



# Madurai Kamaraj University

(University with potential for excellence)

(Faculty is requested to provide evidence where ever it's required)

## Faculty profile



Name	Dr.R.MENAKA
Educational Qualification	MBA.MBA(HA).PHD
Correspondence Address	Department of Management Studies (DDE) Madurai Kamaraj University, Madurai - 625021
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Phone No	9944949430

### 1. Present position:

a	Designation	Assistant Professor & Head i/c
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### 2. Teaching Experience: 19 Years

### 3. Research Contribution

#### No. of Research Scholars (Ph.D. & M.Phil.)

S. No.	Name of scholar	Affiliated University/ Institute	Awarded	submitted
1.	Ph.D	Madurai Kamaraj University	14	2
2.	M.Phil	Madurai Kamaraj University	28	-

#### 4. Details of research papers presented in National/International level academic or research events

S. No.	Title of Presentation	Title of Event	Place
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S. No.	Title of Presentation	Title of Event	Place
1.	<b>“A Study on Employee Satisfaction”</b>	National Level Conference on “Managing the Future”, conducted on 26 <sup>th</sup> February 2010	Department of Management studies, Sourashtra College, Madurai.
2.	<b>“Executive Remuneration”</b>	UGC sponsored Two-day National Level Seminar on 12 <sup>th</sup> & 13 <sup>th</sup> February 2010	Department of Commerce & Research Centre, Sourashtra College, Madurai
3	<b>“Human Resource Management Practices in Banking Industry”</b>	BARON -2012 National Level Seminar on 12 <sup>th</sup> & 13 <sup>th</sup> February 2010	Department of management studies ST. Michel college of Engineering & Technology kalayar koil sivagangai district.630551
4.	<b>“Developing Women Entrepreneurship in India”</b>	National Conference Held on 8 <sup>th</sup> November 2012.	Department of management studies R.M.D Engineering College. Gummidipoondi
5.	<b>“Women’s Education in Indian Society”</b>	Women Education in Indian Society: Need for New Perspective National Conference held on 26 <sup>th</sup> October 2013	Fatima College (Autonomous), Madurai,
6.	<b>“Emerging Trends in Management in India”</b>	Emerging Trends in Management One day National Level Seminar Held on 28 <sup>th</sup> March 2014	Department of management studies Sourashtra College (Autonomous), Madurai
7.	<b>“Corporate Social Responsibility Of the Business”</b>	“Corporate Social Responsibility: Myths and Realities” National Conference on Corporate Social Responsibility held on 22 <sup>nd</sup> November 2014	Department of management studies Department of sociology with MSW Fatima college (Autonomous) Madurai.
8.	<b>“Recent Trends in</b>	Recent Trends in	Department of Sociology, Fatima

S. No.	Title of Presentation	Title of Event	Place
	<b>Feminism: A tool for social Reform”</b>	Feminism: A tool for social Reform National Conference held on 1 <sup>st</sup> March 2014	College (Autonomous), Madurai
9.	<b>“Rural Diversification – Prospects and Challenges”</b>	Rural Diversification – Prospects and Challenges UGC Sponsored State level Seminar on 28th March 2014	Department of Economics, Government Arts College (Autonomous), Karur
10.	<b>“Motivation and Retaining Of Nursing Staff An Overview “</b>	Emerging Trends in Management One Day National level Seminar on held on 28 <sup>th</sup> March 2014	Department of MBA, St. Michael college of Engineering & Technology, Kalayarkoil, Sivagangai
11.	<b>‘Importance of Managerial Skills and Knowledge in Management for Small Entrepreneurs”</b>	National Conference held on 8 <sup>st</sup> Oct 2014	Department of management studies PSNA College of Engineering & Technology Kothandaraman Nagar, Dindigul
12.	<b>“Renewable Energy Technologies For Sustainable Development in Rural Sectors of India”</b>	UGC Sponsored Two Day National level Seminar on Renewable Energy Technologies For Sustainable Development in Rural Sectors of India held on 12 <sup>th</sup> & 13 <sup>th</sup> February 2015.	Department of Economics, Government Arts College, Melur, Madurai
13.	<b>“Companies Act 2013”</b>	Dynamics of Commerce –Catalyst for Corporate and Social Growth UGC Sponsored National Level Seminar on 12 <sup>th</sup> & 13 <sup>th</sup> MARCH 2015	Department of Commerce, The Madura College, Madurai
14.	<b>“New Dimension of Management in</b>	International Conference Held on	Department of Management Studies, Madurai Kamaraj

S. No.	Title of Presentation	Title of Event	Place
	<b>the Globalized Era With Special Reference to Human Resource Management”</b>	29 <sup>th</sup> January 2016	University, Madurai
15.	<b>“Developing Women Entrepreneurship in India and Challenge”</b>	International Conference Held on 31 <sup>st</sup> March 2016	Department of Management Studies, R.M.D. Engineering College, R.S.M Nagar, Kaveri Petai
16.	<b>“Management Practices in Banking Sectors”</b>	UGC Sponsored National Level Seminar on 2 <sup>th</sup> February 2016 Department of Business Administration	Department of Business Administration, S.Vellaichamy Nadar College, Madurai
17.	<b>“Employees Perspective in Work –Life Balance In The New Dimensional HRM”</b>	National Level Seminar Held on 30 <sup>th</sup> March 2016	Department of Management Studies, Madurai Kamaraj University, Madurai
18.	<b>“Quality excellence and quality sustenance in Education”</b>	NAAC – Sponsored State Level Workshop on 21 Aug 2009..	Sourashtra College, Madurai
19.	<b>“Emerging Issues and Challenges in Educational in India”</b>	International Conference on 16 <sup>th</sup> April 2015. Vinayaka Mission University	Department of Education , Vinayaka Missions University, Aarupadaiveedu Medical college Campus, Kirumampakkam, Puducherry
20	<b>“Total Quality Management (Tqm) With Special Reference To Banking Sector”</b>	National Seminar New Dimensions Of Management In The Globalized Era -On 3 <sup>rd</sup> February 2017 Organized By Department Of Management Studies (Doms), Madurai	Department Of Management Studies, Madurai Kamaraj University

S. No.	Title of Presentation	Title of Event	Place
		Kamaraj University, Madurai.	
21	<b>“Cyber Crimes And Security Issues In Digital World”</b>	One Day National Seminar On Cyber Crimes And Security Issues in Digital World Department of Computer Science, 26 <sup>th</sup> February 2018	Department of Computer Science, Madurai Kamaraj University
22	<b>“Stress And Coping Skills In The Context Of Higher Education”</b>	A One Day Workshop On Stress And Coping Skills In The Context Of Higher Education Centre Of Educational Research (Cer) 7 <sup>th</sup> November 2017	Centre of Educational Research, Madurai Kamaraj University
23	<b>“One Day Training Program On Rights Of Women”</b>	In Collaboration With National Human Rights Commission-New Delhi 24 <sup>th</sup> March 2017	Department of Youth Welfare studies, School of youth Empowerment, Madurai Kamaraj University
24	<b>“National Level Two Day Workshop On Research "Analysis &amp; Interpretation Using SPSS &amp; AMOS”</b>	Department of Youth Welfare Studies School of Youth Empowerment National Level Two Day Workshop On Research Analysis & Interpretation Using SPSS & AMOS On 21 <sup>st</sup> & 22 <sup>nd</sup> September 2017.	Madurai Kamaraj University, Department of Youth Welfare, Studies School of Youth Empowerment, Madurai Kamaraj University, Madurai
25	<b>“Stakeholders’ Perception On Goods And Services Tax(Gst)”</b>	Department Of Economics A One – Day National Workshop On Stakeholders’ Perception On Goods	Madurai Kamaraj University, Department of Economic, Directorate of Distance Education, Madurai Kamaraj University, Madurai

S. No.	Title of Presentation	Title of Event	Place
		And Services Tax (GST) D.D.E,4 <sup>th</sup> October 2017	
26	<b>“International Conference On Algebra And Discrete Mathematics- ICADM 2018”</b>	International Conference On Algebra And Discrete Mathematics-Icadm 2018 January 08-10, Department of Mathematics	Department of Mathematics, Madurai Kamaraj University, Madurai-625021
27	<b>“A Three Day Tot On ‘Entrepreneurship Awareness Programme For Nss Programme Officers”</b>	Department of Youth Welfare Studies School of Youth Empowerment A Three Day Tot on ‘Entrepreneurship Awareness Programme For NSS Programme Officers’ 2 <sup>nd</sup> To 4 <sup>th</sup> February 2018.	Department of Youth Welfare, Studies School of Youth Empowerment, Madurai Kamaraj University, Madurai-625021
28	<b>“Emerging Dividend Policies In The Information Technology (It) Sectors”</b>	National Conference on Impact of Demonetisation on Alternate Payment Machanism (Shri Nehru Maha Vidyalaya) 27 <sup>th</sup> January 2017 Organised By Department Of Commerce	Department of Commerce, SNMV College of Arts And Science Institute of Management Shri Gambhirmal Bafna Malumachampatti, Coimbatore
29	<b>“A Study On Water Quality Management In India”</b>	National Seminar On Department Of Water Quality Management In India Chemistry, Directorate Of Distance Education March 22-23,2018	Department of Chemistry, Directorate of Distance Education Madurai Kamaraj University, Madurai-625021

S. No.	Title of Presentation	Title of Event	Place
30	<b>“E-Service Quality Management In Health Care”</b>	5 <sup>th</sup> International Conference “Envisioning Management Trends Organised By Department Of Business Administration Department Of Business Administration 14 <sup>th</sup> March 2018	Department of Business Administration, SRM Institute of Technology, Chennai
31	<b>“Future In Indian Textile Industries: Progress And Chellanges”</b>	Certificate Of Publication Shanlax International Journal Of Economics On Future In Indian Textile Industries: Progress And Chellanges June 2017	SHANLAX International Journals of Economics, Madurai
32	<b>“The Role Of Digital And Social Media Marketiing In Consumer Behaviour”</b>	National Conference On “Making India A Cashless Economy: Process, Prospects And Progress” Held On 12 <sup>th</sup> September 2018” Jointly Organized By The Department Of Commerce And Business Administration.	Department of Commerce And Business Administration. Kodaikanal Christian College, Kodaikanal
33	<b>“Womens Education In Indian Society Need For New Perspective”</b>	New Dimensions Of Management In The Globalized Era-2018( International Conference) On 9 <sup>th</sup> February 2018	Department of Management Studies, Madurai Kamaraj University, Madurai
34	<b>“A Study On Contemporary</b>	National Level Seminar On	Department of Business Administration, N.M.S.S.V.N

S. No.	Title of Presentation	Title of Event	Place
	<b>Management”</b>	Contemporary Management Practices (Under Ugc Autonomy Grant) Organized By The Department Of Business Administration N.M.S.S.V.N College,Nagamalai Madurai On 24 <sup>th</sup> March, 2017	College, Nagamalai Puthukotai, Madurai
35	<b>“Impact Of Digitalization In Future”</b>	Impact of Digitalization In Future Department of Information Organized by the Department of Information Technology and Management Arul Anandar College , Karumathur Held on 3 <sup>rd</sup> March, 2017.	Department of Information , Technology and Management, Arul Anandar College , Karumathur, Madurai
36	<b>“A Study On Techno-Commerce”</b>	National Conference on Techno-Commerce Held on 31 <sup>st</sup> January 2018 Organized By Faculty of Commerce Studies	Department of Commerce Studies, SNMV College of Arts and SCIENCE& Institute of Management Shri Gambhirmal Bafna Nagar, Malumachampatti, Coimbatore-50
37	<b>“A Study On Emerging Themes In India India Forengn Policy”</b>	National Conference On “India’s Foreign Policy With Neighboring Countries” On 24 <sup>th</sup> &25 <sup>th</sup> January 2018.	PG & Research Department of Commerce, Vivekananda College of Arts & science for Women (Autonomous), Elayampalayam - 637205, Tiruchengode, Namakkal Dt., Tamilnadu
38	<b>“A Study On Organisation Commitment Towards Banking Employees”</b>	National Conference On Sustainable Business Practices Beat 2018 Organized By Department Of Management Studies	Department of Management Studies, PSNA College Of Engineering & Tech., Kothandaraman Nagar, Dindigul-624622



S. No.	Title of Presentation	Title of Event	Place
		PSNA College Of Engineering & Tech On April 20,2018	

### 5. Published Research Articles/Papers in Journals/Periodicals

S. No	Title with page Nos.	Journal with ISSN & Publisher
1.	<b>An Empirical view of Management Education in India</b>	ISSN:0975-9336 SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECHNOLOGY, SIVAKASI
2.	<b>Consumer Attitudes Towards Of Retails Of Retails Outlet Tamil Nadu: Overview</b>	ISSN:2320-4168 SANLAX PUBLICATION, MADURAI
3.	<b>Human Resource Management Practices in Health Care Industry</b>	ISSN: 2321-4643 SANLAX PUBLICATION, MADURAI
4-	<b>Role of Automobile Industry in Tamil Nadu</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
5.	<b>A Study On Employee Motivation In Banking Sector</b>	ISSN: 2321 – 788X SANLAX PUBLICATION, MADURAI
6.	<b>Women Entrepreneurs Empowerment through Micro Finance in India</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
7.	<b>A Study on the Effectiveness of Rural Marketing Done by Rural Women in Theni District, Tamilnadu</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
8.	<b>A Study on Factors Involved In Effectiveness of Employee Motivation In Public Sectors Banks</b>	ISSN: 2320 – 4168 SANLAX PUBLICATION, MADURAI
9.	<b>Employee Motivation In Nationalized Banks In India</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI

S. No	Title with page Nos.	Journal with ISSN & Publisher
10.	<b>A Study On Consumer Buying Behavior and Satisfaction Towards Indian Automobile Industry</b>	ISSN: 2321 – 788X SANLAX PUBLICATION, MADURAI
11	<b>Economical Imbalance In India – Changes and Challenges</b>	ISSN: 2349 – 8684 ROOTS INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY
12	<b>“Marketing Strategies for Health Care Services”</b>	ISSN:0975-9336 SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECHNOLOGY SIVAKASI
13	<b>A Study On Women Sanitation In Tamilnadu</b>	ISSN: 2349 – 8684 ROOTS INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY RESEARCHES PUBLICATIONS
14	<b>Management Of Employee Productivity In The Changing Industry</b>	ISSN: 2349 – 8684 ROOTS INTERNATIONAL JOURNAL OF MULTI-DISCIPLINARY RESEARCHES PUBLICATIONS
15	<b>A Study on Role of Automobile Industry in India and its Customer Satisfaction</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
16	<b>Restriction On Plastics for Green World</b>	ISSN: 0970-7247 THIRD CONCEPT
17	<b>Issues and Challenges In Human Resource Management In Digital Era</b>	ISSN: 2349 – 8684 ROOTS INTERNATIONAL JOURNAL OF MULTI DISCIPLINARY RESEARCHES PUBLICATIONS
18	<b>Productivity Based Compensation Management</b>	ISSN:0975-9336 SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECHNOLOGY SIVAKASI
19	<b>A Study Of Emerging Pattern and Purchase Behaviors In Organized Retail Outlets – With Special</b>	ISSN:2321-788X SANLAX PUBLICATION, MADURAI

S. No	Title with page Nos.	Journal with ISSN & Publisher
	<b>Reference to Madurai District</b>	
20	<b>A study on Motivation Of Employees In Private Sectors Banks In India</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
21	<b>Impact Retail Marketing In Buying Behavior Of Households</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
22	<b>A Study On The Role Of Work Motivation On Employee Performance</b>	ISSN:0975-9336 SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECHNOLOGY SIVAKASI
23	<b>A Study On Emerging Trends In Indian Automobile Industry And Its Customers Satisfaction</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
24	<b>A study On Challenges and Customer Services Of Retail Outlets In Madurai District – With Special Reference To Organized Outlets</b>	ISSN: 2321 – 4643 SANLAX PUBLICATION, MADURAI
25.	<b>Current Scenario of Organised Retail Industry In India – Structure , Growth, Trends, Prospects and Challenges</b>	ISSN: 2350-0891 INTERCONTINENTAL JOURNAL OF MARKETING MANAGEMENT
26	<b>A Study On Organizational Commitment And job satisfaction Among bank employees in Madurai city</b>	ISSN 0975-9336 PUBLISHED BY SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECH SIVAKASI
27	<b>A Study on organizational commitment towards banking employee</b>	ISSN:2319-2909 PUBLISHED BY PSNA JOURNAL OF BUSINESS AND SYSTEM
28	<b>Future of Indian textile industries :progress and challenges</b>	ISSN 2319-961X PUBLISHED BY SHANLAX INTERNATIONAL JOURNALS

## 6. Full Papers in Conference Proceedings

S. No.	Title with Page Nos.	Details of Conference Publication	ISBN / ISSN
1.	<b>Women Empowerment in India – Challenges Ahead P.No.117</b>	SCITECH PUBLICATION, MADURAI	ISBN:978 81 8371 373 3
2.	<b>A Study on Soil Pollution – Over View P.No.238</b>	SANLAX PUBLICATION, MADURAI	ISBN:938068620-X
3.	<b>B – Learning : Teachers Role and Responsibilities P.No.431</b>	P.DURAISAMY HIKEY MEDIA	ISBN: 978-93-82570-46-2
4.	<b>Women in India – Need for New Perspective P.No.</b>	VERGAL PUBLICATION FIRST EDITION	ISBN:978-93-85109-04-1
5.	<b>Utilizing Innovative Techniques and Tools in Education, P.No.435</b>	VERGAL PUBLICATION	ISBN:978-93-85109-03-4
5.	<b>Globalization and Women Empowerment Opportunities and Challenges, P.No. 367</b>	SRI.G.V.PUBLICATION, CHENNAI	ISBN:9789380499994
6.	<b>Issues and Challenges of Reservation policy in India, P.No.296</b>	DEPARTMENT OF HISTORY MADURAI KAMARAJ UNIVERSITY	ISBN:978-93-5174-212-1
7.	<b>Developing Women Entrepreneurship in India: A Challenge P.No.216</b>	INPATAMIL PUBLICATIONS PUTUKOTTAI	ISSN:0952-4959
8.	<b>Employees Perspective In Work – Life Balance In The New Dimensional HRM. P.No.207</b>	SANLAX PUBLICATION, MADURAI	ISBN:978-93-85977-05-3

## 7. Research Achievements:

### a. Total Number of Publications:

S. No.	Category	Numbers published
1	International Journals/ books	---
2	National Journals / books	6

### Books Published as Author

S. No.	Title of the Book	Publisher (with city/ country) & Year of Publication	ISBN
1	HUMAN RESOURCE MANAGEMENT	SHANLAX PUBLICATION, MADURAI 2008	ISBN:938065711-0
2	PRINCIPLES OF MANAGEMENT	SHANLAX PUBLICATION, MADURAI 2008	ISBN:938065710-2
3	TRAINING AND DEVELOPMENT	SHANLAX PUBLICATION, MADURAI 2009	ISBN:819093010-9
4	HUMAN RESOURCE ACCOUNTING	SHANLAX PUBLICATION, MADURAI 2010	ISBN:938065713-7
5	ORGANIZATIONAL DEVELOPMENT	SHANLAX PUBLICATION, MADURAI 2010	ISBN:938065701-3
6	ORGANIZATIONAL BEHAVIOUR	SHANLAX PUBLICATION, MADURAI 2010	ISBN:938065712-9