

## 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                      Research : 14 years
- 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 (2012)**

**Done MCom in Queen Mary's College for Women Chennai**

**9) Mobile Number : 9047337491**

10) Completed Ph D in the year 2016 in Finance on the Title OPTIMIZATION OF SELECT TECHNICAL TRADING RULES IN INDIAN STOCK MARKET

11) Research Guidance

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

12) Research Publications

### **International - 10**

1. **B. Jayanthi, DrTamilchelvi 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, DrTamilchelvi 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**, onApplication 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 onCustomers 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 LourdsPreethi**,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.

13) Other Publications

**Proceedings 1**

1. **Dr.B. Jayanthi, L. Lovely LourdsPreethi**, 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

14) Presentations in Conference

#### **International– 6**

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*, AnnaiMathammalSheela 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 - 7**

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

#### 15) Participation in Seminar - 5

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*

#### 16) Participation in Workshop -8

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.*

17) Participation in Orientation Programme/ Induction Programme/ Short term Courses - 1

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

18) Participation in Faculty Development Programme - 6

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, 7<sup>th</sup> to 9<sup>th</sup> 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.*

19) Conference/ Seminar/ Workshop Organized 6

20) Editorial/ Review Board Member

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

21) Awards and achievements

1) **NEHRU BEST FACULTY AWARD** exclusively for *Commerce and Business Administration* in the year 2017 by Nehru group of institutions.(17.07.2017)

2) **AWARD FOR TEACHING EXCELLENCE** by Angammal educational trust, Vivekanandha College of Arts and Sciences for women, Thiruchengodu in the year 2021 (05.03.2021)

Meeting interface showing participants: S Kavitha, S.A.J.Sherwin Raj, Parithi Nadarajan, Jebakkan Nithyapriya, KARPAGA VINAYAGA, JAYANTHY B, Reshma David, rekha prem. Includes meeting controls and a chat window from Selvi S.

Meeting details ^

Meeting controls: Mute, Video, Screen Share

Taskbar: IMG\_20210522\_07...jpg, Dr B Jayanthi PR...docx, Dr NGP 1.pptx

System tray: 11:03 AM

Windows watermark: Activate Windows. Go to PC settings to activate Windows. Show all X