



Dr. M.AYISHA MILLATH
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HIGHLIGHTS OF ACADEMIC MILESTONES

- No. of Ph.D candidates awarded : 7
- No. of M.Phil candidates awarded : 6
- Total no. Of Publications: **114 (National & International)**
- Total no. Of Paper Presentation : **145 (National & International)**
- Total no. Of seminars/workshops/webinars attended : **91**
- Total no. Of FDP/Orientation/Refresher course attended: **21**
- Total no. Of Conferences/Seminars/Workshops/Training programs conducted: **23**
- Presented a paper titled “**Influence of Diversified Workforce and Recruitment on Employee Mental Wellbeing In Information Technology Parks: An Empirical Study**” at ISDSI Global conference organized by **IIM RANCHI** on Dec 26-29, 2023.

ACADEMIC QUALIFICATION: Ph.D., M.Phil, MBA, M.Sc, PGDCA

S.No	Degree & Other Exams	Name of the University / Agency	Year of Passing	Subject	% of marks / score obtained
1.	Ph.D.	Bharathiar University	March 2015	Management	
2.	M.Phil.	Periyar University	June 2007	Management	67
3.	M.B.A	Madurai Kamaraj University	April 1997	Management	71
4.	M.Sc	University of Madras	April 2003	Psychology	58

5.	PGDCA	Alagappa University	2004		64
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TEACHING EXPERIENCE:

Total Teaching Experience : 26 Years 5 months

S.No	Designation	Institution	Duration	
			Joining	Leaving
1.	Assistant professor	Vellalar college for women, Erode	03/09/1997	26/09/2006
2.	Assistant Professor	Alagappa Institute of Management	28/09/2006	27/09/2019
3.	Associate Professor	Alagappa Institute of Management	28/09/2019	Till date

RESEARCH EXPERIENCE:

Total Teaching Experience : 19 Years

ADMINISTRATIVE EXPERIENCE / RESPONSIBILITIES HELD

- **Member** of the inspection squad to inspect the conduct of April 2018 examinations in the collaborative institutions of Alagappa university. (4 visits)
- **Member** - Equal Opportunities Cell, Alagappa University, Karaikudi
- **Member** – Center on Swachh Bharat and Swasth Bharat Alagappa Institute of Management
- **Chairman**, BBA and BBA(CA) boards
- **Member** - Incubation and Technology Transfer center 17/08/2016 onwards
- **Department Coordinator** – Start-up Cell, Alagappa University – 2018 Onwards
- **IQAC** – Department coordinator, Alagappa University – 2021 – 2023
- **NAAC Criterion – I** Coordinating Member – June 2023 Onwards
- **Member** - Internal Complaints Committee, Alagappa University - June 2023 Onwards
- **Programme Coordinator** - Online MBA, Alagappa University - June 2023 Onwards

AREAS OF RESEARCH

1. Job Alienation and Job Burnout
2. Stress handling and Mental well-being
3. Organizational Citizenship behaviour and Moonlighting
4. Flexible working hours and Skill competency analysis

RESEARCH SUPERVISION / GUIDANCE

Program of Study		Completed	Ongoing
Research	Ph.D	07	04
	M.Phil	06	-
Projects	PG	136	11

PUBLICATIONS:

Journals		Conferences		Others
International	National	International	National	Books / Chapters in edited books
46	58	55	86	23

h-index	:	03 (Scopus)
h-index	:	05 (Google Scholar)
i-10 index	:	02
Total Citations	:	70

BOOKS AUTHORED

Title	ISBN	Publisher Name	Month and Year of Publication
General and Cooperative audit	-	Alagappa University, Karaikudi.	2016
Principles of Management (BBASM103)	-	Tamil Nadu Physical Education and Sports University	2018
Human Resource Management (BBASM304)	-	Tamil Nadu Physical Education and Sports University	2018
Product Policy and Brand Management	978-93-5311-270-7	Thowseaf	June – 2018
நாளும் இன்னிசையாக	978-93-93725-37-0	Vamsi Books	January - 2023
என்றுமுள தென்னிசை	978-93-93725-28-8	Vamsi Books	January - 2023

FUNDED RESEARCH PROJECTS

Ongoing Projects:

S.NO	FUNDING AGENCY	PERIOD		PROJECT TITLE	BUDGET (in lakhs)
		From	To		
1.	RUSA 2.0 (Dept. theme-based project)	2018	Ongoing	Sustainability issues and challenges of agricultural based business ventures in Tamil Nadu	5.88

Completed Projects:

S.NO	FUNDING AGENCY	PERIOD		PROJECT TITLE	BUDGET (in lakhs)
		From	To		
1.	RUSA (Phase – I)	2016	2018	Theme Based Research Project	5.88
2.	Alagappa university research fund	2017	2018	Benchmarking of customer service for logistics business in Tamil Nadu	3

3.	Alagappa university research fund	2017	2018	Retrospective effects of Moonlighting in SME's employees in Karaikudi	0.25
4.	Alagappa university research fund	2010	2011	A Study On Job Burnout Of Hospital Employees In Madurai City	0.2

DISTINCTIVE ACHIEVEMENTS / AWARDS

- SLET/Lectureship in Management from Bharathidasan University in March 1997
- Received Certificate of Appreciation for rendering significant service towards acquiring A+ grade (CGPA:3.64) in the third cycle of NAAC to ALAGAPPA UNIVERSITY, KARAIKUDI.

EVENTS ORGANIZED IN LEADING ROLES

S.No	Position	Programme	Date	Place
1.	Organizing Secretary	WORKSHOP - Yoga & Wellness – Activity based yoga training for management students,	19 th Sep 2017	Centre of Yoga Education, Alagappa University
2.	Organizing Secretary	International Seminar On Customer Service Trends In Global Logistics, (Under The Aegis Of AURF Inter Departmental Research Project), Department Of Logistics Management & Alagappa Institute Of Management	19 th Jan 2018	Alagappa University Convocation Hall
3.	Faculty coordinator	HR-apron: HR club of Aim	17 th August 2018	Seminar Hall, SOM, Alagappa University
4.	Organizing Coordinator	3-Days National Level Workshop On SPSS,AMOS AND E-Views, Faculty Of Management, Alagappa University, Karaikudi.	1 st to 3 rd September 2018	Seminar Hall, SOM, Alagappa University
5.	Organizing Coordinator	Tycoons of tomorrow-business plan contest – start-up cell &UBCC	8 th march 2019	Seminar hall,SOM, Alagappa university
6.	Faculty Coordinator	HR – apron HR CLUB of AIM Transactional Analysis	11 th October 2019	Conference Hall, AIM
7.	Registration- Event Coordinator Team B- Andhra Pradesh	35 th Inter University South Zone Youth Festival- 2019-ALAGU FEST-2019	18 th -22 nd December 2019	Seminar Hall, SOM, Alagappa University
8.	Faculty Coordinator	Fitness Club	7 th January 2020	AIM Seminar Hall

9.	Organizing Coordinator	Two day competence building & soft skill development program-RUSA-2.0	9- 10 th January 2020	Seminar Hall, SOM, Alagappa University
10.	Organizing Secretary	Webinar on “BUSINESS OPENINGS AND CHALLENGES FOR START-UPS AMIDST NOVEL COVID-19 PANDEMIC”	22 nd May, 2020	Through Online
11.	Faculty Coordinator	Webinar on “PCOS and Life Style Modifications”	01 st September, 2020	Online Mode
12.	Faculty Coordinator	Webinar on "Business Intelligence: Evolution and its Future"	9th September, 2021	Online Mode
13.	Faculty Coordinator	HR Apron Club - Inauguration	16 th September, 2021	AIM Seminar Hall
14.	Faculty Coordinator	Special Lecture series “HR Myths and Facts”	24 th September, 2021	Online mode
15.	Faculty Coordinator	Special Lecture series “Organizational Changes in Indian Bank”	28th September, 2021	AIM Seminar Hall
16.	Course Director	ICSSR-SRC sponsored - Two day Online National Workshop on “DATA ANALYSIS USING AMOS & E-VIEWS”	07th & 08 th October 2021	Online Mode
17.	Faculty Coordinator	Special Lecture series “Hiring Process and its Methods”	9 th October, 2021	Online mode
18.	Faculty Coordinator	Special Lecture series “Emerging Trends in Finance Management”	9 th October, 2021	Online mode
19.	Faculty Coordinator	Fitness Club - Special Lecture	21 st December, 2021	AIM Seminar Hall
20.	Organizing Coordinator	Two Day Competence Building & Soft Skill Development Program	24 th & 25 th March, 2022	AIM Seminar Hall
21.	Faculty Coordinator	HR Apron Club - Inauguration	14 th October, 2022	AIM Seminar Hall
22.	Faculty Coordinator	Fitness club – Inauguration	09 th November, 2022	1 st Year Hall - AIM
23.	Workshop Director	ICSSR-SRC sponsored Two day Online National Workshop on “DATA ANALYSIS USING AMOS PLS-SEM & E-VIEWS”	19 th & 20 th December, 2022	Online mode

24.	Organizing Coordinator	Two Day Competence Building & Soft Skill Development Program	05 th & 06 th January, 2023	1 st Year Hall - AIM
25.	Faculty Coordinator	Busiconz '23 – Management Meet	17 th February, 2023	L.CT.L.Palaniappa Chettiar auditorium
26.	Faculty Coordinator	Fitness club	17 th October, 2023	1 st Year Hall - AIM
27.	Organizing Coordinator	Two Day Competence Building & Soft Skill Development Program	15 th & 16 th February 2024	1 st Year Hall - AIM

EXTENSION ACTIVITIES CONDUCTED

S.No	Name of the activity	Role	Date	Place
1.	Released a book with List of Blood donors	Coordinator	31st Oct 2014	Main Building, Alagappa University
2.	Blood Donation Awareness Camp	Coordinator	6 th Jan 2015	AIM Conference Hall
3.	Village Placement Programme	Faculty coordinator	23 rd to 25 th September, 2016	K. Athangudi
4.	Parents teachers meet-2019, I year and II-year MBA(G)	Program coordinator	10 th April 2019	Seminar Hall, SOM, Alagappa University
5.	One day traffic awareness programme - Aimers social responsibility – extension Activity	Organizing Coordinator	18 th September 2018	Sriram Nagar Junction, Karaikudi
6.	Women Health Awareness Program	Coordinator	22 nd January 2020	AIM Seminar Hall
7.	One day traffic awareness programme - Aimers social responsibility – extension Activity	Organizing Coordinator	22 nd December, 2021	Sriram Nagar Junction, Karaikudi
8.	Parents teachers meet-2022, I year MBA Students	Program coordinator	13 th April 2022	Seminar Hall, AIM, Alagappa University
9.	One day traffic Awareness programme - Aimers social responsibility – extension Activity	Organizing Coordinator	12 th October, 2022	Sriram Nagar Junction, Karaikudi
10.	Drug Awareness Programme	Organizing Coordinator	12 th October, 2022	Seminar Hall, Faculty of Management, Alagappa University
11.	Book Talk Programme	Organizing Secretary	10 th January, 2023	Seminar Hall, Faculty of Management, Alagappa University
12.	Village Extension Programme (VEP) 2023	Faculty coordinator	10 th to 12 th March, 2023	Sakkavayal Village
13.	Parents teachers meet-2023, I year MBA Students	Program coordinator	18 th April 2023	Seminar Hall, AIM, Alagappa University

14.	One day traffic Awareness programme - Aimers social responsibility – extension Activity	Organizing Coordinator	19 th October, 2023	Sriram Nagar Junction, Karaikudi
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MEMBERSHIP OF ACADEMIC OR SCIENTIFIC BODIES

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2023 - 2026	Board of Studies, Department of Business Administration (MBA and BBA), JJ College of Arts & Science (Autonomous), Pudukkottai	Subject Expert
2021- Till date	V.I.T Business School, VIT Vellore	Doctoral Committee Member
2020	Board of Studies in business administration – Sree Saraswathi Thyagaraja College, Pollachi	Subject Expert
2019 - 2022	Board of Studies, Department of Business Administration (MBA and BBA), JJ College of Arts & Science (Autonomous), Pudukkottai	Subject Expert
2018	Jamal Innovation and Incubation centre from 04.12.2018, Jamal Mohamed College, Trichy	Representative Member
2017	National conference on “Impact of goods and services tax (GST)On Indian Industries”	Advisory Board Member
2017 - 2020	Board of studies, Paavai Engineering College, Namakkal	Expert Member
2016	Dr. M. Gurusamy Management Research Foundation Trust	Advisory Board Member

EDITORIAL BOARD / REVIEWER

- Member of Editorial Board for **Amity Journal of Management Research** (<https://www.amity.edu/admaa/ajmr/board-review.aspx>)
- Reviewer in **Environmental science and pollution research international (Springer Nature – Journal)**
- Reviewer in **South Asian Journal of Social Studies and Economics**
- Reviewer in **Asian Journal of Economics, Business and Accounting**
- Reviewer in **International Neuropsychiatric Disease Journal**
- Reviewer in **Journal of Global Economics, Management and Business Research**
- Reviewer in **Journal of Economics, Management and Trade**
- Reviewer in **Journal of Pharmaceutical Research International**
- Reviewer in **Current Journal of Applied Science and Technology**
- Reviewer in **Asian Journal of Sociological Research**
- Reviewer in **Asian Journal of Agricultural Extension, Economics & Sociology**
- Reviewer in **Journal of Engineering Research and Reports**
- Reviewer in **Asian Journal of Economics, Finance and Management**

OTHER RESPONSIBILITIES

- Advisory board member in National Conference on Impact of GST on Indian Industries
- Constitution of Doctoral Committee 09.02.2016 Bharathidasan University, Tiruchirappalli
- **Judge** for the 6th inter-collegiate debate competition on population and environment sponsored by the Indian association of parliamentarians on population and development - 26/08/2011
- Judge for various cultural and competitive events conducted by university and colleges

Ph.D THESIS GUIDED

- No. of PhD Thesis evaluated: **07**
- No. of PhD Viva voce Examination conducted: **07**

S.No	Name of the scholar	Title of the Thesis	Year of completion
1.	R. Rajesh Karthik	A study on Adaptability of Industrial Internet of Things (IIOT) to Automotive industry in Karnataka	2022
2.	S. Malathi	Skill Competency Analysis and Talent Management among Hospital employees with reference to Corporate Hospitals in Madurai district	2022
3.	A V. Karthick	Influence of Social Marketing on Household water management in Sivagangai District	2021
4.	Dhanya S. Nair	Flexible working Hours Trends – Its effects on Work-family interface with reference to IT industry in Kerala	2021
5.	A. Victor Valan Arasu	Role of Assertiveness on Mental Health among BPO employees in Chennai District	2021
6.	S. Aishwarya	Analysing the determinants of Employee Engagement: Its consequences on Job Burnout and Psychological Well-being among IT Employees in Tamil Nadu	2020
7.	S. Thowseaf	Fruit Pulp Export – Problems and Prospects in Tamil Nadu	2019

LIST OF PUBLICATIONS (2018-2023)

S.No	Author	Title of the Article	Name of the Journal Vol. No. &Page	I.F.
1.	M.Ayisha Millath	Post Covid Managerial Practices of Workforce Diversity and Emotional Wellness	TIJER - INTERNATIONAL RESEARCH JOURNAL, ISSN-2349-9249, July – 2023, Vol. 10 Issue 7, Pg.No: 614-620	-
2.	M.Ayisha Millath	Gender Diversity Management and Emotional Wellness in It Sector	International Journal of Research in Academic World, E-ISSN: 2583-1615, Volume: 1 Issue: 16 Dec-2022, Pages: 138-139	Impact Factor (SJIF): 4.714
3.	M.Ayisha Millath	Analysis and prospects of financing startup entrepreneurial ventures	Great Initiatives of State and Central Government through Startup(S) Programmes in Nurturing Entrepreneurial Activities, ISBN 978-93-5692-892-3	-

4.	M.Ayisha Millath	Analyzing the performance of Southern states in promoting MSMEs	DRSR Journal, ISSN: 2347-7180 (UGC Care Listed Journal) Vol-10 Issue-07, September, 2022	-
5.	M.Ayisha Millath	Factors influencing the Green Purchase intention among Young consumers	Anvesak, ISSN: 0378-4568, July-December, 2022.	-
6.	M.Ayisha Millath	Logistics Sector in India: States Performance and Roadmap for Growth	Journal of the Maharaja Sayajirao University of Baroda ISSN :0025-0422,	-
7.	M.Ayisha Millath	Assessing the Challenges in Indian Cryptocurrency Market - Perspectives of Investors	NIU International Journal of Human Rights ISSN: 2394 – 0298 Volume 10(XX), 2022	-
8.	M.Ayisha Millath	Persistence of glass ceiling in logistics industry	Shodhasamhita : Journal of Fundamental & Comparative Research, Vol. VIII, No. 1(XXXIX) : 2022, ISSN: 2277-7067, Pg. No: 158-162	-
9.	M.Ayisha Millath	Data mining: a way to increase detection of fraud	Journal of the Maharaja Sayajirao University of Baroda ISSN :0025-0422, Volume-56, No.1(VIII) 2022, Pg. No: 103-108	-
10.	M.Ayisha Millath	A theoretical study on effects and influential factors of glass Ceiling	NIU International Journal of Human Rights ISSN: 2394 – 0298 Volume 9(XX), 2022, Pg.No: 24-31	-
11.	M.Ayisha Millath	Consumers' perception on sustainable tea products with special Reference to green business activities	Journal of Management & Entrepreneurship ISSN: 2229-5348 (UGC Care Group-1 Journal) Vol.6 No,3(1), July-September 2022, Pg. No: 162-170	-
12.	M.Ayisha Millath	Prevalence Of Glass Ceiling Among Management Information System Employees	Sustainable Strategies for Tomorrow –Coping Industry 4.0 (2021), ISBN: 978-93-91556-48-8, Pg.no: 196 - 213	-
13.	M.Ayisha Millath	SMART PORTS: A study with reference to Indian Ports	Sustainable Strategies for Tomorrow –Coping Industry 4.0 (2021), ISBN: 978-93-91556-48-8, Pg.no: 184-195	-
14.	M.Ayisha Millath	A Study On Skill Competency Analysis And Self-Efficacy Among Nurses In Multi-Specialty Hospitals	Kala Sarovar ISSN: 0975-4520, (UGC Care Group-1 Journal) Vol-24 No.04 October - December 2021, Page No: 16 - 25	-

15.	M.Ayisha Millath	A Study On Talent Management Practices And Employer Branding In Multi-Specialty Hospitals	Wesleyan Journal of Research, Vol.14 No2(IV), ISSN : 0975 – 1386, Sep-Oct 2021	-
16.	M.Ayisha Millath	A Study On Talent Management Practices Among Corporate Hospital Employees	SHODH SANCHAR BULLETIN, ISSN – 2229-3620, Vol. 10, Issue 39, July-September, 2020, Page Nos. 128-135	-
17.	M.Ayisha Millath	A Study on Assertiveness level of Manufacturing Company Employees in Chennai District	DRSR Journal, ISSN: 2347-7180 (UGC Care Listed Journal) Vol-10 Issue-09, September 2020	7.12
18.	M.Ayisha Millath	An Empirical Study On Constraints On The Industrial Internet Of Things (IIOT) Implementation for Automotive Industry In India	SHODH SANCHAR BULLETIN, ISSN – 2229-3620, Vol. 10, Issue 37, July-September, 2020 Page Nos. 11-15	-
19.	M.Ayisha Millath	Flexible Working Hours and Employee engagement: An Empirical study among Information Technology Employees	DRSR Journal, ISSN: 2347-7180 (UGC Care Listed Journal) Vol-10 Issue-07, August 2020	7.12
20.	M.Ayisha Millath	A Study on the Assertiveness of IT Employees in Chennai	Studies in India Place Names ISSN: 2394-3114 (UGC Care Listed Journal) Vol-40 Issue-48, March 2020	-
21.	M.Ayisha Millath	Family to Work Enrichment and Innovative Work Behaviour: An Analytical Study	Studies in Indian Place Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-Issue-60-March 2020	-
22.	M.Ayisha Millath	Engagement and Job burnout among Teaching Employees	TEST Engineering & Management, ISSN: 0193-4120, Vol.82, Jan-Feb 2020, Pp. 9360-9369	-
23.	M.Ayisha Millath	Identifying Work-Family Conflict Among IT Employees of Infopark, Kochi, Kerala	International Journal of Advanced Science and Technology, ISSN: 2005-4238, Vol. 28, No. 19, (2019), pp. 1164- 1176	-
24.	M.Ayisha Millath	A Study and analysis on Sustainable Business Models for Indian Automotive Industry	International Journal of Advanced Science and Technology ISSN: 2005-4238, Vol.28. No.19.(2019).pp.953-959	-

25.	M.Ayisha Millath	Indian Tea production Overview and Price Analysis	International Journal of Advanced Science and Technology ISSN: 2005-4238, Vol.28. No.19.(2019).pp.1253-1259	-
26.	M.Ayisha Millath	Analysing the Impact of Learning and Development on Employee engagement in Information Technology Sector	International Journal of Advanced Science and Technology ISSN: 2005-4238, Vol.28. No.19.(2019).pp.1272-1282	-
27.	M.Ayisha Millath	Awareness on sustainability perspective among consumers of Tea	Restaurant Business ISSN:0097-8043 Vol-118-Issue-7-July-2019,Scopus	-
28.	M.Ayisha Millath	A Study On Internet Of Things (Iot) Based Disaster Management Systems For Floods	A Journal Of Composition Theory, ISSN : 0731-6755, Volume XII Issue XI November 2019 ISSN : 0731-6755, Page No: 97 – 105 (UGC care list journal)	-
29.	M.Ayisha Millath	Influence of social marketing on Rain water harvesting practices for water recycling system	International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019	-
30.	M.Ayisha Millath	Influence of fashion behavior on store choice among the arts college students in sivganga district	International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019	-
31.	M.Ayisha Millath	Identifying family-work conflict among employees of the Travancore cements limited, kottayam, kerala	International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019 . 718-726	-
32.	M.Ayisha Millath	A study on effectiveness of online marketing and hedonism among university students in singapore	International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019.	-
33.	M.Ayisha Millath	Online shopping behaviour pattern among school children	International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, July 2019.	-
34.	M.Ayisha Millath	Aftermath Effect Of GST On Consumer Purchasing Power.	Restaurant Business ISSN:0097-8043 Vol-118-Issue-5-May-2019 Page 122-131	-

35.	M.Ayisha Millath	Challenges faced by stunts of PULC Twinning programme	International journal of research in engineering application & Management (IJREAM) ISSN:2454-9150 DOI: 10.18231/2454-9150.2019.0520 April 2019	-
36.	M.Ayisha Millath	Management of Digital Libraries for Active Learning Environment: Trends and Challenges	Library Philosophy and Practices, March 2019, ISSN: 1522-0222, Impact Factor: 0.20, SCI Journal	-
37.	M.Ayisha Millath	Impact of digital marketing on Indian industries	Shanlax publications, ISBN: 978-93-88398-62-6, pg. 32-38, Feb-19	-
38.	M.Ayisha Millath	Crowd sourcing- A rising tool for digital management	Shanlax publications, ISBN: 978-93-88398-62-6, pg. 16-21, Feb-19	-
39.	M.Ayisha Millath	An analytical study on the influence of gender on the reasons for opting flexible working hours among faculties of engineering colleges in Trivandrum district of Kerala	ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780, Vol.8 (12), December (2018), pp. 195-200	6.479
40.	M.Ayisha Millath	Impact Of Demonetization And G.S.T. On Stock Price Of Automobile Sector	ZENITH International Journal of Multidisciplinary Research, ISSN 2231-5780, Vol. 8, Issue 11, pp. 35-44, November 2018,	-
41.	M.Ayisha Millath	Block chain applications in financial services	ISBN.978-93-85101-67-0, Paramount publications, Pg.26-29, October 2018	-
42.	M.Ayisha Millath	Suggestive water treatment and conservation techniques among the Sivagangai civilian	International journal of advance and innovative research, UGC approved journal number. 63571, ISSN: 2394-7780, vol.5, issue 4, pg.140-145, oct-dec 2018	-
43.	M.Ayisha Millath	A review of talent management practices on hospital employees	AJANTA – An international multidisciplinary quarterly research journal, peer reviewed referred UGC listed journal no. 40776, ISSN 2277 – 5730, vol.VII, Issue.IV, pg.208-217, October-december 2018	5.5
44.	M.Ayisha Millath	Green Washing and Green Consumerism- Trending green mechanism in marketing and business	Peer-reviewed, UGC approved journal number. 44278, International Journal of Management, ISSN: 2321-4643, Vol.3,s. issue.3, pg.6-8, March 2018	2.082

45.	M.Ayisha Millath	Green Washing as a Deceptive Tool in Business	Shanlax International Journal of Management, ISSN : 2321-4643, Pg No: 217-219	2.082
46.	M.Ayisha Millath	Elucidating Water Supply, Demand and Contamination in Tamil Nadu	Peer-reviewed, UGC approved journal number. 44278, International International Journal of Management, ISSN: 2321-4643, pg.209-216, vol.5, special issue 3, March 2018,	2.082
47.	M.Ayisha Millath	Enabling Smart Manufacturing With Cognitive Computing	Peer-reviewed, UGC approved journal number. 44278, International Journal of Management, ISSN: 2321-4643, vol.5, special issue 3, pg.62-67, March 2018,	2.082
48.	M.Ayisha Millath	Spiritual Theme of the “ Learning Organization”	Alagappa University Journal	-
49.	M.Ayisha Millath	Elucidating challenges faced by the differently-abled women during education in India	Education System in the Nation: Perspective & Approaches – Dream Makers Publication House, ISBN: 978-81-935866-0-0, Jan 2018	-
50.	M.Ayisha Millath	Impact of glass ceiling on women employees in hospitals	Research world – Journal of Arts, Science & Commerce, EISSN: 2229-4686, vol – VIII, Issue.4, pg. 11-18, oct - 17	0.726
51.	M.Ayisha Millath	Cashless Transaction and work life balance of women in India	Shanlax – International journal of Commerce – UGC Approved Journal – 44120 , ISSN - 2320-4168 - Vol-3, Spl Issue -1, Sep -17	2.13
52.	M.Ayisha Millath	Desirable Features and problems encountered by students of distance education	International Journal of Current Advance Research, ISSN – 0: 2319-6475, Vol-6, Issue-10, pg.5845-5850, Sep 2017	5.995
53.	M.Ayisha Millath	Delineation on Demonetization Impact on Indian Economy	International Journal of Innovative Knowledge Concepts, ISSN:2454-2415, vol.5(7), pg.37-40, July- 2017	-
54.	M.Ayisha Millath	Does Tamil-Nadu have Untapped Potential with Respect to Processed Fruit Production and Export	Indian Journal of Commerce & Management Studies, ISSN: 2249-0310, Volume VIII, pg.1-9, Special Issue 1(3), July 2017	2.6
55.	M.Ayisha Millath	Economic reforms in service sector	International journal of applied management research Vol.9, issue.1, no.1 Jan-June 2017	-

56.	M.Ayisha Millath	An investigative study on Stock performance of selected companies in food and Beverage sector listed under B.S.E	ZENITH International Journal of Business Economics & Management Research, ISSN 2249-8826, April 2017, Vol.7(4) Index Copernicus Value (2012): 5.19	4.134
57.	M.Ayisha Millath	Digital transformation: Issues, Challenges and opportunities	Journal of Management and Science (International) Vol 1: quality factor:1.30 ISSN: 2249-1260, online issn:2250-1819, pg. 24-27, Feb-2017	0.654
58.	M.Ayisha Millath	Big Data: Unbelievable Possibilities	Journal of Management and Science (International) Vol 1: quality factor:1.30 ISSN: 2249-1260, pg. 77-79, Feb-2017	0.654
59.	M.Ayisha Millath	Impact of Digitalization on Healthcare in India	Journal of Management and Science (International) Vol 1: quality factor:1.30 ISSN: 2249-1260, Eissn: 2250-1819, Feb-2017	0.654
60.	M.Ayisha Millath	Cyber loafing increases or decreases task performance and productivity- A Review from emerging literature	Journal of Management and Science, vol.1, quality factor:1.30, Printed ISSN: 2249-1260 Online ISSN 2249-1819 February 2017	0.654
61.	M.Ayisha Millath	Recent Trends in Global employee engagement: A conceptual view	Global growth: gears & glows, Faculty of management, Alagappa institute of management vol.1, ISBN: 97881-933316-4-4, pg. 179-185, Feb-2017	-
62.	M.Ayisha Millath	Glass Ceiling Causes and consequences on female employees	International journal of management review- Jamal academic research journal-an interdisciplinary, ISSN: 09730-303, vol.9, no.2 special issue, pg. 716-717, 19-Jan-2017	-
63.	M.Ayisha Millath	Demonetization in India triggers spurt in digital HR: A Conceptual View	International journal of management review- Jamal academic research journal-an interdisciplinary, ISSN: 09730-303, vol.9, no.2 special issue, pg. 714-715, 19-Jan-2017	-
64.	M.Ayisha Millath	Neuro-marketing and neuro ethics – an emerging trend an evaluation of emotional response of consumer to marketing stimuli	Emerging trends and issues in commerce and management, National conference preceding - comment – 2016, Nov-2016 ISSN: 2455-7188	-

65.	M.Ayisha Millath	Focusing Employee Behavior During Mergers and Acquisitions for the need of Retention of Employees	International Journal of Management Review, Hallmark Business School, ISSN: 2348-4373, vol.3,issue.1, pg. 24-30, Nov-2016	-
66.	M.Ayisha Millath	Export performance of special economic zones in India and its economic contribution	International journal of innovative research in management studies vol.1, issue 10, pg.24-28, ISSN: 2455-7188, pg.24-28, Nov-2016	0.7261
67.	M.Ayisha Millath	Integrated farming a way forward for better environment and economy	Journal of International Academic research for multidisciplinary ISSN:2320-5083,vol.4,issue 10, PG. 33-39, Nov-2016	3.114
68.	M.Ayisha Millath	Skill Competencies Matrix: An empowered tool for the skills evaluation of employees	Journal of Financial Services and Management, ISSN: 0976-1632, vol. 7, issue 3,pg. 3-12, July- Sep 2016	-
69.	M.Ayisha Millath	Marine Insurance-Legal Aspects in India	Mayas publication, ISBN: 978-81-929581-7-0, Oct-2016	-
70.	M.Ayisha Millath	Relational E-HRM as an emerge of new trends in Training, Recruitment and Performance Management	Shanlax publications, ISBN: 978-93-86537-11-9, Oct - 2016	-
71.	M.Ayisha Millath	Agricultural and processed food products export contribution to Indian GDP and future trend	Global Journal For Research Analysis -ISSN : 2277-8160, vol.5, Issue 9, Pg. 113-115, Sep-2016	3.62
72.	M.Ayisha Millath	An analysis on Indian forex for examining investment and trade option	International Journal of Advance Research in Management and Social Sciences - Greenfield Advance research Publishing House - ISSN : 2278-6236, vol.5, No.9, Sep-2016	6.284
73.	M.Ayisha Millath	Conceptual study about social entrepreneurship	Perspectives on entrepreneurial resurgence, entrepreneurship and innovations, skill devt. centre, ISBN - 978-81-9259-745-4, Aug 19th 2016	-
74.	M.Ayisha Millath	Self-Reliance & Resilience over entrepreneurship: A Comprehensive view with respect to women entrepreneurs	Perspectives on entrepreneurial resurgence, entrepreneurship and innovations, skill devt. centre, ISBN - 978-81-9259-745-4, Aug 19th 2016	-

75.	M.Ayisha Millath	An inclusive review on entrepreneurial triggers in context to India	Perspectives on entrepreneurial resurgence, entrepreneurship and innovations, skill devt. centre, -ISBN - 978-81-9259-745-4, Aug 19th 2016	-
76.	M.Ayisha Millath	Effect of employee moonlighting: A Confrontation for organizations	Souvenir., Recent Trends in business and management - Conference Proceedings – August 2016	-
77.	M.Ayisha Millath	A Conceptual model for social media Knowledge sharing	ICBM, Aug- 2016	-
78.	M.Ayisha Millath	A study on Export entrepreneurs and collective opinion for successful export marketing	Shanlax publications- ISBN - 978-81-929458-4-2, 15-March-2016	-
79.	M.Ayisha Millath	A Study on Gst Implementation and Its Impact On Indian Industrial Sectors and Export	International Journal of Management Research and Social Science (IJMRSS)- ISSN 2394-6407(Print), ISSN 2394-6415(Online), Jun-2016	-
80.	M.Ayisha Millath	A Study on Export Entrepreneurs and Collective opinion for successful Export Marketing	National seminar on online marketing ISBN:978-81-929458-4-2, 15-March-2016	-
81.	M.Ayisha Millath	Overview of online shopping in India	National seminar on online marketing ISBN:978-81-929458-4-2, 15-Mar-2016	-
82.	M.Ayisha Millath	Consumer Behavior towards online shopping- An overview	National seminar on online marketing ISBN:978-81-929458-4-2, 15-March-2016	-
83.	M.Ayisha Millath	Behavioral changes through social marketing -an overview of literature review	National seminar on online marketing ISBN:978-81-929458-4-2, 15-Mar-2016	-
84.	M.Ayisha Millath	Factors influencing export - a conceptual analysis	International Journal of Management(IJM) Volume : 7 Feb 2016 • ISSN No 0976-6502, Pg.No.150	-
85.	M.Ayisha Millath	Tourism preference and satisfaction a study with special reference to the pilgrimage tourism in and around Karaikudi	Shanlax International journal of management Volume : 3 19 Feb 2016 • ISSN No 2321 – 4643- Pg. No- 278	-
86.	M.Ayisha Millath	A study on social phobia among PG students In Karaikudi	Shanlax International journal of management Volume : 3 19 Feb 2016 • ISSN No 2321 – 4643- Pg.No-165	-
87.	M.Ayisha Millath	An overview of payment method and arranging export finance	Shanlax International journal of management Volume : 3 19 Feb 2016 • ISSN No 2321 – 4643- Pg.No-104	-

88.	M.Ayisha Millath	Domestic violence and abuse against women in India - An overview	Sarvodaya (A Gandhian bi-monthly magazine Volume : 9 Feb 2016 • ISSN No 2454 – 4418)-Pg. No. 31	-
89.	M.Ayisha Millath	Assertiveness as a Leadership skill for managers	National conference on “Managerial Perspectives-Issues & challenges in the era of Globalization” (21st Jan 2016 • Print ISSN:2321-3604)- Online ISSN:2321-3612	-
90.	M.Ayisha Millath	Significance of assertiveness in human development	Indian strategies in functional management- Volume : 2 Jan 20th 2016 • ISBN No 978 – 93-85477-53-9	-
91.	M.Ayisha Millath	Better export for better India	Indian strategies in functional management- Volume : 1 Jan 20th 2016 • ISBN No 978 – 93-85477-53-9- Pg. No.81	-
92.	M.Ayisha Millath	Social marketing for behavioral changes	Indian strategies in functional management Volume : 1 Jan 20th 2016 • ISBN No 978 – 93-85477-53-9- Pg.No.22	-
93.	M.Ayisha Millath	Zero defect software Development and Exporting-A road map to success	Indian Journal of research in commerce, Management and applied science Volume : 1 Jan 2016 • ISSN No 2454 – 6593- Pg. No. 22	-
94.	M.Ayisha Millath	A Study On Social Alienation Among LIC Employees	Indian Journal of Applied Research- (Journal DOI : 10.15373/2249555X)- Volume : 5 Issue : 5 May 2015 ISSN - 2249-555X Pg.No.19-20	3.624
95.	M.Ayisha Millath	Personal alienation among LIC employees	International Journal of Scientific research (Journal DOI : 10.15373/22778179)- Volume : 4 Issue : 5 May 2015 • ISSN No 2277 – 8179-(Pg.No.3-5)	3.242
96.	M.Ayisha Millath	Entrepreneurial opportunities	HRD times vol.16, no.2, pg.no.39. ISSN No. 0976- 7401, February 2014	-
97.	M.Ayisha Millath	Team Building in Orbit company	HRD times vol.16, no.1, pg.no.41. ISSN No. 0976-7401, January 2014	-
98.	M.Ayisha Millath	Managing Employee Anxiety at Work	HRD times vol.14, no.6, pg.no.45. ISSN No. 0976-7401, June 2012	-
99.	M.Ayisha Millath	Employee Alienation – An issue for corporates	HRD times vol.13, no.10, pg.no.41. October 2011 ISSN No. 0976-7401, Oct 2011	-

100	M.Ayisha Millath	Social Anxiety- An overview	HRD times June 2010	-
101	M.Ayisha Millath	Employability skill portfolio - A conceptual analysis	Evolving strategies for employability of students in higher education – Edition - 2010 (ISBN NO: 978-93-8400-15-0), 23rd April 2010	-
102	M.Ayisha Millath	Enhancing employability skill of B-school students	Evolving strategies for employability of students in higher education – Edition - 2010 (ISBN NO: 978-93-8400-15-0), 23rd April 2010	-
103	M.Ayisha Millath	Assertiveness an inevitable Skill	HRD times, Oct 2008	-
104	M.Ayisha Millath	Routhram Palagu	Vadaku Vasal Vol. 1, Issue.1, Oct 2006	-
105	M.Ayisha Millath	Sleep Disorders	Sarvodaya, Sep – Oct 2006	-
106	M.Ayisha Millath	FDI in India: Hurdles and Remedial Measures	Organizational Management Vol.XXL, No.3 Reg.No.44556/85 with RNP(India), Oct – Dec 2005	-
107	M.Ayisha Millath	Nagaye Uvagai	Oppuravu No.6, July 2005	-
108	M.Ayisha Millath	Consumer Problems in Water Purification: A Study	Organizational Management Vol.XXL, No. 1, Reg.No.44556/85 with RNP(India), April – June 2005	-
109	M.Ayisha Millath	Kanavu Mei Pada Vendum	Oppuravu No-7, Oct 2004	-
110	M.Ayisha Millath	Constrains and Competitive Measures for Indian Dairy Sector	Kissan World Vol.31, No.9, ISSN No.0971-9229, Sep 2004	-
111	M.Ayisha Millath	Brand Preference towards Water Purifier: A Study	Indian Journal of Marketing vol. XXXIII, No.9, Sep 2003	-

RESOURCE PERSON IN VARIOUS CAPACITIES

S.No	Role	Name of the Programme	Organizer of the Program	Level: International/ National	Topic	Date
1.	Resource Person	Special Lecture series by Drucker's club	J.J. College of Arts and Science (Autonomous), Pudukkottai.		Green Business Management	12 th February, 2024
2.	Resource Person	Three-week "Women Entrepreneurship Development Programme" sponsored by	VIT Business School, Vellore Institute of Technology, Vellore.	National (Online)	Day – 7 Session	3 rd July 2023 to 21 st July 2023

		NSTEDB, Department of Science and Technology, Ministry of Science and Technology, Government of India, New Delhi				
3.	Resource Person	Three-week “Women Entrepreneurship Development Programme” sponsored by NSTEDB, Department of Science and Technology, Ministry of Science and Technology, Government of India, New Delhi	VIT Business School, Vellore Institute of Technology, Vellore.	National (Online)	Day – 10 session Management Concepts for MSMEs	12 th June 2023 to 30 th June 2023
4.	Resource Person	Special Lecture	Gender Sensitization and Sexual Harassment Prevention Cell, Dr. Umayal Ramanathan College for Women, Karaikudi	State Level	Prevention and Redressal of Sexual Harassment	08 th February, 2023
5.	Chief Guest	Youth Festival	Seethalakshmi Aachi College for Women, Pallathur	State	Youth Festival – SAC Fest 2023	03 rd February 2023
6.	Resource Person	Special Lecture	College of Education, Alagappa University, Karaikudi	University	Personality Development and Divergent Thinking	25 th January, 2023
7.	Chairperson	ICSSR Sponsored Two days International Conference on Sustainable Entrepreneurial Dynamism for	Alagappa University- Alagappa Institute of Management	International	ICSSR Sponsored Two days International Conference on Sustainable Entrepreneurial Dynamism for	29 ^h & 30 th September, 2022

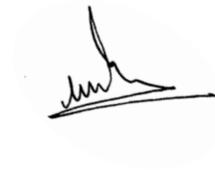
		India 2.0 (ICSEDI -2022)			India 2.0 (ICSEDI -2022)	
8.	Chief Guest & Resource Person	Association Inauguration	Alagappa Government Arts College, Karaikudi	State	“மகளிர் மன்ற துவக்க விழா”	03 rd December, 2021
9.	Resource Person	Special Lecture	S.S.A College of Arts and Science, A.Thekkur	State	After UG?? “Career Guidance Program”	19 th July, 2021
10.	Resource Person	One Week Online Workshop	Fatima College, Madurai	State	“Human Values and Ethics in Social Media – A Digital Perspective”	18 th July, 2020
11.	Resource Person	E-Conference	The Department of Business Administration-Commerce, The Quaide Milleth College for Men, Chennai	International	E-Conference on Advances in Information Technology, Business Management and E-Commerce - 2020	4 th & 5 th July, 2020
12.	Resource Person	FDP	Brindavan College, Bangalore	National	Writing and publishing Research Articles in reputed Journals	18 th June, 2020
13.	Resource Person	Webinar	JJ College of Arts & Science-Pudukottai	National	Webinar ‘Turn the COVID19 Challenges into Opportunities’	2 nd June, 2020
14.	Chairperson	Entrepreneurship Development Institute of India & Department of Science and Technology (NIMAT)	Alagappa Institute of Management, Alagappa University	National	Creativity and Business – the Man behind the Venture – the Behavioural Scientist’s Approach	17 th Oct, 2019
15.	Resource Person	Special lecture	Science campus, Alagappa University	University Level	Water management and rain water harvesting	10 th sep 2019
16.	Chairperson	Impress – ICSSR sponsored two day national conference on Depth and Expanse ofonline	Alagappa Institute of Management, Alagappa University	National	Impress – ICSSR sponsored two day national conference on Depth and Expanse ofonline	1 st & 2 nd August 2019.

		marketing mettle(OMM)			marketing mettle(OMM)	
17.	Resource Person	Special lecture	JJ college of arts and science-Pudukottai	State	Green HRM	30 th July 2019
18.	Chair person	ICSSR & RUSA (Phase 2.0) sponsored National conference on facets of digital marketing spree (FDMS 2019).	Alagappa Institute of Management, Alagappa University	National	ICSSR & RUSA (Phase 2.0) sponsored National conference on facets of digital marketing spree (FDMS 2019).	21 st & 22 nd February 2019
19.	Resource Person	Special Lecture	Alagappa Institute of Management, Alagappa University	University	Delivered Lecture on “Interpersonal Communication Skills”	05-April-2019
20.	Resource Person	One Day Orientation Programme	Alagappa University College of Education	University	“Emotional Challenges on Mental Health and Hygiene”	28 th Nov 2018
21.	Resource person	Two days national workshop on “application of SPSS & R on data analysis”	CAPE RESEARCH FORUM, Nagercoil.	National	Delivered lecture on “imperativeness of validity and reliability in research”	13 th & 14 th October 2018
22.	Chairperson	International Conference on Sustainable Green Business	Alagappa Institute of Management, Alagappa University	International	International Conference on Sustainable Green Business	26 th & 27 th March 2018
23.	Chair person	ICSSR sponsored two day national conference on SUSTAINABLE GREEN BUSINESS (NCSGB 2018)	Alagappa Institute of Management, Alagappa University	National	ICSSR sponsored two day national conference on SUSTAINABLE GREEN BUSINESS (NCSGB 2018)	26 th & 27 th March 2018
24.	Chief Guest	Installation of Rotaract club	Rotaract club of Dr.Umayal Ramanathan College for Women, Karaikudi	State	-	27 th February 2018
25.	Chair person	seminar	Pioneer Kumarasamy College, Nagercoil	National	National seminar on “social responsibility of	23 rd February 2018

					Entrepreneurs and Individuals”	
26.	Chief Guest	National Conference on Impact of GST on Indian Industries	Dr. M. Gurusawmy Management Research Foundation Trust	National	Impact of GST on Indian industrial Sectors	24 th Sep 2017
27.	Resource person	FDP (Short term course on Professional Enrichment) National	Alagappa University college of education	National	Human Resource Management	13 th Aug 2017
28.	Resource person	One day workshop on “lateral thinking for artists”	Madurai media and film studies academy	National	Concept of Lateral Thinking	13 th April 2017
29.	Resource person - Chief guest-vaedictory function	Role of women in Entrepreneurial development in the Indian Context	KSR College of Arts and Science for women, Tiruchengode.	State	Challenges faced by women entrepreneurs	8 th September 2016
30.	Chairperson	National conference on perspectives and prospects of technology enabled learning(COPP TEL-2016)	Dept of education, Alagappa university	National	-	1 st Apr 2016
31.	Resource person	Department of Business Administration Association	Government Arts college for women-Sivagangai	National	Assertiveness	18 th Feb 2016
32.	Resource person	Special lecture	JJ college of arts and science-Pudukottai	National	Divergent Thinking	12 th Dec 2015
33.	Resource person	PMEGP prog. under the scheme of entrepreneurship Development institute, Chennai, Govt. of Tamil Nadu.	Dept. of Women’s studies, Alagappa University, Karaikudi	National	Lateral Thinking -	16 th February 2015
34.	Resource Person	UYEGP prog. under the scheme of entrepreneurship Development institute, Chennai, Govt. of Tamil Nadu.	Dept. of Women’s studies, Alagappa University, Karaikudi	National	Thinking out of the box -	16 th February 2015

35.	Chief guest	Association inauguration	Umayal Ramanathan college, Karaikudi	National	Lateral thinking: Thinking out of the Box	13 th Aug 2014
36.	Chief Guest	Special lecture	Seethalakshmi achi college for women, Pallathur	National	Assertiveness and transactional analysis	25 th Feb 2014
37.	Resource Person	5 day faculty training Program on Entrepreneurship	Entrepreneurship -cum-Skill Devt. Centre, Alagappa University, Karaikudi.	National	Product diversification and expansion	13 th Sep 2013
38.	Resource Person	5 day faculty training Program on Entrepreneurship	Entrepreneurship -cum-Skill Devt. Centre, Alagappa University, Karaikudi.	National	Assertiveness – An Important skill	12 th Sep 2013
39.	Resource Person	35 days training prog. On “technology Entrepreneurship Development Program”	Alagappa University and EDI Chennai	National	Enterprise Resource Planning -	27 th Mar 2013
40.	Resource Person	35 days training prog. On “technology Entrepreneurship Development Program”	Alagappa University and EDI Chennai	National	Man power management-	27 th Mar 2013
41.	Resource Person	2 Week Faculty Development Programme	Alagappa University, Karaikudi & NI-MSME, ministry of MSME, Hyderabad	National	CRM for entrepreneurs –	11 th April 2011
42.	Resource Person	NSS camp, Administrative skills & women empowerment	Dr. Zaahir Hussain arts college, Ilayankudi	National	Administrative skills for women-	27 th Dec 2009
43.	Resource Person	EDP training programme	Rural training Centre, sponsored by NABARD, IOB & INDIAN BANK	National	Enterprise growth, product diversification & expansion-	25 th Nov 2009
44.	Resource Person	EDP training programme	Rural training Centre, sponsored by NABARD, IOB & INDIAN BANK	National	Man power management -	05 th Aug 2009

45.	Resource Person	EDP training programme	Rural training Centre, sponsored by NABARD, IOB & INDIAN BANK	National	Thematic apperception test	04 th Aug 2009
46.	Resource Person	NSS camp	Dr. Zaahir Hussain arts college, Ilayankudi	National	Transactional analysis	17 th Jan 2007



Place : Karaikudi

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Associate Professor