

Dr. V. Vidya Chellam

Assistant Professor,
Department of Management Studies,
Directorate of Distance Education,
Madurai Kamaraj University
Madurai – 625021, Tamil Nadu

Email: vidyachellam@mkuniversity.ac.in(off)
vidyachellammku@gmail.com (personal)

Phone: +91-452-2458471 (Off) | Mobile: +917667923092

MKU web page link of the faculty: <https://mkuniversity.ac.in/dde/faculty.php>

Vidwan link if available: <https://vidwan.inflibnet.ac.in/profile/300590>



1. Personal Details

Date of Birth & Age	:	09.12.1976 & 45
Gender & Marital Status	:	Female & Married
Community	:	OBC
Nationality	:	Indian
Place of Birth	:	Madurai

2. Educational Qualifications**2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	BBA	Madurai Kamaraj University	1997	46.7%	Management
Post Graduate	MBA	Madurai Kamaraj University	1999	65%	Management Marketing & HR
	M.A	Madurai Kamaraj University	2016	67%	Women's Studies
UGC NET	NET	University Grants Commission, New Delhi	2012	Qualified	Management
Ph.D.	Ph.D.	Madurai Kamaraj University	Date of Viva-voce 15.10. 2015	Awarded	Business Administration

2.2. Research

Degree	Name of the University	Title of the Thesis	Date of Submission	Date of Award
PhD	Madurai Kamaraj University	Women in Entrepreneurship	30.01.2015	15.10.2015

3. Industrial Experience

Name of the University / Institute / Industry	Period of Work	Nature of Work
Pravritti Placement Consultancy, Chennai	Apr 2004 – Oct 2009	Head- Client Relations & Delivery (CRD)
Boston's Software Technologies Ltd., Chennai	June 2003 – Mar 2004	Branch Manager
Radiant Software Ltd., Madurai	Jan 2000 – Sep 2002	Area Coordinator-Business Solutions

4. Professional Experience

No.	Name of the University / Institution	Position Held	From (Date)	To (Date)
1	Madurai Kamaraj University Department of Management Studies, Directorate of Distance Education	Assistant Professor Stage II Senior Scale Academic Level 11	04.12.2017	Till date
2	Madurai Kamaraj University Department of Management Studies, Directorate of Distance Education	Assistant Professor Stage I Academic Level 10	03.12.2013	03.12.2017

5. Teaching

No	Year	Semester	Course Code	Course Title	Hours /semester
1	MBA DDE 2022-23	II	PMFM09 PMHM05	Operations Management Health environment	30 Hours
2	BBA DDE 2022-23	I II	BBAT01 BBAT02	Vaniga Kadithankal Aluvalaga Melanmai	12 Hours
3	MBA CTHM 2022-23	IX	THM1973C	Research Methodology - MBA (5 year Integrated) Tourism and Hotel Management	5 Hours/week
		VII	THM1977E	Customer Relationship & Services Management - MBA (5 year Integrated) Tourism and Hotel Management	4 Hours/week

6. Design/Development of New Curricula and Courses

No	Description	Organization for which it was Developed	Level(PG/UG)
--	--	--	--

7. Creation of ICT Mediated Teaching-Learning Pedagogy

7.1. SWAYAM / MOOCs

No	Description	Organization for which it was Developed	Level(PG/UG)
--	--	--	--

7.2. E-Contents

No	Description	Organization for which it was Developed	Level(PG/UG)
1	--	--	--

7.3. Development of other ICT Mediated Teaching-Learning Pedagogy

No	Description	Organization for which it was developed	Level (PG/UG)
1.	Subject Expert (Management), ETV Programmes	Educational Multimedia Research Centre (EMMRC), Madurai Kamaraj University	PG
2.	Voice-Over in regional language	Educational Multimedia Research Centre (EMMRC), Madurai Kamaraj University	UG

8. Research Specialization / Field of Research

- Entrepreneurship
- Human Resource Management
- Marketing Management
- Gender Studies

9. Research Publications

Type	International	National
Papers Published in UGC-CARE Listed Journals	05 – Scopus 05 – Group 1	02
Papers in Refereed Journals (Not mentioned above)	01 – ABDC Journal 06 – other refereed	--
Books Published	01-Under Review	05
Books Edited	--	01
Contributions to Book Chapters	01	02
Editor of Conference/Seminar Proceedings	--	--
Papers Published in Conference/Seminar Proceedings	08	--
Papers Presented in Conferences/Seminars	13	10
Conference/Seminar/Workshop Attended	01	26
Deposits in CCDC, PDB, etc.	--	

10. Citation Metrics

Cumulative Impact Factor (Recent Annual JCR)	
Total Citations (Scopus/Web of Science)	02
h-Index (Scopus/Web of Science)	01
g-Index (Scopus/Web of Science)	02
i10 Index (Scopus/Web of Science)	--

11. Details of Copyright

- **Dr. V. Vidya Chellam** (Date of Application: 19/02/2022, Registered on 25/04/2022) – “**Essential Skills for Women Entrepreneurs**”, Government of India, Copyright Office – Registration No - L-114689/2022, Diary Number: 3626/2022-CO/L

Details of Patents

- Sridevi J, Dr.A.Pankajam,Dr. Srinivasan Iyer, **Dr.V.Vidya Chellam**, Dr. Bipin Chandra P (Filed on 10/12/2021, Published on 17/12/2021) – “**Marketing of E-Business**”, Government of India – Application No - 202141057630 <https://www.quickcompany.in/patents/marketing-of-e-business>
- Dr. V. Mohanasundaram, Dr. S. Kalaiselvi, Sudheesh Kumar K, SheenamGogia, Dr KV Siva Prasad, Dr. R. Kalpana, Dr. R. Kalpana, **Dr. V .Vidya Chellam**, Dr. V. Dhivyakeerthiga, Dr. C. V. Suganthamani Filed on 09/12/2021, Published on 17/12/2021 -“**Consumer Expectations in the Distribution of Products via B2C e-commerce**”, Government of India – Application No - 202141057191

12. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD (Part-time)	--	01	04
MPhil Research Project (Part-time)	06	--	--
MBA Projects/Dissertation	115	20	18

13. Funded Research Projects

13.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
1	Entrepreneurial Training for Bridging Digital Divide among Rural Women	RUSA, Madurai Kamaraj University	2 years	2,00,000

13.2 Completed

No	Title of the Project	Funding Agency	Duration and Month & Year of Completion	Total Grants Received (Rs)	No of Papers out of Project
--					

14. Reviewer in Journals

Name of the Journal	Publisher	No of Papers Reviewed
Shanlax International Journal of Management (ISSN:2321-4643) UGC Journal Number: 44278 Impact Factor:2.082A Peer-Reviewed Refereed Scholarly Quarterly Journal	Shanlax Publication	21

15. Research Collaborations

Name of the Collaborator	Institute	Collaboration Details
--		

16. Countries Visited

Name of the Country	Period	Purpose
--		

17. Honours / Awards / Recognitions

Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level
Outstanding Teacher (Management Studies)	Global Outreach Education Award 2019 by Global Outreach Research & Education Association (Registered Under the Ministry of Micro Small & Medium Enterprises, Government of India)	National Level
Outstanding Faculty Award	LEAD Researchers Forum at World Business Strategies Summit 2020	International Level
Proud Indian Innovative Teacher Award 2022 (Management)	IMRF Institute of Higher Education & Research (Registered with Government of India NITI Aayog NGO Darpan)	National Level

18. Conferences / Seminars / Workshops Organized

Level	Conference Title	Date(s)	Place	Role Played	Funding
National	Two Day National Seminar on Water Quality & Treatment (WQT-18),	March 22-23, 2018	MKU	Member, Organizing Committee	SELF
International	International Conference on Algebra and Discrete Mathematics - ICADM-2018	January 08-10, 2018	MKU	Member, Organizing Committee	SERB, India and CSIR, India Sponsored
National	National Seminar on Cyber Crimes and Security Issues in Digital World	February 26, 2018	MKU	Member, Organizing Committee	DST-PURSE, India Sponsored

19. Invited Lectures / Resource Person

No	Institute / Organizer	Name of the Conference / Seminar / Workshop	International / National / State / Institute Level	Date(s)
1	Axis Bank, Madurai	Teller, CSR and Helpdesk Essential Skills”, Retail Asset Centre,	Institute Level	16.10.2021 To 17.10.2021
2	Ayya Nadar Janaki Ammal College, Sivakasi	What does it take to be a Professional Women	State Level	27.05.2021
3	ANJA College, Sivakasi	“Rural Women Education”, ICSSR Sponsored Two Day National Conference Themed Rural Women Development – A Way of Sustainable Development,	National Level	January 09, 2019
4	St. Antony’s College of Arts and Science for Women, Thamaraijadi, Dindigul	Prospects And Challenges of Youth in Rural Marketing” at Intercollegiate Meet	Institute Level	06.02.2018

5	ANJA College, Sivakasi	Faculty Enrichment Programme, “Be Bold for Change”	National Level	March10, 2017
6	The Standard Fireworks Rajaratnam College for Women, Sivakasi	“Why Should Women Become Entrepreneurs?”, Young Women Entrepreneurship Development Centre (YWED),	Institute Level	21.02.2017
7	SermathaiVasan College for Women, Madurai	Women and Entrepreneurism at National Seminar on Entrepreneurial Competency	National Level	24.01.2017
8	Jeyaraj Annapackiam College for Women, Periyakulam, Theni District, Tamil Nadu,	National Seminar on “Contemporary Development in Business” and Resource Person, “Women in Management”,	National Level	06.01.2017
9	Cardamom Planters Association College, Bodinayakanur, Theni District, Tamil Nadu,	“Women and Success” at International Women’s Day & Self- Help Student Entrepreneur’s Group Day organized by Women’s Cell and Centre for Women Welfare and Entrepreneurship (CWED),	Institute Level	08.03.2016
10	Mangayarkarasi College of Arts & Science for Women, Madurai, Tamil Nadu,	seminar on ‘Social Entrepreneurship’, at Department of Management Studies,	National Level	06.08.2015
11	Mother Teresa University, SIPCOT, Pallapatty Premises, Dindigul District, Tamil Nadu,	“Achievement Motivation Training”, at Women Entrepreneurship Cum Skill Development Programme, Department and Centre for Women’s Studies,	Institute Level	22.07.2014

20. Professional Development Programs / Faculty Development Programs Organized

Name of the Program	Role	Place	Date(s)	Funds in Rs & Sponsor
Two-Day Virtual National Faculty Development Programme on “Outcome Based Education”	Organizing Secretary	Online	09.06.2022 to 10.06.2022	40,000 RUSA, MKU

21. Professional Development Programs / Faculty Development Programs Attended

Name of the Program	Place	Date(s)	Sponsor
Two Day National Level Virtual Faculty Development Programme on “Strategies for Writing Review of Literature”	Online	21.03.2022 to 22.03.2022	Department of Commerce (SF), V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar
Three Week Online Refresher Course in ICT in Education Theme: “Technology Enabled Teaching Learning and Assessment”	Online	08.12.2021 to 21.12.2021	UGC - Human Resource Development Centre, Madurai Kamaraj University, Madurai
International Faculty Development Program- Cum- Workshop on Research Grant Proposal Writing	Online	20.11 2021 To 21.11.2021	Research India Foundation, Bhubaneswar, Odisha, India & Dr C V Raman University, Bilaspur, Chhattisgarh, India
Five Days Online Faculty Development Program on Case Discussion Methodology for Entrepreneurship Development	Online	10.06.2020 to 14.06.2020	Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Human Resource Development, Govt. Of India, Hyderabad Sponsored by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching
Two days International Faculty Development Program on Contemporary issues, Challenges & Opportunities in Higher Education and Leadership	Online	08.08.2020 to 09.08.2020	Spectrum Skills Yard and City Academy, Coimbatore

Three Days Faculty Development Programme	Madurai Kamaraj University	21.11.2019 to 23.11.2019	PMO –IEDP (Programme Monitoring Office-Innovation & Entrepreneurship Development Programme), EDII, Government of Tamil Nadu
One Week Short Term Training Programme on “Branding of Agricultural Commodities and Rural Marketing for Rural Transformation”	Indian Institute of Plantation Management (IIPMB), Bengaluru	24.06.2019 to 29.06.2019	AICTE
Five-day Training Programme on Basic Counselling Skills	Madurai Kamaraj University	29.04.2019 to 03.05.2019	Madurai Kamaraj University & M.S. Chellamuthu Trust and Research Foundation, Madurai, Tamil Nadu
Three Week Refresher Course in Business Studies Theme: “New Frontiers in Management”	Madurai Kamaraj University	16.11.2018 to 06.12.2018	UGC - Human Resource Development Centre, Madurai Kamaraj University, Madurai
One Week Training Program, Yoga for Holistic Life Course	The World Community Service Centre, Temple of Consciousness, Aliyar	18.04.2017 To 23.04.2017	The World Community Service Centre, Temple of Consciousness, Aliyar, & Centre for Education Research, Madurai Kamaraj University, Madurai, Tamil Nadu
Three Week Refresher Course in Business Studies Theme: “Emerging Trends of Current Business Environment”	Madurai Kamaraj University	02.11.2016 to 22.11.2016	UGC - Human Resource Development Centre, Madurai Kamaraj University, Madurai
Four Week Orientation Course for College & University Teachers	Madurai Kamaraj University	25.11.2015 to 22.12.2015	UGC - Academic Staff College, Madurai Kamaraj University, Madurai

Two Day National Level Faculty Development Program ‘Statistical Analysis and Interpretation Using SPSS & AMOS	Madurai Kamaraj University	07.08.2015 To 08.08.2015	Department of Youth Welfare Studies, Madurai Kamaraj University, Madurai, Tamil Nadu
Three Day Train the Trainer Workshop in Business Simulation “Marketplace Trainer”	ASCENT, Asian Centre for Entrepreneurial Initiatives	27.02.2013 TO 01.03.2013	ASCENT, Asian Centre for Entrepreneurial Initiatives, Bangalore, Karnataka
Faculty Development Programme in Entrepreneurship	Centre for Entrepreneurship Development	23.11.2009 To 05.12.2009	Centre for Entrepreneurship Development (Tamil Nādu), Madurai Sponsored by Ministry of Science and Technology, NSTEDB, Government of India, New Delhi

22. Administrative Experiences

Role Played	Responsibilities	Period
Member, Anti-Drugs Committee Madurai Kamaraj University	Sensitisation to Anti-Drugs	2021 to Till Date
Member, Internal Complaints Committee, Madurai Kamaraj University	Prevention, prohibition, and redressal on the complaints filed against sexual harassment	2020 To Till Date
Coordinator DDE-CIQA, DEB & NAAC, Madurai Kamaraj University	Collection and Updating DDE & DEB Data for CIQA	2020 To 2022
Assist Additional Controller of Examination Directorate of Distance Education Madurai Kamaraj University	Assist in Examination and Valuation Duties	2014 to 2015
Member EDP Technical Committee, Directorate of	Activities in updating EDP Section	2014 to 2015

Distance Education, Madurai Kamaraj University		
Warden Women's Hostel Madurai Kamaraj University	Operations of Hostel activities	2014 to 2015
Member, Lesson Dispatch Committee, Directorate of Distance Education, Madurai Kamaraj University	Responsible for stock, printing and dispersal of study material to DDE Students	2014 to 2015
Member, Syndicate Madurai Kamaraj University	Administrative affairs of the University	10.07.2014 to 26.08.2014
Member, Enquiry Committee Madurai Kamaraj University	Resolve and redress the complaint	2014

23. Membership in Academic Bodies

Name of the University / Institute / College	Type of Membership	Duration / Period
Madurai Kamaraj University Representative for Madurai Media and Film Studies Academy, Madurai, Tamil Nadu	University Representative Madurai Media and Film Studies Academy, Madurai	01.04.2021 To 30.03.2023
Madurai Kamaraj University	PhD - Research Doctoral Committee Member	2022
Madurai Kamaraj University	Subject Expert, ETV Programmes (Management), EMMRC, Madurai Kamaraj University	2020
Madurai Kamaraj University	Observer, Conduct of End Semester Exam (online), affiliated Non-Autonomous/Constituent Colleges/Evening Colleges, Madurai Kamaraj university	2020
Sourashtra College, Madurai, Tamil Nadu	External Examiner, MBA	2016
Nadar Mahajana Sangam S.Vellaichamy Nadar College, Madurai, Tamil Nadu	External Examiner, MBA	2016
Alagappa University, Karaikudi, Tamil Nadu	Question Paper Setter - MBA	2016

Madurai Kamaraj University	Examination Supervisor, Online Examinations, PG (Non-Semester) Examination, Madurai Kamaraj University	2014
Madurai Kamaraj University	Member, Central Valuation Board, MBA (DLP) - (Non-Semester)	2013 To Till date
Madurai Kamaraj University	Chief Examiner, Central Valuation Board, BBA (DLP)- (Non-Semester)	2013 To Till date
Madurai Kamaraj University	Member, Central Valuation Board, Diploma/PG Diploma Management (DLP) - (Non-Semester)	2013 To Till date

24. Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership
International Association of Commerce and Management	International	Life Member
International Association of Distance & Online Education	International	Life Member
International Multidisciplinary Research Foundation	International	Member
Indian Academy of Management	Indian	Member

25. Languages Known

Languages	Read	Write	Speak
Tamil	Yes	Yes	Yes
English	Yes	Yes	Yes
Hindi	Yes	Yes	Yes

26. Competence in Computer Applications

- MS Office – Word, Excel, PowerPoint
- Internet & E mail operations

27. Involvement in Extension Activities other than Academic Works

- Management Consultant for Various NGO's in and Around Madurai
- Committee for Convocation Ceremony at Madurai Kamaraj University
- Member, Organizing Committee, Literary and Cultural Competitions, 71st Independence Day Celebrations, Madurai Kamaraj University

28. Any Other Relevant Information

- Student Counsellor, Madurai Kamaraj University
- Handled Subjects and Value education classes for Department of Management Studies, Madurai Kamaraj University

Details of Publications

1. Books Published

- **Vidya Chellam, V.** (2017). *Business Communication*. Shanlax Publications, Madurai, ISBN :978-93-87102-40-8
- **Vidya Chellam, V.** (2017). *Entrepreneurship*. Forschung Publications, Chennai. ISBN :978-81-93399-74-3
- **Vidya Chellam, V.** (2017). *Retail Management*. Shanlax Publications, Madurai, ISBN :978-93-87102-42-2
- **Vidya Chellam, V.** (2017). *Human Resource Management*. Forschung Publications, Chennai. ISBN :978-81-93399-76-7
- **Vidya Chellam, V.** (2017). *Strategic Management*. Forschung Publications, Chennai, ISBN :978-81-93399-75-0

2. Books Edited

- Dr.B.Gayathri, Dr.Rupak Sharma, Dr.K.Sivakumar, Dr.R.Nandhini, Dr.Umeshbala, Dr.A.K.Sharma, Dr.B.Guruprasad, **Dr.V.Vidyachellam**, Dr.K.Murugan, Mrs.G.HepsibaSumitha,(Eds.), (2021). **Recent Trends in Engineering and Management**,Tech Press, Delhi. ISBN 978-93-91697-05-1

3. Contribution to Book Chapters

- Dr.V.Vidyachellam, Dr.S.Praveenkumar (2022) “**A Study of online purchase behaviour of customers in India**”; (Eds.), Dr D. Baranikumar, **A Paradigm Shift in Marketing: Creating Value for a more Sustainable Future** (65 to 71). Princeton Press, Overland Park, Kansas, USA, ISBN 978-920-520216-7
- Dr.V.Vidyachellam (2021) “**A Study on perception towards entrepreneurship among college students**”; (Eds.), Prof.Bholanath Dutta, Dr.Pravin D.Sawant, Dr.R. Ratchana, Mr.S.Sekar, Dr.Muhammed Basheer, Dr.Shilpa Shree MS, **Competency Mapping: A Tool in Monitoring the Employee Performance** (175 to 182). MTC Global, Bangalore ISBN 978-93-5578-597-8
- Vidya Chellam, V. Saranya, J., (2021) “**Emotional Intelligence in Entrepreneurship**” (Eds.),Muruganantham **Sustainable Marketing** (346-355) KK Publications, Chennai ISBN: 978-81-953319-2-5

4. Editor of Conference/Seminar Proceedings

- Nil -

5. Research Publications

5.1. UGC-CARE Listed Journals

- Customer Relationship Management Improvement Using IOT Data, Dr. Asiya Jabeen, **Dr. V. Vidya Chellam**, Dr. S. Praveenkumar, Parvez Alam Khan, M. Irudhayaraj. SEYBOLD Report, **2022**, 17(10) 2113-2125, ISSN 1533-9211 Scopus Q4 Link to DOI: <https://seyboldreport.net/abstract/164.html>
- A Comparative Study on Offline and Online Shopping Towards Customers Buying Perception and Decisions in Coimbatore District, Dr. V. Vidya Chellam*. *Mukt Shabd Journal*,**2022**, XI (II) No. 03, 600-611, ISSN 2347-3150. UGC Care Approved, Group I, Peer Reviewed, Bilingual and Referred Journal, Impact Factor 4.6
- A conceptual framework of the adoption of internet of things (Iot) in educational institutions, Dr. V. Vidya Chellam*. *Dogo Rangsang Research Journal*,**2022**, 12 (2) No. 03, 01-06, ISSN 2347-7180 UGC Care Approved, Group I, Peer Reviewed, Bilingual and Referred Journal Impact Factor 5.127
- The Role of Storytelling Style and Proverbs in Enhancing the Field of Knowledge among University Students, Kavita Rohan Patil, Dr. A. Raju, Dr.Sony Mary Varghese, Joel Osei – Asiamah, Dr. V. Vidya Chellam, Dr. B.Raja Mannar *Oeconomia Copernicana*, **2021**, 12(6),646-662.ISSN:2083-1277 Scopus Q1(UGC-CARE List Group II) Link to DOI: https://oeconomiacopernicana.com/sdm_downloads/13863/

- Factors Influencing the Startups and Performance of Male and Female Entrepreneurs. Saranya, J., Vidya Chellam, V*. *Infokara Research Journal*, **2021**, 10 (10), 34-46. ISSN: 1021-9056, (UGC-CARE List Group II) Peer Reviewed & Referred Journal Impact Factor 5.3
- Communication as a Mediator: Entrepreneurship training and Success of the budding entrepreneurs. Nithya, A R., Vidya Chellam, V*. *International Journal of Advanced Science and Technology*, **2020**, 29(4s), 441 - 452. ISSN: 2005-4238 Scopus Q4 (UGC-CARE List Group II)
Link to DOI: <http://sersc.org/journals/index.php/IJAST/article/view/6328>
- Opportunity and Necessity Entrepreneurship: A Gender Perspective, Vidya Chellam, V*, Saranya, J., *Our Heritage*, **2020**, 68(30), 10583-10588. ISSN:0474-9030 (UGC-CARE List Group I)
- Customer Relationship Management with Reference to the ICICI Bank, Praveenkumar S. &Dr V Vidyachellam*. *Test Engineering and Management*, **2020**, 82, 9321 - 9333. ISSN:0193-4120 Scopus Q4 (UGC-CARE List Group II)
Link to DOI: <http://www.testmagzine.biz/index.php/testmagzine/article/view/2313>
- Impact of Gender Digital Divide on Success of Enterprises, Dr. V. Vidya Chellam* &Ms. J. Saranya, *International Journal of Advanced Science and Technology*,**2019**, 28(19), 1214 - 1221.ISSN: 2005-4238Scopus Q4 (UGC-CARE List Group II)
Link to DOI: <http://sersc.org/journals/index.php/IJAST/article/view/2884>
- Motivations, Success Factors and Firm's Performance: A Study on Indian Women Entrepreneurs. Vidya Chellam, V*..*Journal of Emerging Technologies and Innovative Research*,**2019**, 06 (06), 565-573. ISSN (P): 2349-5162. Impact Factor 5.87, (UGC Jr. No. 63975)
- A Study on Organizational Effectiveness through Employee Commitment. Vidya Chellam, V*. *International Journal of Management, IT & Engineering*, **2019**, 09 4 (01), 441-447.ISSN (P): 2249-0558. Impact Factor 7.119, (UGC Jr. No. 46823)
- Challenges in Women Entrepreneurial Development -Women Entrepreneurs' Perception in Madurai District, Vidya Chellam, V*. *PSNA Journal of Business and System*, **2018**, 2(1), 47 to 53. ISSN: 2319-2909 UGC Jr No (64501)

5.2. Other Refereed Journals

- A Study on The Impact of Service Quality, Customer Satisfaction and Customer Loyalty in Online Travel Agencies. Dr. K Bhavana Raj*, Dr. Manisha Jaiswal, Pravin Narang, Nagendra Yadav, Dr. V. Vidya Chellam and Dr. S Praveenkumar. *World Journal of Management and Economics*,**2022**, 15 (04), 16-24 ISSN: 1819-8643 (print), E-ISSN: 1998-1392 (online)–ABDC Journal – C category
Link to DOI: <https://wesro.org/volume-15-issue-04/>

- A Study on Factors Influencing Stress among Women Entrepreneurs in Madurai District. Vidya Chellam, V*. *Bodhi International Journal of Research in Humanities, Arts and Science*, 2017, 02 (01), 125-129
- The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Indian Retail Banking Sector. S Saravana Kumar, N Rajasekar & Vidya Chellam, V*. *Roots International Journal of Multidisciplinary Researches* 2017, 03 (03), 193-195. ISSN: 2349-8684
- Study on Customer Behaviour on Service Quality. S Saravana Kumar, N Rajasekar & Vidya Chellam, V*. *Shanlax International Journal of Management*, 04 (03), 67-77. ISSN: 2321-4643
- Stress Management – An Effective Tool to enhance Productivity Among Working Women. Vidya Chellam, V*. *Roots International Journal of Multidisciplinary Researches*, 2016 03(01), 148- 154. ISSN: 2349-8684
- Human Resource Management in Indian Retailing Sectors. Vidya Chellam, V*. *Shanlax International Journal of Management*, 2016, 04 (01), 96-99. ISSN: 2321-4643
- Green Retailing- Emerging Trends in Retail Marketing, Vidya Chellam, V*. *Shanlax International Journal of Arts, Science & Humanities*, 2016, 04 (01), 144-147. ISSN: 2321-788X

5.3. Papers Published in Conference Proceedings

- Vidya Chellam, V. Saranya, J., (2021) “**Big Five Personality Traits for Entrepreneurs**”, *Innovation Strategies in the Challenging Social and Business Landscape*, proceedings of SJIM International Conference, ISBN: 978-81-953268-1-5 pp 346-354
- Sahaya Justin Alex, A., Vidya Chellam, V*, (2020) “**A Study on Factors Affecting Intra Corporate Entrepreneurship with Reference to Innovation and Gender**” *Emerging Trends Post-Pandemic Development in Business and its Allied Sectors*, ISBN: 978-81-948096-7-8, Madurai, 16th to 18th December 2020, pp91-95,
- K. Nagapriya, A., Vidya Chellam, V*, (2020) “**Emerging issues and challenges facing by women Entrepreneurship in India**” *Emerging Trends Post-Pandemic Development in Business and its Allied Sectors*, ISBN: 978-81-948096-7-8, Madurai, 16th to 18th December 2020, pp117-120,
- Vidya Chellam, V*. Saranya, J., (2019) “**A Study on Entrepreneurship and Innovation in Tamilnadu**” *Innovative Strategies of Management in the Globalised Era – 2019*, ISBN: 978-93-88398-67-1, pp. 365-368,
- Saravanakumar, S., Vidya Chellam, V*., (2018) “**Servant Leadership as Enhancer of Service Climate and Customer Service Performance in Select Home Appliances Retail Outlets in Madurai**” *New Dimensions of Management in Globalised Era -2018*, Vol.2, ISBN: 978-93-87102-71-2 pp. 45-53,

- Vidya Chellam, V*., Saravanakumar, S., (2016) “**Service Quality Dimensions: A Strategic Approach in Retailing**”, *New Dimensions of Management in the Globalised Era – 2016*, ISBN: 978-93-85977-05-3, pp. 177-179,
- Vidya Chellam, V*, (2014) “**Women in Tourism**”, *Opportunities and Challenges in Hospitality Education in India*, ISBN: 978-93-85977-13-8, pp. 193-196,
- Jayaraman, R., Vidya Chellam, V*., (2013) “**Entrepreneurship Education – The Strategy for Economic Growth and Sustainability**”, *Education in India - Changes and Challenges*, ISBN: 978-93-80686-30-1, pp. 205-206,

5.4. Papers Presented in Conferences / Seminars

5.4.1. International

- Vidya Chellam, V*. Company Culture - The Key Driver of Employee Engagement and Productivity” in sixth International Conference on Contemporary Issues in Agriculture, Engineering, Information Technology, Life Sciences, Social Sciences & Humanities organized by Nehru College of Management, Coimbatore, India and Siam Technology College, Bangkok, Thailand, (2017, Nov 28 to Dec 04). – **Poster Session**

5.4.2. International held within India

- Vidya Chellam, V*. Big Five Personality Traits for Entrepreneurs at UTKARSH The International Conference on Innovation Strategies in the challenging Social and Business Landscape at ST. Joseph’s Institute of Management, Bangalore (2021, Feb 26 to 27th).
- Vidya Chellam, V*. Gender Gap in Entrepreneurship-An Empirical Study at Alliance Management Studies International Conference (AMISCON) 2021 on Social Challenges and Business Responses at Alliance University, Bengaluru (2021, Jan 29 to 31th).
- Vidya Chellam, V*. Innovative Practices in Indian Banking Sector at World Business Strategies Summit 2020 An International E-Conference on Embracing Change and Transformation, Organized by Spectrum Skills Yard & City Academy, Coimbatore, Tamil Nadu (2020, Sep 19 to 20th).
- Vidya Chellam, V*. Male Vs Female Entrepreneurs – An Empirical Study in first International Conference on A New Era for Youth Empowerment at RVS Kumaran Arts and Science College, Dindigul, Tamil Nadu (2020, Feb 19th).
- Vidya Chellam, V*. A Study on Entrepreneurship and Innovation in Tamil Nādu in International Conference on Innovative Strategies of Management in the Globalized Era - 2019, Organized by Department of Management Studies, Madurai Kamaraj University, Madurai, Tamil Nadu (2019, Mar 7 to 8th).

- Vidya Chellam, V*. “Strategies to Envision a Compelling Future for Business Organizations” in 5th International Conference on “Envisioning Management Trends”, organised by Department of Business Administration, SRM Institute of Science and Technology, in association with The Institute of Cost Accountants of India (ICAI) & BREWED, Chennai, Tamil Nadu(2018, Mar 14th).
- Vidya Chellam, V*. Factors Influencing Women Managers’ Success in Second International Conference on Advancements in Science, Engineering, Technology & Management (ICASETM ‘17), M.P. Nachimuthu M. Jaganathan Engineering College, Erode, Tamil (2017, March 25th).
- Vidya Chellam, V*. Social Entrepreneurship and Social Enterprises in Sixth International Conference on Strategic Shift in Business Excellence for Sustainable Development in Indo-Global Business and Technology, organized by Sri Ganesh School of Business Management, Salem, Tamil Nadu(2017, Feb 10th).
- Vidya Chellam, V*. Micro, small and medium enterprises: A Report Card for Indian MSMEs in seventh UGC Sponsored International Conference on Development Policy Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development organized by Avinashilingam School of Management Technology, Coimbatore, Tamil Nadu & The Institute of Finance Management (Tanzania) (2016, Dec 15 to 16th).
- Vidya Chellam, V*. Entrepreneurship and Women Empowerment in First International Conference on Advancements in Science, Engineering, Technology & Management (ICASETM ‘16), M.P. Nachimuthu M. Jaganathan Engineering College, Erode, Tamil Nadu (2016, April 16th).
- Vidya Chellam, V*. Entrepreneurship Education: Impact of Experiential Learning in ICIER-IIMB International Conference on Entrepreneurship Education and Training, organized by ICIER, Indian Institute of Management Bangalore (IIMB), Bangalore, Karnataka (2015, Jan 29th to 31st).
- Vidya Chellam, V*. Entrepreneurship Education – The Strategy for Economic Growth and Sustainability in International Conference on Education in India: Changes and Challenges organized by Raj College of Education, Madurai, Tamil Nadu (2013, Apr 13st).

5.4.3. National

- Vidya Chellam, V*. Eco- E: A Gateway to Water Sustainable Social Systems. National Conference on Water Quality & Treatment (WQT – 18), Department of Chemistry, Madurai Kamaraj University, Madurai, Tamil Nadu (March 22-23, 2018).
- Vidya Chellam, V* Cultural Diversities- The Root of Innovation Development and Success. National Conference on Management, Economics & Social Science, Department of Business Administration in Association with the School of Management Studies, St. Joseph’s College (Autonomous), Tiruchirappalli, Tamil Nadu (February 20, 2018).

- Vidya Chellam, V*. The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Indian Retail Banking Sector. National Conference on New Dimensions of Management in the Globalized Era-2017, Department of Management Studies, Madurai Kamaraj University, Madurai, Tamil Nadu(February 03, 2017)
- Vidya Chellam, V*. Language Issues in Multinational Management. National Conference on Innovation in HR, Marketing, Information Technology and Finance, Mangalore Institute of Management & Science, Bengaluru, Karnataka (January 07, 2017).
- Vidya Chellam, V*. Big Data in Management: Prospects and Challenges.DST -SERB Sponsored National Conference (BEAT 2016) on Big Data & Analytics for Business, Department of Management Studies, PSNA College of Engineering & Technology, Dindigul, Tamil Nadu (April 29, 2016).
- Vidya Chellam, V*. Women in Entrepreneurship. State Level Workshop on Women Entrepreneurship, Gnanamani Educational Institutions, Nammakkal in association with Centre for Entrepreneurship Development (Tamil Nadu) & Mother Theresa Women's University, Kodaikanal, Tamil Nadu(August 11, 2014).
- Vidya Chellam, V*. Women in Tourism. National Level Seminar on Opportunities and Challenges in Hospitality Education in India, Center for Tourism and Hotel Management, Madurai Kamaraj University, Madurai, Tamil Nadu(February 23- 24, 2014).
- Vidya Chellam, V*. Innovation- A Mandatory Competency in the Competitive Environment. National Conference (BEAT 2013) on Business Excellence Advancements Trends, Department of Management Studies, PSNA College of Engineering & Technology jointly with Dindigul Management Association, Dindigul, Tamil Nadu (May 03, 2013).
- Vidya Chellam, V*. The Contribution of Women to Business Success. National Conference on Innovative Business Strategies in Management, Department of Management Studies, K.L.N. College of Engineering, Sivagangai, Tamil Nadu(April 18, 2013).
- Vidya Chellam, V*. Women Need to be Entrepreneurial. National Level Seminar on Issues and Strategies for Women's Empowerment – Vision 2020, Women's Studies Centre, Thiagarajar College, Madurai, Tamil Nadu(March 14-15, 2013).

5.4.4. State

5.5. Any Other Publications Not Mentioned Above

6. Conferences / Seminars / Workshops / Webinars Attended

Name of the Program	Organizer	Place	Date
Online Workshops on NEP-2020: Research, Innovation and Rankings	UGC-HRDC Gujarat University, Ahmedabad	Virtual	29.09.2022
Online Workshops on NEP-2020: Languages, Culture and Values	UGC-HRDC Gujarat University, Ahmedabad	Virtual	01.09.2022
Online Workshops on NEP-2020: Promotion of Indian Knowledge Systems	UGC-HRDC Gujarat University, Ahmedabad	Virtual	04.08.2022
Online Workshops on NEP-2020: Global Outreach of Higher Education	UGC-HRDC Gujarat University, Ahmedabad	Virtual	07.07.2022
National Webinar entitled “Experiential Learning as Envisaged in NEP-2020”	Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) of Ministry of Education	Virtual	19.06.2022
Online Workshops on NEP-2020: Integration and Use of Technology	UGC-HRDC Gujarat University, Ahmedabad	Virtual	08.06.2022
Corporate Governance and Marketing by Philip Kotler	PES University	online	25.05.2022
Online Workshops on NEP-2020: Motivated, Energized and Capable Faculty	UGC-HRDC Gujarat University, Ahmedabad	Virtual	18.05.2022
Online Workshops on NEP-2020: Equity and Inclusion	UGC-HRDC Gujarat University, Ahmedabad	Virtual	11.05.2022
Entrepreneurial Awareness Program by Dr.Badri Seshadri	RUSA, MKU	Madurai Kamaraj University	04.05.2022
Online Workshops on NEP-2020: Multidisciplinary & Holistic Education	UGC-HRDC Gujarat University, Ahmedabad	Virtual	21.04.2022
National Online Conference on Sustainable business and Marketing	National Institute of Technology (NIT), Department of	Virtual	10.03.2021

	Management Studies, Trichy,		
National Level Virtual Training on “ICT Competency for Higher Education Teachers”	Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai	Virtual	13.07.2020 To 15.07.2020
Two-day National Workshop on Research Writing and Publication in Business Studies,	Central University of Tamil Nadu	Central University of Tamil Nadu	08.02.2019 To 09.02.2019
Workshop on Research Methodology & SPSS Applications	Centre for Educational Management and Applied Psychology, NITTTR, Government of India, Ministry of Human Resource Development, Chennai, Tamilnadu	NITTTR, Chennai	19.01.2019
Three-day Train the Trainer National Workshop on Creating Alternative Digital Teaching Learning Environment in Higher Education Institutions	United Board for Christian Higher Education in Asia (UBCHEA)	Fatima college, Madurai,	06.09.2018 To 08.09.2018
One Day workshop on Stress and Coping Skills in the Context of Higher Education	Centre for Education Research, Madurai Kamaraj University Madurai, Tamil Nadu	Madurai Kamaraj University	07.11.2017
Workshop, Intellectual Property Rights and Innovation Management in Knowledge Era’	IQAC, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	10.04.2017
National Level Workshop “Warp PLS- A Statistical Tool for Analysis for Management, Commerce, Economics and Social Science Researchers”	Department of Business Administration, DDE, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	07.04.2017
Three Day National Workshop, ‘Data Analysis and Interpretation using SPSS & AMOS’	Department of Youth Welfare Studies, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	29.09.2016 to 01.10.2016
Workshop “Effective Hospital Management Role of IT & Software”	Madurai Kamaraj University, Madurai, Tamil Nadu & Inforaise Technologies Pvt.Ltd, Hyderabad	Madurai Kamaraj University	30.08.2015

Workshop on Contemporary Issues in Tourism and Hospitality Management	Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	10.04.2015
National Seminar on 'Swami Vivekananda's Vision on Man Making and Nation Building'	Swami Vivekananda Research and Higher Education Centre, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	25.02.2015
Two-day National Workshop on "Media Writing Skills"	Department of Journalism and Science Communication, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	18.02.2015 To 19.02.2015
Workshop, on "Patents:In, Out and Future"	Patent Facilitating cell, Incubation and Technology Transfer Centre, Madurai Kamaraj University, Madurai, Tamil Nadu	Madurai Kamaraj University	13.01.2015
Seminar "Protection of Heritage Monuments, Forts and Palaces against Vandalism"	Centre for Entrepreneurship Development (Tamil Nadu) Sponsored by Department of Tourism, Government of Tamil Nādu	Centre for Entrepreneurship Development	16.12.2014
Research Methodology and Research Paper Writing	Centre for Entrepreneurship Development, (Tamil Nadu), Madurai Tamil Nadu	Centre for Entrepreneurship Development	10.08.2012

7. Details of Deposits in CCDC, PDB, etc.

No	Name of Deposit	Reference No.	Date of Deposition