

Dr.DIVYA P

Curriculum Vitae

VET Institute of Arts and Science | Vellalar Institutions

Thindal, Erode-12 | Tamilnadu

Email: divyapmba@vetias.ac.in

APPOINTMENTS

Assistant Professor VET Institute of Arts and Science	July,2023- Present
Assistant Professor MVJ College of Engineering, Bangalore	February,2019 -June,2020
Assistant Professor Surya Engineering College, Erode	June 2011-October 2012 August 2014-February 2015

EDUCATION

PhD (HR). , Bharathiar University	2021
M.Phil. (HR). , Bharathiar University	2011
MBA. , Velalar College of Engineering and Technology	2010
Specializations: HR/Finance	
BBM. , PSGR Krishnammal College for women	2008
Post Graduate Diploma in International Business PSGR Krishnammal College for women	2008

PROJECTS UNDERTAKEN

Ph.D.

Role of advanced communication technology and its impact on Teacher, parent satisfaction in CBSE schools, Erode District.

M.Phil

A study on College Students Interest towards Entrepreneurship in Erode District.

MBA

A Study on Organisational climate towards KSK LEATHER PROCESSORS (P) LTD, Erode
A Study on Intra Organisational Relationship towards ERODE DISTRICT COOPERATIVE MILK PRODUCERS UNION LIMITED.

BBM

A Study on Customer Satisfaction towards SHREE DEVI TEXTILES, Coimbatore

ACADEMIC ACHIEVEMENTS

Secured 2nd rank in UG exams

Got proficiency in Income Tax papers in UG

Secured 7th rank in Anna University in MBA exams

PUBLICATIONS

National Publications

Business practices for Sustainable Integration, pg.no: 110-111, ISBN-978-81-909275-1-2, Effects of Organizational Culture on Employee Morale.

Indian Journal of Applied Research – August 2017- Vol 07, Issue 08- ISSN 2249-555X- pp. 402-403 “Contemporary Modes of School Home communication”.

International Publications

IJEMR – October 2015 - Vol 5, Issue 10 - Online - ISSN 2249–2585 Print - ISSN 2249-8672 - pp. 1-4 “Parental Involvement – Step Ahead towards Betterment of Children’s Education”.

INTERNATIONAL JOURNAL OF BUSINESS AND ADMINISTRATION RESEARCH REVIEW - January 2018 - Volume- 1, Issue- 21- Print ISSN: 2348-0653- Online ISSN: 2347-856X - pp. 74-78 “Impact of Advanced Communication Technology among the CBSE School Teachers in Erode District of Tamil Nadu”.

International Journal of Management and Social Science Research Review – October 2018
Volume - 5, Issue 10 Print – ISSN 2349-6738 – pp. 8-13 “Communication channels for information sharing among teachers and parents”.

CONFERENCES

“College Students Interest towards Entrepreneurship in Erode District” **15.03.2014**
Presented a paper at Velalar college of engineering & Technology, Erode

“Social networking Sites: Children usage, pros & cons, guidance towards usage, parents’ restriction, recommendation” **14.03.2015**
Presented a paper at Velalar college of engineering & Technology, Erode

PROGRAMS ATTENDED

Personality Development Program
FIDES Institute of Training

Two days personality development workshop
RIPE Institute

Entrepreneurship Development Program
Velalar College of Engineering and Technology in association with Anna University for management faculties

“Data Analysis and Business Modelling”
Faculty Development Programme at Velalar college of engineering & Technology, Erode on 8th Jan, 2015.

SUBJECTS HANDLED

UNDER GRADUATE (B.E ECE & EEE)

- Principles of Management
- Disaster Management
- Professional Ethics and Human Values

POST GRADUATE

- Banking and Insurance
- International Financial Management
- Insurance and Risk Management
- Human Resource Management
- Strategic Human Resource Management
- Industrial Relations & Labour Welfare
- Marketing Management
- Brand Management
- International Human Resource Management
- E-Marketing
- Managerial Communication
- Retail Management
- Recruitment and Selection
- Public Relations