study**, Digital Transformation for Business Sustainability, Springer Nature, Vol. 10, Issue. 1, pp. 36-47, 2023, ISSN: 2277-8586.

Dr. M. Manjula, **A Study on Migrant Construction Workers of Tirupur City In Covid – 19 Scenario**, International Journal of Management and Research, Vol. 10, Issue. 1, pp. 36-47, July 2021, ISSN: 2277-8586.

Dr. M. Manjula, **Green Marketing in India- An Overview**, International Journal of Emerging Technologies and Innovative Research, Vol. 10, Issue. 1, pp. 36-47, Feb 2019, ISSN: 2349-5162.

Dr. B. Sripirabaa, and M. Manjula, **Impact of Work Engagement on Work Performance among automobile sales employees in Coimbatore city**, International Journal of Management and Social Science Research Review, Vol. 1, Issue.301, pp. 54-59, Dec 2016, ISSN: 2349-6746

Dr. B. Sripirabaa, and M. Manjula, **Factor influencing Work Engagement among sales employees of automobile dealers in Coimbatore city**, International Journal of Applied Research and Studies, Vol. 5, Issue.10, pp. 54-59, Dec 2016, ISSN: 2278-9480.

Presentations in Conference

Techno stress and Students: An Empirical Study, International Conference on Digital Transformation in Business and Commerce: Trends, Challenges, Opportunities, 1st and 2nd March 2023

Women Entrepreneurship and their Business Sustainability In India, International Conference on Business Transformation, St. Joseph Institute of Management, Bangalore, 17th,18th February 2023

Impact of Organizational Commitment & Transformational Leadership on job Satisfaction among Employees of Sri Annapoorna Hotel in Coimbatore City, National Conference on Business Growth, Sri Krishna Arts & Science College, Coimbatore, 2019

Green Marketing in India- An Overview, International Conference on New Fangled Marketing- Trends and Strategies of Start Ups and Entrenched Firms, Loyola College, February

2019

Influence of the Personal factors – Work Skills and Work Engagement on Work Performance among the sales employees, National Conference on Managing Turbulence in Business, Adithya School of Business, February 2015

Factors Influencing Innovative Work behavior of employees , 3rd International HR Conference, Shri Dharmasthala Manjunatheshwara Institute for Management development(SDMIMD), Mysore, December 2014

Impact of Work Engagement on Work Performance , 3rd International HR Conference, Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD), Mysore, December 2014

Participation in Conference

International

International Conference on Multidisciplinary perspective in Engineering, Business Management, Social Sciences and Technology towards Sustainable living-2023, Dr.N.G.P Institute of Technology, Coimbatore, 2023

International Conference on Pandemic and Business Sustainability, Dr. NGP Arts & Science College, October 2021(ONLINE)

International Conference – Industry 4.0: Developing Sustainable Competitive Strategies, GRG School of Management Studies, March 2019

International Conference on New Fangled Marketing- Trends and Strategies of Start Ups and Entrenched Firms, Loyola College, February 2019

National

National Conference on Business Dynamics : Local to Global, Dr. D.Y. Patil Institute of Management Studies(ONLINE)

National Conference on Business Growth, Sri Krishna Arts & Science College, Coimbatore, 2019

National Conference on Managing Turbulence in Business, Adithya School of Business, February 2015

Participation in Seminars

Emerging Challenges in Quality Sustenance and Harnessing Best Practices in Higher Education,Sri Krishna Arts & Science College, 2019

Participation in Faculty Development Programme

- (08.04.2024-02.06.2024) 2 months FDP on General Management at IIM Ahmedabad, Gujarat
- 21.04.2022 1 day FDP on NLP Technique for Gen Z students conducted by Dr. NGP Institute of Technology
- 25.10.21- 29.10.21 (5 Days) Online Elementary FDP- National Level workshop “Case Study Writing”, AICTE(ATAL) Academy-St.Joseph College of Commerce
- 3 Day FDP on Academic Writing in social Sciences for Post-doctoral Fellowship holders and young faculty in social sciences , ICSSR-SRC , 2020
- 7 Day FDP on Quality Measures in Higher Education, Dr. NGP Arts & Science College, 2018
- 2 Day FDP on Skill Development for Business Research, GRG School of Management Studies, 2017
- 10 Day FDP on Multimodal Teaching Strategies for Engaging Gen Y and Gen Z students, GRG School Of Management Studies, 2017
- 10 Day FDP-Project Genesis on Bridging Campus to Corporate, Infosys, Mysore campus

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Life Member	Life Member
Junior Chamber International	Yearly	2008-2010

