

STAFF PROFILE

- 1) Name : Dr.Lydia.H.Swamy
- 2) Designation : Assistant Professor
- 3) Department : Business Administration
- 4) Qualification : B Sc, MBA, PhD.
- 5) Experience : Teaching: 23 years Research: 2 years
- 6) Area of Specialization (s) : Human Resource Management
- 7) E-mail : lydianikki1012@gmail.com
- 8) Academic Qualifications:

Exam Passed	Board/ University	Subjects
High School	State	-
Higher Secondary or Pre-degree	Pre-University	Physics/ Chemistry/ Maths/ Biology
Bachelor's Degree	Bharathiar University	Bio-Chemistry
Master's Degree	Bharathiar University	MBA
Research Degree	Bharathiar University	PhD

9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
PGDBM.	Human Resource Management	Mount Carmel Institute of Management Bangalore	2004-2006

10) Grants Received

Event Title	Agency	Amount	Date
Seed Money	Nirmala College for Women	10,000	27.10.2021

11) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	2	
M. Phil.	1	

12) Research Publications

International

Sl. no.	Topic	Institute/Year	Details
1	Learning Organisations – An Overview – International Level	RVS College of Engineering & Technology July-2012	ISBN-978-93-80716-96-1
2	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	Asia Pacific University- Malaysia	ISSN:2278-3075.Vol-8 ,Issue 10S ,August 2019

National

Sl. no.	Topic	Institute/Year	Details
1	A Study on behavioral mapping of individual investors	RVS Institute of Management Studies & RVS	ISBN-978-93-81537-00-8

		College of Engineering & Technology. Sep-2011	
2	Performance Appraisal of Banking Employees Practice and Effectiveness – National Level	Loyola College, Chennai. Feb-2012	ISSN 22491260-printed 22591819-online
4	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	Nirmala College for Women. Sep-2015	ISSN-2347-1654 Impact factor 0.720&0.882
5	Challenges in Services Marketing	PKR Arts College for Women Aug-2016	IOSR Journal p-ISSN:2319-7668
6	Organisation Citizenship Behaviour	Nirmala College for Women	ISSN:2347-1654 / 2347-1662 / 2347-1670 Impact Factor: 1.552/1.615/1.590
8.	Talent Management –The Need of the hour, Corporate sector BPO	AUT AUT Research Journal	ISSN No:0005-0601.Impact Factor-5.1
9.	Application of Modern Management thoughts-Digital Marketing	AUT AUT Research Journal	ISSN No:0005-0601.Impact Factor-5.1

17) Presentations in Conference

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1	Retail Evolution	National	22.08.2007	PSGR Krishnammal College for Women
2	Performance	National	30.10.2009	Department of

	Management			Management Studies and Research Karpagam University
3	Stay Interview	National	19.02.10	RVS Institute of management studies
4	A Study on behavioral mapping of Individual Investors	National	10-09-11	RVS College of Engineering and Technology
5	Performance Management	National	15.02.12	Kongu Nadu arts and science College
6	Performance appraisal of banking employees practice and effectiveness	National	16.02.12	Loyola College Chennai
7	Training and development of banking sector employee	National	17.03.12	SNR Institute of Management studies
8	Learning organization –An Overview	International	14.07.12	RVS College of Engineering and Technology
9	Training and Development of Employees	National	14.09.12	Sri Krishna Arts and Science College
10	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	International	19.10.18	Asia Pacific University- Malaysia

18) Participation in Conference

19) Participation in Seminar

20) Participation in Workshop

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses-
NPTEL Online Certification-Managerial Skills for Interpersonal Dynamics.

(Jan- Apr 2020-12 week course)

22) Participation in Faculty Development Programme

Sl. no	Topic	Institute	Month/Year
1)	Intel –teach to the Future beginners course	Microsoft	Oct-2002
2)	State Level Workshop on Goals & Roles	P.S.G.R Krishnammal College for Women	Sep-2007
3)	Developing consulting skills of Business School Faculty	RVS Institute of Management Studies and Research	Dec-2007
4)	Managing Education for Business and Commerce in a Globalised world – International Conference	GRG School of Management Studies	Dec-2009
5)	Motivation towards research – FDP	RVS Institute of Management Studies and Research	Mar-2010
6)	Cultivating character	Character builders India	Feb -2010

7)	Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility	IQAC-Nirmala College	Oct-2015
8)	Outcome Based Education	IQAC-Nirmala College	June-2018
9)	Youth and Nation Building	Annai Women's College	May 2020
10)	Practicality and Realism in HR-Post Covid Challenges for Employees & Employees	KPR College of Arts and Science	May 2020
11)	Post Covid-10 Rejuvenation	Nirmala College For Women	May 2020
12)	Effective Use of Digital Technology to enhance Teaching- Learning	Avinashilingam School of Engineering and Shiksha Sanskriti Utthan Niyas	May 2020
13)	ICT Tools for Effective teaching	Nirmala College for Women	June 2020
14)	Re-imaging Women Leaders-Global Perspective	PSGR Krishnammal College for Women	March 2021
15)	Preparing e-content	Nirmala College for Women	June 2021

23) Conference/ Seminar/ Workshop Organized

- SEON' 08, SEON'11 , SEON' 13,SEON'16 and SEON'19 Marketing Mela organized to make students know more about practicalities of marketing, planning, organizing, costing and event management skills.
- Was part of the organizing team of "Re- Engineering" Calibers' and PLEXUS- Intercollegiate Seminars and Competitions for 7 years.
- Was instrumental in organizing "Brand India"-A seminar and Paper Presentation. The best papers were published as a book with ISBN number.
- Arranging for Industrial Visits to Britannia Industries-Bangalore and Perundurai, Ford ltd, Indo Shell Moulds Pvt.ltd., LGB Pasur, HMT Limited ,Jesmajo ,Pepsico India Holdings, Shanti Gears and Pricol ltd.
- Organised two outbound training programmes to Kotagiri, in association with Outreach Foundation.
- Part of the team organizing Tally classes for the BBA students.

- Arranging for Seminars, workshops, conferences and guest lecturers for the department on various topics both National and Regional Level.

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

- Resource Person for Seminar organized by Sri Ramakrishna College of Nursing and Paramedical Sciences-2006
- Chief Guest for Inauguration of Women’s development cell at PSG Institute of Technology-2014
- Resource Person for Webinar on “Stress and Time Management”-EASA college of Technology and Management- 10th June 2020
- Resource Person for Webinar on “Stress Management”- Sri Ramakrishna College of Arts and Science – July 14th 2020

25) Member in Board of Study

- PSG College Of Arts and Science-BBA Board- 2015-2017
- Bharathiar University and affiliated colleges –BBA Board –Jan 2020 –Dec 2022

26) Editorial/ Review Board Member

- Member of the Editorial Board College Magazine-2004-2009
- Chief Editor of the College Magazine- 2010-2011

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration

28) Awards and Achievements

29) Any Other

- Member of the inspection commission to Kumaraguru College of Liberal arts and Science for starting a new college -2018

- Member of the inspection commission to Krishna Adithya College of Arts and Science- 2019
- Member of the inspection commission to GR Damodharan College of Science- 2020
- Member of the inspection commission to Sri Ramakrishna College Women's College- 2021