

Faculty Profile

Dr S.MEKALA

Assistant Professor

Department of BBA LOGISTICS

KPR College of Arts Science and Research

Qualification: B. Com CA., MBA., M.Phil., PGDED., Ph.D.

Experience: Research: 9 Years, Teaching: 14 years (UG & PG)

Research Areas: Human Resource Management.

Mobile: +91 82204 56250

✉:mekala.s@kprcas.ac.in & mekala.sethu@gmail.com



ACADEMIC PROFILE

Degree	Branch	Institution / UniversityName	Year of Graduation
Ph.D	Human Resource	Park's College (Autonomous), Tirupur / Bharathiar University	2022
M.Phil	Human Resource	Park's College (Autonomous), Tirupur / Bharathiar University	2011
PGDED	Entrepreneurship Development	Kongu Arts and Science College, Erode / Bharathiar University	2009
MBA	Human Resource & Marketing	Kongu Arts and Science College, Erode / Bharathiar University	2009
B.Com CA	Commerce with Computer Applications	Tirupur Kumaran College for Women, Tirupur / Bharathiar University	2007

ACADEMIC PROJECTS










S.No.	TITLE	DURATION
1.	Online Banking with special Reference to Lakshmi Vilas Bank, Karur – B.Com C.A	2007
2.	A Study on Employee Absenteeism & Labor Turnover in Viking Knitters, Tirupur - MBA	2009

3.	A Study on Stress among Employees Working in Knitwear Processing Units of Tirupur – M.Phil	2011
4.	Impact of Stress And Burnout On Turnover Intention Of It Professionals In Coimbatore District: An Empirical Study – Ph.D	2022

AWARDS

- ❖ Received Award of Merit “Rotary Youth Leadership Award” for effective co-ordination during RYLA held at Park’s College, Tirupur on 2011
- ❖ Received Award of Merit “Rotary Youth Leadership Award” for effective co-ordination during RYLA held at Park’s College, Tirupur on 2012
- ❖ Awarded as Excellence in Service, 2022 – Dean i/c, School of Management Park’s College (Autonomous), Tirupur on 05.03.2022 Women’s Business Network, Chennai.
- ❖ Presented a paper entitled “ Blockchain Powered Decentralized Autonomous Farms: Redefining Agriculture” and Awarded 3rd Prize in One day National Seminar on “Blockchain Technologies & Fintech: The Future of Web 3.0” organized by St.Ann’s College for Women (Autonomous), Hyderabad, India, on 06th October 2023.
- ❖ Awarded for academic prowess and mastery in Internet and Web Page Design during the academic year 2023-2024 at KPR College of Arts Science and Research on 02.05.2024.

PROFESSIONAL SERVICES

-  Acted as a Board of Studies Chairman in Parks College from Sep 2020 – June 2023
-  Acted as an Academic Council Member of Park’s College (Autonomous), Tirupur from 2021 – 2023.
-  Acted as a Chief Examiner in Central valuation in Management board, held at Park’s College (Autonomous) during November 2022.
-  Acted as a Admission Team Lead at Park’s College (Autonomous), Tirupur from 2021-2023.
-  Acted as a Alumni Cell Coordinator at Park’s College (Autonomous), Tirupur from 2015 - 2023.
-  Acted as a NAAC Criterion Manager at Park’s College (Autonomous), Tirupur from 2022-2023.
-  Acted as a Digital Marketing Committee Convenor at Park’s College (Autonomous), Tirupur 2021-2023.
-  Acted as a Yi & Yuva Club Convenor at Park’s College (Autonomous), Tirupur from 2022-2023.
-  Acted as a Member of Planning & Evaluation Committee at Park’s College (Autonomous), Tirupur from 2020 - 2023.

- ✚ Acted as a Member of Examination Committee at Park's College (Autonomous), Tirupur from 2020 - 2023.
- ✚ Acted as a Member of Sexual Harassment Committee at Park's College (Autonomous), Tirupur from 2020 - 2023.
- ✚ Acted as a Member of Website Committee at Park's College (Autonomous), Tirupur.
- ✚ Acted as a Member of Internal Complaints Committee at Park's College (Autonomous), Tirupur.
- ✚ Acted as a Member of FDP / Orientation / Induction Program Committee at Park's College (Autonomous), Tirupur.
- ✚ Invited as a Chief Guest to RVS Institute of Management to "Sadhana 2K23" on 19/04/2023
- ✚ Acted as a question paper scrutinizer for School of Management, Dr NGP College of Arts and Science College (Autonomous), Coimbatore during the academic year 2023-2024 and 2024 – 2025.
- ✚ Acted as a Resource person in Department of B.COM PA, KPR College of Arts Science and Research, Coimbatore on 05.10.2024.
- ✚ Acted as a Resource person in Department of B.COM CA, KPR College of Arts Science and Research, Coimbatore on 22.10.2024.
- ✚ Serving as a Department Exam cell Coordinator in KPR College of Arts Science and Research during the year 2023 – till.
- ✚ Serving as a Department Placement Coordinator in KPR College of Arts Science and Research during the year 2024 – till.
- ✚ Serving as a Youth Red Cross coordinator in KPR College of Arts Science and Research during the year 2023-till.

RESEARCH PAPERS PUBLISHED

▪ FDP Attended	:33
▪ International Conference	:09
▪ International Journal	:08
▪ Patent Published	:03
▪ Book Chapter published	:08
▪ Books Authored	:03
▪ National Conference	:32
▪ Seminar Presented	:22
▪ Project guided	:140



PUBLICATION DETAILS INTERNATIONAL CONFERENCE

1. Submitted a Paper entitled “Comprehensive Differences in Managing Cross Cultural Diversity: Formulation of Strategies and Their Implications in Managing International Projects” at the International Conference on “Emerging Markets and Issues in Management” held at VIT Business School, VIT University Vellore on 2013
2. Presented a paper entitled “ Exogenous Shocks Covid19 Pandemic – Challenges & Opportunities of Start-Up Companies in Tamilnadu” in International Webinar on “Entrepreneurship & Start-ups – Challenges & Opportunities” organized by Internal Quality Assurance Cell, Entrepreneur Development Cell, Government of Karnataka Department of Colligate Education, Dr.S.Gopalaraju Government First Grade College, Anekal, Bangalore, Karnataka, India, on 8th July 2020.
3. Participated in International Webinar on “Indian Economy & Business – Post COVID Scenario” organized by Internal Quality Assurance Cell, Government of Karnataka Department of Colligate Education, Dr.S.Gopalaraju Government First Grade College, Anekal, Bangalore, Karnataka, India, From 6th to 9th June 2020
4. Participated and completed in International Quiz on “E-Learning” organized by Internal Quality Assurance Cell (IQAC), Bharat Institute of Engineering & Technology, Hyderabad, Telangana on June 20th, 2020
5. Participated in International Webinar on “E-Business: Branding, Monetizing and Security” organized by Indian Academy School of Management Studies, Bangalore, Karnataka, India, on June 20th, 2020.
6. Participated in International Webinar on “Entrepreneurship & Start-ups – Challenges & Opportunities” organized by Internal Quality Assurance Cell, Entrepreneur Development Cell, Government of Karnataka Department of Colligate Education, Dr.S.Gopalaraju Government First Grade College, Anekal, Bangalore, Karnataka, India, on 8th July 2020.
7. Participated in One Day International Seminar on "Entrepreneurial Prospects on Logistics and Supply Chain Management" held on 12th September, 2023 organized by School of Management, KPR College of Arts Science and Research, Arasur, Coimbatore
8. Published a Paper entitled “Time Series Forecasting of the Microsoft Corporation Stock Price” in the 3rd International Conference on Innovative Sustainable Computational Technologies (CISCT – 2023), Technically Sponsored By IEEE UP Section Conference Record No. 57197, held on 8th and 9th September 2023, organized by Department of Computer Science and Engineering & Department of Electrical Engineering, Graphic ERA (Deemed to be University), Dehradun in collaboration with All India Council for Technical Education (AICTE), Science and Engineering Research Board (SERB), Government of India.

9. Published a Paper entitled “Exploring Human Resource Management Intelligence Practices Using Machine Learning Models”, International Conference on Innovative Computing, Intelligent Communication and Smart Electrical Systems (ICSES – 979-8-3503 – 1920 – 0/23), organized by MIT – World Peace University.



INTERNATIONAL JOURNAL

1. **Rural Infrastructure**, Asian Journal of Research in Social Science & Humanities
2. **Organizational stress: A Study with Special Reference to Tirupur Knitwear City**, International journal of scientific research, vol 2, issue 6, June 2013, ISSN No 2277 – 8179.
3. **Impact of Job Stress and Job Burnout on Turnover Intentions Among IT Professionals in Coimbatore District**, The International Journal of Analytical and Experimental Modal Analysis, An UGC Care Approved group – II Journal, Volume XIII, Issue X, October 2021, ISSN NO:0886-9367
4. **Impact of Job Burnout and Job Stress on Turnover Intention of Employees Working in select IT Companies**, International Journal of Research and Analytical Reviews (IJRAR), An International Open Access, Peer-reviewed, Refereed Journal, Volume 9, Issue 1, January 2022, ISSN 2349-5138.
5. **A Novel Genetic Approach for Outliner Detection**, International Journal of Research Publication and Reviews, UGC Care Journal, ISSN 2582-7421, Vol 3, No:6, pp 1452-1456, June 2022.
6. **Influence of Job Stress and Job Burnout on Turnover Intentions Among IT Employees in Coimbatore**, Journal of Asiatic Society of Mumbai, ISSN: 0972-0766, Vol XCVI, No.14, 2023, PP: 34-44.
7. **The Gig fluence Effect: Exploring The Synergy Of Digital Transformation In The Gig Economy And Its Influence In Careers Of Z Generation People**, Journal of Emerging Technologies and Innovative Research, An International Open Access Peer Reviewed, Referred Journal, ISSN: 2349-5162, Volume 11 Issue 6, June-2024.
8. **Dynamics Of Material Flow In Indian Industries Insights For 2024 - An Eagle's Eye View**, International Journal of Creative Research Thoughts, An International Open Access Peer Reviewed, 7.97 Impact Factor by Google Scholar, ISSN: 2320-2882, Volume 12 Issue 6 June 2024, UGC Approved Journal No: 49023 (18)

BOOK CHAPTERS

1. Role of FDI in Indian Retail Sector: NCBF – 2012
2. Employee Stress in Tirupur Garment Industry, National Conference on Management in the Age of Innovation

3. Entrepreneurship & Small Business Units in Tirupur District, Emerging Trends in Global Business, September 2012
4. Exogenous Shocks Covid19 Pandemic – Challenges & Opportunities of Start-Up Companies in Tamilnadu, Conference Proceedings of the 5th International Conference on Entrepreneurship, Innovation And Startup-ICEIS'22, ISBN No: 978-81-951140-9, P.No 24, September 2022.
5. Publishes a paper in conference proceedings entitled on “Blockchain Powered Decentralized Autonomous Farms: Redefining Agriculture” in National Seminar on “Blockchain Technologies & Fintech: The Future of Web 3.0” organized by St.Ann’s College for Women (Autonomous), Hyderabad, India, on 06th October 2023.
6. Publishes a paper in conference proceedings entitled on “Crypto Currency – An Avenue to Indian Investors” in National Seminar on “Blockchain Technologies & Fintech: The Future of Web 3.0” organized by St.Ann’s College for Women (Autonomous), Hyderabad, India, on 06th October 2023.
7. Published a Paper entitled “Time Series Forecasting of the Microsoft Corporation Stock Price” in the 3rd International Conference on Innovative Sustainable Computational Technologies (CISCT – 2023), Technically Sponsored By IEEE UP Section Conference Record No. 57197, held on 8th and 9th September 2023, organized by Department of Computer Science and Engineering & Department of Electrical Engineering, Graphic ERA (Deemed to be University), Dehradun in collaboration with All India Council for Technical Education (AICTE), Science and Engineering Research Board (SERB), Government of India.
8. Published a Paper entitled “Exploring Human Resource Management Intelligence Practices Using Machine Learning Models”, International Conference on Innovative Computing, Intelligent Communication and Smart Electrical Systems (ICSES – 979-8-3503 – 1920 – 0/23), organized by MIT – World Peace University.

BOOKS AUTHORED

1. Authored the book on “Bitcoin And Cryptocurrency” by Taran Publications on Sep 2023, ISBN: 978-81-19295-60-9.
2. Authored the book on “Green Marketing” by Anali Pathippagam on March 2024, ISBN: 978-81-969117-7-5.
3. Authored the book on “Indian Economy” by Charulatha Publications on June 2024, ISBN: 978-93-6260-513-9.

NATIONAL CONFERENCE

1. Paper presented in “Venatio 08” All India Management Meet at PSNA College of Engineering & Technology on 2008
2. Presented a paper entitled “Rural Infrastructure” in UGC Sponsored National Seminar on “India’s Infrastructure: Challenges, Initiatives and Perspectives” by Avinashilingam University, Coimbatore on 2011
3. Presented a Paper in 4th National Conference on Management In the Age of Innovation entitled “Employee Stress in Tirupur Garment Industry” at Jamal Institute of Management, Jamal Mohammed College, Tiruchirappalli on 2011
4. Attended one day programme on “Financial Risk Management” organised by GIM, Coimbatore on 2012
5. Paper Presented in NAAC Sponsored National Level Seminar on “Total Quality Management in Higher Education Institutions – Challenges & Perspectives” in Rathinavel Subaramaniam College of Arts & Science, Sulur on 2012
6. Paper presented in “One day National Conference on Emerging Trends in Global Business” entitled “Entrepreneurship & Small Business Unit in Tirupur District” at RVS Institute of Management Science, Coimbatore On 2012
7. Paper presented in NAAC Sponsored National Seminar on “Academic Excellence Through Quality Sustance and Enhancement” entitled “Radical Quest for Academic Excellence in Higher Education” at Nallamuthu Gounder Mahalingam College, Pollachi on 2012
8. Presented a Paper in 5th National Conference on Business & Finance entitled “Role of FDI in Indian Retail Sector” in Jamal Institute of Management, Jamal Mohammed College, Tiruchirappalli on 2012
9. Participated in National Seminar on “Tamil Inayam Valarchium vaippum” by Department of Tamil, Park’s College, Tirupur on 2013
10. Presented a Paper in the National Level Conference on “Green Marketing: Challenges and Oppurtunities in Retail Industry” in Park’s College, Tirupur on 2013
11. Presented a Paper in the National Conference on “Management in New ERA – Issues & Challenges” entitled “Emotional Intelligence And Managing Inter Personal Relationship” at DR G.R.Damodaran College of Science, Coimbatore on 2013
12. Presented a Paper entitled “Integration of ICT in Higher Education: Benefits & Challenges” at the NAAC Sponsored National Conference on “Continuous Enhancement of Quality in Higher Educational Institutions ” held at Park’s College, Tirupur on 2013

13. Presented a Paper entitled “Internationalization of Higher Education for Multi Cultural Aspirant” at the NAAC Sponsored National Conference on “Continuous Enhancement of Quality in Higher Educational Institutions ” held at Park’s College, Tirupur on 2013
14. Presented a Paper entitled “National Agriculture Insurance Scheme” at the National Level Conference on “Crop Insurance In India – Need of the Hour” held at Park’s College, Tirupur on 2014
15. Presented a Paper entitled “Crop Insurance – Role of Institutional Stakeholders” at the National Level Conference on “Crop Insurance In India – Need of the Hour” held at Park’s College, Tirupur on 2014
16. Presented a Paper entitled “Crop Insurance Schemes in India – benefits Covered by Farmers” at the National Level Conference on “Crop Insurance In India – Need of the Hour” held at Park’s College, Tirupur on 2014
17. Participated in One day National Seminar on “Blockchain Technologies & Fintech: The Future of Web 3.0” organized by St. Ann’s College for Women (Autonomous), Hyderabad, India, on 06th October 2023.
18. Participated in National Level Webinar on “Application “Conquering the invisible Enemy: Strategies for Cooperatives in the Pandemic World” organized by Department of Cooperation Sri Ramakrishna Mission Vidhyalaya College of Arts & Science, Coimbatore, on May 22nd, 2020
19. Participated and completed the National Level E-Quiz on “Marketing - 2020” organized by PG & Research Department of Commerce, Chinkkanna Government College of Arts & Science, Coimbatore, on June 16th, 2020
20. Participated and completed the National Level E-Quiz on “Basics of Probability & Statistics” organized by Department of Science & Humanities, Vaagdevi Institute of Technology & Science, Peddasettipalli (v), Andhra Pradesh, on June 22nd, 2020
21. Participated in "Quiz on "How to be a Good Teacher" conducted by "Staff Development Cell of CIICP" Ayya Nadar Janaki Ammal Polytechnic College, Sivakasi, on June 2020.
22. Participated in Online National E-Quiz on "An Overview of GST Council In India" conducted by Department of Commerce, Bharathiar University Arts & Science College, Thondamuthur, Coimbatore, From 26th June 2020 to 30th June 2020.
23. Participated in Webinar on “Economic Burden of COVID-19 on Health Sector” organized by Department of Economics, Government Arts College, Udhamandalam, on June 24th, 2020
24. Participated in Online National Level Quiz on "Research Methodology" conducted by Department of Library, St. Ann’s College of Arts & Science, Tindivanam, Tamilnadu, From 27th June 2020 to 01st July 2020.

25. Participated in One day National Level Webinar on "COVID-19 Pandemic And The Stunned Indian External Sector: The Opportunities To Secure Competitiveness " conducted by Department of Economics, Bharathiar University Arts & Science College, Thondamuthur, Coimbatore, on 14th July 2020.
26. Participated in E-Quiz and Scored 100% marks on "Corporate Quiz 2020", conducted by Department of Commerce & Management, SNR Degree College, Anekal, Bangalore South, on 25th July 2020.
27. Participated in National Level Webinar on "Management Education & COVID-19 – An Analysis" conducted by Department of MBA, Swarna Bharathi Institute of Science & Technology, Khammam, Telangana State, on 25th July 2020
28. Participated in National Level Webinar on "Assertiveness: A Winning Style of Communication" organized by Postgraduate & Research Department of English, Government Arts College, Udthagamandalam, on July 31st 2020
29. Participated in NAAC Sponsored One Day Online Seminar on "Qualitative and Quantitative Metrics in RAAF of NAAC" organized by Rajalakshmi Engineering College, Thandalam, Chennai, on Sep 17th 2021
30. Participated in 5 Days National level seminar on "Hallway Biz'23" organized by Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai, from 20th January, 2023 to 25th January, 2023.
31. Participated in 5 Days National level webinar on "Revised NAAC Criteria" by St.Teresa's Degree Colomen College, Bangaluru, from 22nd Feb, 2023 to 28th Feb, 2023.
32. Participated in one day National Client Meet Programme on Chennai edition of No Paper Forms' Evolve Client connect program on 24th March 2023.

EVENTS ORGANIZED

1. Organized Retail Mela at PG & Research Department of management Science, Park's College, Tirupur on 2012
2. Organized Retail Mela 2K13 at PG & Research Department of management Science, Park's College, Tirupur on 2013
3. Organized Webinar on Research Methodology – Hypothesis & Parametric Tests, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 4th June 2021
4. Organized Webinar on Creating Change Through Self, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 11th June 2021
5. Organized Webinar on Retail Trends 2021, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 28th June 2021

6. Organized Association Inauguration ceremony Webinar on Illuminating Budding Minds, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 11th Oct 2021
7. Organized Webinar on Viral Marketing for The Real World, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 12th Oct 2021
8. Organized Webinar on Personal Attitude Vs Professional Attitude, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 12th Oct 2021
9. Organized Webinar on Career Opportunities, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 13th Oct 2021
10. Organized Fresher's Day ceremony at Park's College (Autonomous), Tirupur - 5 From 1st Nov to 3rd Nov 2021
11. Organized International Online Research Workshop on Data Analysis In Management & Social Sciences, Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur – 5 From 20th Dec 2021 – 21st Dec 2021 (Session 1 –Conceptual Approaches on Research Methodology on 20th Dec 2021 & Session 2 – Data Analysis Using IBM SPSS on 21st Dec 2021)
12. Organized Memorandum of Understanding (MoU) Ceremony - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur – 5 on 20th Jan 2022
13. Organized Memorandum of Understanding (MoU) Ceremony - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur – 5 on 24th Jan 2022
14. Organized State Level Colloquium on “Equipping Youth with Agripreneursip” Google Meet - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 25th Feb2022
15. Organized Inter Collegiate Cultural Meet “Dynamix’22 at Park's College (Autonomous), Tirupur – 5 from 28th Apr 2022 – 29th Apr 2022
16. Organized Seminar on “Workplace Netiquette” - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 06th June 2022
17. Organized Association Inauguration ceremony on “Professional Branding”, - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 30th Sep 2022
18. Organized Seminar on “Latest SEBI Regulations for the Companies and Guidelines for issue of Shares & Debentures” - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 14th Oct 2022
19. Organized Seminar on “Emotional Intelligence” - at Department of Business Administration (UG), Park's College (Autonomous), Tirupur - 5 on 20th Oct 2022

20. Organized One week Industrial visit and Hands on Training at Coimbatore Stock Exchange on “Online Trading and Debentures” - at Department of Business Administration (UG), Park’s College (Autonomous), Tirupur - 5 From 09th Nov 2022 to 15th Nov 2022
21. Organized Alumni Interaction Programme on “Dreamers and the Doers” - at Department of Business Administration (UG), Park’s College (Autonomous), Tirupur - 5 on 21th Nov 2022
22. Organized Alumni Interaction Programme on “Succeeding vs Winning” - at Department of Business Administration (UG), Park’s College (Autonomous), Tirupur - 5 on 06th Dec 2022
23. Organized Intra Collegiate Competitions - at Department of Business Administration (UG), Park’s College (Autonomous), Tirupur - 5 From 07th Dec 2022 to 09th Dec 2022
24. Organized a one day training on “Civil Service Examinations” in association with Sankar IAS Academy - at School of Management (UG), Park’s College (Autonomous), Tirupur - 5 on 17th Feb 2023
25. Organized an Extension Activity in association with Sai Kirupa Trust (School for Especially Abled Children) – Food Stalls at School of Management (UG), Park’s College, Tirupur – 5 on 07th March 2023.
26. Organized a One day Seminar on “Current scenario of Behavioral Changes in Organizations – Challenges & Opportunities” - at School of Management (UG), Park’s College (Autonomous), Tirupur - 5 on 08th March 2023
27. Organized an Intercollegiate Cultural competitions at Park’s College (Autonomous), Tirupur – 5 on 5th April 2023.
28. Organized an Expert Talk on DHTML Cascading Style Sheet in Department of BBA CA, School of Management, KPR College of Arts Science and Research, Coimbatore on 25.09.2023.
29. Organized an Guest Lecture Series- 1 on Principles of Management – Motivation Theories in Department of BBA Logistics, School of Management, KPR College of Arts Science and Research, Coimbatore on 16.10.2024.
30. Organized an Guest Lecture on Principles of Management – Leadership Styles & Techniques in Department of B.Com CA, School of Management, KPR College of Arts Science and Research, Coimbatore on 16.10.2024.
31. Organized an Guest Lecture Series- 2 on Principles of Management – Management Control Techniques in Department of BBA Logistics, School of Management, KPR College of Arts Science and Research, Coimbatore on 19.10.2024.
32. Organized an Guest Lecture on Research Methods For Management – Report Writing in Department of BBA CA, School of Management, KPR College of Arts Science and Research, Coimbatore on 25.09.2024.



FDP/WORKSHOP/TRAINING ATTENDED

1. Participated in One day workshop on “Application of Statistical Packages In Research” at Gobi Arts & Science College, Gobi on 2007
2. Participated in 3 days programme: “Paradigm Shift” at Breakthrough Bangalore on 2008 Participated in Faculty Development Programme on “Effective Teaching Techniques” at Park’s College, Tirupur on 2011
3. Participated in Workshop on “Basic Concepts of Research & Statistical Analysis Using SPSS” at Park’s College, Tirupur on 2012
4. Participated in the Faculty Development Programme on “Preparation of Conference Papers” organized by Park’s College, Tirupur on 2012
5. Participated in Faculty Development Programme at Park’s College, Tirupur on 2013
6. Participated in One Day Workshop of “Gaining Confidence to face the Competitive Tomorrow” organized by PG & Research Department of Management Science, Park’s College, Tirupur on 2013
7. Participated in Faculty Development Program on "Protecting Your Savings and Investments During Global Recession” conducted by Department of Commerce, KSR College of Arts & Science for Women, Tiruchengode, Namakkal, on 22nd July 2020
8. Participated in One Day Faculty Development Programme on “Understanding & Implementing Outcome Based Education” organized by Park’s College, Tirupur on 8th June 2021
9. Participated in Knowledge sharing session on “A Masterclass to Scale your Admissions with marketing Automation” organized by Park’s College (Autonomous), Tirupur, on July 01st 2021
10. Participated in Five-Days Faculty Development Programme (Virtual Mode) on “Psychology: The Path Ahead for the Teaching Ferternity” organized by Dr N.G.P. Institute of Technology, Coimbatore, From 16th August 2021to 20th August 2021.
11. Participated in Three-Days National Faculty Development Programme (Virtual Mode) on “Relevance of Outcome Based Education in Teaching, Learning and Evaluation for Social Sciences” organized by Indian Institute of Management and Commerce, Osmania University, From 27th October 2021to 29th October 2021.
12. Participated in One-Day Faculty Development Programme on “Understanding & Implementing Outcome Based Education” organized by Park’s College, Tirupur, on 8th January2022.
13. Participated in One-Day Faculty Development Programme on “Quality Research – An insight to Scimago” organized by Park’s College, Tirupur, on 16th Feb 2022.

14. Participated in One-Day Faculty Development Programme on “Quality Enhancement in Higher Education” organized by Park’s College, Tirupur, on 21st March 2022.
15. Participated in One-Day Faculty Development Programme on “Effective Teaching & Learning Practices” organized by Park’s College, Tirupur, on 28th September 2022.
16. Participated in One-Day Faculty Development Programme on “Impact of Institution’s Innovation Council in Higher Educational Institutions” organized by Park’s College, Tirupur, on 29th September 2022.
17. Participated in Eight-Days International Faculty Professional Development Programme (Virtual), organized by SRM Institute of Science & Technology, College of Science & Humanities, Ramapuram, From 10th October 2022 to 17th October 2022.
18. Participated in A Seven Day International Workshop on “Reinforcement of Quality Education” organized by, Internal Quality Assurance Cell (IQAC) of Vellalar College for Women(Autonomous), Erode From June 26th, 2020 to July 2nd, 2020.
19. Participated in One day National Level Virtual Faculty Development Program on "Creating Online Courses Through Open Educational Resources (OER)" conducted by Department of Applied Sciences & Humanities, Parul Polytechnic Institute, Parul University, Limda, on 11th July 2020.
20. Participated in One-Day Workshop on “Design Thinking & Entrepreneurship” organized by, Start Up TN Erode Regional Hub, Erode, on 28th September 2022.
21. Participated in One-Day Workshop on “IT enabled Online Learning & Certificates” organized by, E-Learning Cell, Park’s College, Tirupur on 29th September 2022.
22. Participated in Two-Days International Workshop on “The Textile Sector, Trade & Sustainability” organized by, Sardar Vallabhbai Patel International School of Textiles and Management, Coimbatore on 11th and 14th November 2022.
23. Participated in the International Virtual FDP on “Personality Grooming - Handling Stress and Emotional Intelligence” organized by IQAC & Department of Commerce with Information Technology of PPG College of Arts and Science, Coimbatore, Tamilnadu from 02/01/2023 to 06/01/2023.
24. Participated in One Day FDP on “Research & Publication Ethics in Academia” organized by, Research Cell & School of Management (PG), Park’s College (Autonomous), Tirupur-5 on 26th November 2022.
25. Participated in IP Awareness/Training program under “National Intellectual Property Awareness Mission” Jointly Organized by Intellectual Property Office and MoE's Innovation Cell, India on January 12,2023
26. Participated in One week FDP on “Advanced Research Methodology” organized by, ACT Academy Tamilnadu in association with Academic and Research Conglomerate, From 24th July 2023 to 30th July 2023.

27. Participated in Seven Days National Level online FDP on “Outcome Based Education & Essential AI Tools for Teachers” organized by, Internal Quality assurance Cell (IQAC) of Carmel College(Autonomous), Mala in association with The Kerala State Higher Education Council (KSHEC) From 10th August 2023 to 18th August 2023.
28. Participated in 30 Hours Train the Trainer Program on “Digital Productivity and AI Fluency” organized by, Naan Mudhalvan in partnership with Microsoft from 28th August 2023 to 01st September 2023.
29. Participated in Seven Days FDP on “Practical Aspects of ICT Tools & Online Teaching in current Scenario”, Research Foundation of India & RFI-CARE in Association with Pauri University, From 02nd October 2023 to 11th October 2023.
30. Participated in FDP on “Elevating the Research Competence: A Methodological Approach”, organized by Lincoln University College , Malaysia, on 06th October 2023.
31. Participated in Seven Days FDP on “Harmony in Education: Navigating the Current Generation Classroom” organized by, Department of English in association Synergy council of KPR College of Arts Science and Research, Arasur, Coimbatore, From 27th November 2023 to 04th December 2023.
32. Participated in Training Program on “Statistical Analysis with Excel” organized by, All India Shri Sivaji Memorial Society’s Institute of Information Technology, Pune, Research Foundation of India & RFI-CARE, From 09th December 2023 to 13th December 2023.
33. Participated in One Week National Workshop on “Advanced Techniques in Thesis Writing” organized by ACT Academy, Kerala, From 11th June 2024 to 17th June 2024.
34. Participated in One Week National Level FDP on “Technology Integration in Learning and Teaching”, organized by IQAC Cell of Seethalakshmi Ramaswami College (Autonomous), Tiruchy, From 19th August 2024 to 24th August 2024.
35. Participated in 6 Days National Level FDP on “Operational Logistics”, organized by Government of Tamilnadu Skill Development Corporation NAAN Mudhalvan Programme in Association with Bharathiyar University, Coimbatore, From 18th June 2024 to 23th June 2024.



TEACHING: SUBJECTS TAUGHT



1. Human Resources
2. Strategic management
3. Marketing management
4. Organizational behavior
5. Research Methods for Management
6. Business Correspondence
7. Financial Management
8. Brand management

9. Consumer behavior
10. Entrepreneurship Management
11. Principles of Management
12. Services Marketing
13. Hospitality & Tourism Management
14. Human Resource Development
15. Managing Interpersonal Effectiveness
16. Security Analysis & Portfolio Management
17. Customer Relationship Management
18. Labor Welfare & Industrial Relations
19. Digital Marketing
20. Sales & Distribution Management



ACADEMIC NETWORKS

	file:///C:/Users/S.MEKALA/OneDrive/Desktop/MEGU/_Dr.Mekala%20Sethuraman_%20-%20Google%20Scholar_.html
	https://orcid.org/0000-0001-8513-4312
	https://www.linkedin.com/in/dr-s-mekala-mba-m-phil-pgded-ph-d-b35b8957/
	https://vidwan.inflibnet.ac.in/profile/513444