

STAFF PROFILE

- 1) Name : Dr. B JAYANTHY
- 2) Designation : Assistant Professor and Head
- 3) Department : Commerce PA
- 4) Qualification : M.Com., M Phil., MBA., PGDCA., Ph.D.,
- 5) Experience : Teaching : 20 years 2 months Research : 14 years 2 months
- 6) Area of Specialization (s) : Finance
- 7) E-mail : jaya3425@gmail.com
- 8) Academic Qualifications : M.com., M Phil., MBA., PGDCA., Ph.D., SET cleared
- 9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
Typewriting – Junior grade	Typewriting – English- Commerce	Department of Technical Education Tamilnadu	1994
PGDCA	Computer Application	Bharathiar University	2007

10) Grants Received

Event Title	Agency	Amount	Date

11) Projects

Completed

Project Title	Agency	Amount	Duration

Ongoing

Project Title	Agency	Amount	Duration

12) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.		2
M. Phil.	8	

13) Research Publications

International

1. **B. Jayanthi, Dr Tamilchelvi N,** Genetic Algorithm Based Optimisation Of Select Technical Trading Rules: Evidence From Indian Stock Market, *International Journal of Engineering Research and Management (IJERM)*, ISSN : 2349-2058, Volume-01, Issue-06, (September 2014), Pg 33-39
2. **B. Jayanthi, Dr Tamilchelvi N,** Genetic Algorithms Based combined strategy optimization of select technical trading rules, *International Journal of Innovative research in technology, IJIRT*, ISSN : 2349-6002, Volume-01, Issue-11, (2014), Pg 137-145
3. **Dr.B. Jayanthi** A Study on Profitability of select technical trading rules in Bombay Stock Exchange, *A Journal of Intercontinental Management Research Consortium*, (2015), Volume – 3
4. **Dr.B. Jayanthi** Profitability of technical trading rules in Indian Stock Market, *A Journal of Intercontinental Management Research Consortium*, (2016), Volume – 4
5. **Dr.B. Jayanthi** Security measures in Bombay Stock Exchange and National Stock Exchange, *A Journal of Intercontinental Management Research Consortium*, (2017), Volume – 5
6. **Dr.B. Jayanthi,** Brand image of ADIDAS Products wispecial reference to Coimbatore City, *EPRA International Journal of Economic and Business Review*, (March 2019), Volume – 7, Issue 3.
7. **Dr.B. Jayanthi,** on Application of Select Technical Indicator in National Stock Exchange, *A Journal of Intercontinental Management Research Consortium*, (2019), Volume – 7.

8. **Dr.B. Jayanthi, Nandhini**, A Study on Customers Attitude and awareness towards Branded mobile phones (with special reference to Coimbatore City) (2019), *A Journal of Intercontinental Management Research Consortium* Volume -7.
9. **Dr.B. Jayanthi, L. Lovely Lourds Preethi**, The Impact of Human Resource Management practices and training in Manufacturing sector, *A Journal of Intercontinental Management Research Consortium*, (2020), Volume – 8.
10. **Dr.B. Jayanthi, Nandhini**, Brand preference towards Mobile phones,(with Special reference to Coimbatore City), *A Journal of Intercontinental Management Research Consortium*, (2020), Volume – 8.

14) Other Publications

Proceedings

1. **Dr.B. Jayanthi, L. Lovely Lourds Preethi**, The Impact of Human Resource Management practices on employee productivity in Ave Maria Spinning mill pvt ltd., Coimbatore District, *Nirmala Annual Research Congress*, (2019), ISBN: 978-93-5391-196-6

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status

17) Presentations in Conference

International –

1. International Conference on “Intelligent Information systems and Management”, *Title: Effectiveness of ERP implementation in Accounting Practices at Amazing Export Corporation – Tirupur*, RVS College of Engineering and Technology, Coimbatore, 14-16, July 2011
2. International Conference on “Impact of Global Crisis in Indian Business”, *Title: A Comparative study on Stock price Movement between BSE and NSE*, Annai Mathammal Sheela Engineering College, Namakkal, 14.09. 2012
3. International Seminar on “Emerging trends in Global and Indian Financial Markets”, *Title: Profitability of Select trading rules in Bombay Stock Exchange*, Hindusthan College of Arts and Science, Coimbatore, 06.02. 2015

4. International Conference on “Business Management, Economics and Technology in the Digital Era”, *Title: The Impact of select social Networking websites to facilitate the effectiveness of viral marketing (with special reference to Coimbatore City)* LEAD College of Management Dhoni, Palakkad, Kerala, 20.12.2019 & 21.12.2019
5. International Conference on “Challenges and opportunities for the sustainable growth of business in India” *Title: The Impact of Human Resource Management practices and training in Manufacturing sector*, Nirmala College for Women, Coimbatore, 07.01.2020
6. International Conference on “Challenges and opportunities for the sustainable growth of business in India” *Title: Brand preference towards Mobile phones,(with Special reference to Coimbatore City),*, Nirmala College for Women, Coimbatore, 07.01.2020

National

1. National level Conference on “Advanced Management concepts” *Title: Working Capital Management in Salem Steel plant*, RVS Faculty of Management, Coimbatore, 16.12.2011
2. National Conference on “Recent Advances in Computer vision and Information Technology” *Title: Brain Mobile phones Interface using a wireless EEG Head set in Neurophone* , Government College of Technology, Coimbatore, 12.03.2012
3. National level Conference on “Sustainable Business Strategy – Shaping the future of India” *Title: Online Marketing in Coimbatore city*, Department of Commerce with Computer Application, Kongunadu Arts and Science College, Coimbatore, 04.02.2015
4. National level Conference on “Emerging Dimensions in the Indian Business Scenario” *Title: A Study on Profitability of select technical trading rules in Bombay Stock Exchange*, Nirmala College for Women, Coimbatore, 15.09.2015
5. National Conference on “India towards 2020” *Title: Optimization of Trading rule; Evidence from Indian Stock Markets* , SNR Sons College, Coimbatore, 21.02.2017.
6. National level Conference on “Emerging trends – shaping the future of Indian Business” *Title: Application of Select Technical Indicator in National Stock Exchange*, Nirmala College for Women, Coimbatore, 26.09.2019

7. National level Conference on “Emerging trends – shaping the future of Indian Business”
Title: A Study on Customers Attitude and awareness towards Branded mobile phones (with special reference to Coimbatore City), Nirmala College for Women, Coimbatore, 26.09.2019

18) Participation in Conference

19) Participation in Seminar

1. National Symposium on “*Business intelligence -04*”, Department of Business Management, *Sri Ramakrishna College of Arts and Science*, Coimbatore, 12.01.2004
2. UGC Sponsored National Seminar on “*Business Ethics*”, Department of Commerce, *Nirmala College for Women*, Coimbatore, 30.07.2008 & 31.07.2008
3. National Seminar on “*Emerging trends in Capital Market*”, Department of Management Studies, *Sri Ramakrishna Engineering College*, Coimbatore, 20.04.2012
4. NAAC sponsored National Seminar on “*Quality Sustenance and Enhancement: Prospects for attaining Global Standards*”, *Nirmala College for Women*, Coimbatore, 09.01.2020 & 10.01.2020
5. ICSSR sponsored One day National level Symposium on “*Exploration of Research innovations: its trends and challenges*”, *Nirmala College for Women*, Coimbatore, 11.01.2020

20) Participation in Workshop

1. NME-ICT, National Mission on Education through ICT (MHRD), “*How to use A-VIEW*”, *Kathir College of Engineering*, Coimbatore, 23.03.2013.
2. One day National level workshop on “*ET market and E-Filing*”, *Nirmala College for Women*, Coimbatore, 29.01.2016,

3. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 24.03.2018.*
4. Outcome Based Education (Programme Outcomes, Mapping, Question Paper Setting, Course Attainment), *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 22.06.2018 & 23.06.2018.*
5. Outcome Based Education, *UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 13.10.2018.*
6. Intellectual Property Rights, Patent and Copyrights, *UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 02.02.2019.*
7. Revised Guidelines for the Accreditation Process of NAAC, *Funded under the UGC PARAMARSH Scheme, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 22.02.2020.*
8. Revised Guidelines for the Accreditation Process of NAAC, *Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 07.03.2020.*
9. Innovative Eco-Systems, Incubation Centres and Start-Ups for Higher Education Institutions, *Under UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 19.03.2020.*

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

1. Online Course on Women's Rights, *Department of Commerce, Thavathiru Santhalinga Adigalar Arts and Science Tamil College, Perur, Coimbatore, 26.05.2020 to 11.06.2020 (15 Days).*

22) Participation in Faculty Development Programme

1. Intel teach to the future with support from Microsoft, on "*Beginner's course of the Intel Teach to the Future Program*", 29.04.2002 to 15.05.2002.
2. Faculty Development Program on "Enhancing Research skills in Finance" *Department of Management Studies, Indian Institute of Technology Madras, Chennai, 7th to 9th January 2013*

3. Faculty Development Program on “Excellence in Research and Publication” *Department of Management Studies Kathir College of Engineering, Coimbatore, 23.03.2013*
4. Faculty Development Program on “Portfolio Construction and Risk Management using Financial Derivatives” *Indo Asian Journal of Management and Entrepreneurship, Coimbatore, 30.08.2013*
5. Faculty Development Program on “Environment audit of Infrastructure, Extension Activity and Institutional Social Responsibility” *IQAC, Nirmala College for Women, Coimbatore, 30.10.2015*
6. Faculty Development Program on “Innovative Teaching Strategies” *Curriculum Development Cell, Nirmala College for Women, Coimbatore, 30.10.2019.*

23) Conference/ Seminar/ Workshop Organized

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop

25) Member in Board of Study

26) Editorial/ Review Board Member

1. Editorial Board Member for the "Journal of Intercontinental Management Research Consortium".

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration

28) Awards and achievements

NEHRU BEST FACULTY AWARD exclusively for *Commerce and Business Administration* in the year 2017, (17.07.2017)