

CURRICULUM VITAE

Dr. S. CLEMENCE JENIFER

MBA, P.Phil, Ph.D (in Management), NET, SET

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Career Objective:

Aim to be associated with progressive and growth oriented organization that gives scope to apply my talent and skills with hard work and determination, and to be part of the team that dynamically works towards the growth of the organization.

Area of Expertise:

Employer Branding, Brand management, Human resource and marketing.

Work experience:

1. ST JOSEPHS COLLEGE (Autonomous), Tiruchirappalli
From June 2014 — Present, Assistant Professor
2. Loyola College (Autonomous), Chennai.
From June 2013 – June 2014, Assistant Professor

Educational Qualification:

- *Ph.D* in management from Bharathidasan University, Trichy.
- M.Phil with 83.66% at Jamal institute of management studies, Jamal Mohamed College, Trichy.
- M.B.A with 90.7% at Heber Institute of Management Studies, Bishop Heber College, Trichy.

Research Publications: *(in the past three years)*

International

Measurement Model of Employer Brand Personality, 2016, Journal of Contemporary Management Research has got 25 citations till now.

(My Ph.D is based on the development of Employer brand personality)

Title / Journal Name/ Other Details
A Quest for Quality & Reorientation of Higher Education at the intersection of politics – Measuring Perception of Stakeholders Concerning the Blazing Policies of Higher Education AIP conference proceedings (Scopus Indexed) Year : 2022
A conceptual study on the strengths and weaknesses of virtual learning among college students Utkal historical research journal Volume No.35 : PP. : 0 ISSNNO. : 0976-2132 Year : 2021
Segmenting employees of IT industry based on employer brand using perceptual mapping The International Journal of Analytical and Experimental Modal Analysis Volume No. : XI PP. : 0 ISSNNO. : 0886 - 9367 Year : 2019
A Study on Employer brand personality & Positioning of leading Indian companies in BPO/KPO and ITES sectors A Journal of composition theory Volume No. : XII PP. : 0 ISSNNO. : 0731-6755 Impact Factor : 5.7 Year : 2019
Employer Brand - Positioning of paramount companies in the information technology sector Journal of emerging technologies and innovative research Volume No. : 6 PP. : 0 ISSNNO. : 2349-5162 Impact Factor : 5.87 Year : 2019
Clustering automobile companies using employer brand attributes Journal of engineering sciences Volume No. : 10 PP. : 505-517 ISSNNO. : 0377-9254 Year : 2019
Branding in the milleneum - Employer brand Vs Corporate brand Think India (Quarterly Journal) Volume No. : 22 PP. : 942-949 ISSNNO. : 0971-1260 Year : 2019
The Strategic Urge - Employer brand positioning of Banking and Financial services Industry Think India (Quarterly Journal) Volume No. : 22 PP. : 928-941 ISSNNO. : 0971-1260 Year : 2019
Mapping of companies in the telecom sector using employer brand A Journal of composition theory Volume No. : XII PP. : 0 ISSNNO. : 0731-6755 Impact Factor : 5.7 Year : 2019
Segmenting employees of BPO industry based on employer brand using multidimensional scaling International journal of scientific research in computer science applications and management studies Volume No. : 7 PP. : 0 ISSNNO. : 0 Year : 2018

Seminars (S) / Conferences (C) / Workshops (WS) Attended In The Past Two Years)

Title	Type	Organization Name	Place	Days	From Date	To Date
Second national conference on business management analytics	C	National institute of technology	Tiruchirapalli	2	2022-01-28	2022-01-29
Architecting Indian management scholarship in the era of disruption	I	<i>Indian Institute of Management, Tiruchirapalli</i>	<i>Tiruchirappalli</i>	3	2020-01-02	2020-01-04
National Level Workshop on Business Analytics and Visualization in R Language	W	Department of Commerce Shift - II, St.Joseph`s College(Autonomous)	Tiruchirappalli	1	2020-02-10	2020-02-10
National Conference on Advancement in Business in the Digital Era 2019	C	PG Department of Commerce - Self - Finance, Jamal Mohammed College (autonomous)	Tiruchirappalli	1	2019-09-25	2019-09-25
Entrepreneurship Awareness Programme - 2020	S	Department of science and technology, NewDelhi	St. Joseph`s College, Trichy	1	2020-02-10	2020-02-10
National Conference on India in 2020 : A Prospective vision for a Progressive future	C	St. Joseph`s College (autonomous)	Trichy	1	2020-01-24	2020-01-24
Awakening Business Trends	S	Saveetha Engineering College	Chennai	5	2020-05-11	2020-05-15
Introduction to animation, creation of animated objects, creation of interactive animation and evaluation	W	Universal Teachers Academy	Pondicherry	5	2020-05-14	2020-05-18
Research Methoology	S	SVD Govt College & Khandesh Chapter of english teacher`s association of India	Nidadocode, AndraPradesh	1	2020-05-21	2020-05-21
Branding and Image Building	S	Colombo Plan Staff College	-	1	2020-05-26	2020-05-26
ICT based teaching learning tools	W	Odd Partikle & Incure Hub, Ministry of MSME, Govt of India	-	1	2020-05-31	2020-05-31
E-resources for research in Management	S	Dr NSAM First Grade College	Bangalore	1	2020-06-03	2020-06-03
Digital Transfirmation for a social cause	S	International school of Management	Patna	1	2020-06-05	2020-06-05
Quantitative techniques in economics science	S	Vels Institute of science, technology and advanced studies	Chennai	1	2020-06-07	2020-06-07
The universe begin in mind - Neuro linguistic programming	W	Annai Women`s College	Karur	1	2020-05-28	2020-05-28
Core domain ares, Higher education opportunities abroad and	S	Jeppiaar Institute of technology	Sripeumbudur	1	2020-06-03	2020-06-03

International Professional life						
FDP on The Art of story telling in academic writing	W	Cauvery College for Women	Tiruchirapalli	1	2020-05-09	2020-05-09
FDP on Virtual teaching learning - Moodle the efficient way	I	Dr MGR Educational and research Institute	Chennai	2	2020-05-29	2020-05-30
FDP on Artificial Intelligence	S	Sridevi Women`s College, & National Youth council of India	NewDelhi	5	2020-05-22	2020-05-26
FDP on Web Application Security	S	Jeppiaar Institute of technology	Chennai	2	2020-05-27	2020-05-28
Python & Latex through MOOCs	W	Vellalar College for Women & Spoken TUTORIAL, IIT Bombay	Erode	7	2020-04-23	2020-04-29
FDP on Challenges in higher education during post COVID 19	W	Kovai kalaimagal college of arts and science	Coimbatore	6	2020-05-18	2020-05-23
FDP on Creating tech-saavy teachers for future classrooms - Training	S	Edfly Learn	-	1	2020-06-11	2020-06-11
FDP on Designing and development of MOOCs	S	Dyal Singh College	Karnal, Haryana	1	2020-06-14	2020-06-14
FDP on Creating tech-saavy teachers for future classrooms	W	St. Teresa`s Institute of Education	Mumbai	5	2020-06-06	2020-06-10
Hands on FDP : Datascience using Python	W	Jeppiaar Institute of technology	Chennai	5	2020-05-18	2020-05-22
Online Faculty Development Programme	W	MAR Gregorius college of arts of science	Chennai	2	2020-07-02	2020-07-03
FDP on Faculty to Administrator	S	Cauvery College for Women	Tiruchirapalli	1	2020-05-08	2020-05-08
FDP on Inclusive procedures and processes in assessment and accreditation by NAAC	W	St. Joseph`s College (autonomous)	Tiruchirapalli	5	2020-06-30	2020-07-04

****A total of 5 paper presentations have been done at IIM-K, IIM-B, IIM-I, IIM-T in the past 5 years***

Research Projects Undertaken:

1. Quest for quality & re-orientation of higher education at the intersection of politics - Measuring perception of stakeholders concerning the blazing policies of higher education

Role: Principal Investigator Year 2021, Amount 24000, Agency: St .Josephs College, Trichy

2. The end of education inequity - Building engagement of students at the bottom of the pyramid

Role: Principal Investigator Year 2017, Amount 200000, Agency: UGC

3. Transforming lives through rejuvenating minds by studying the impact of Covid - 19 on mental health - A move for psychological well-being

Role: Principal Investigator Year 2023, Amount 40000, Agency: St .Josephs College, Trichy

****Have applied for research projects for National commission for women, ICSSR, Azim Premji University.***

Programs & Events organized: *(In the past 3 years)*

1. *Convener for the Internaional Conference - 2021*
2. *Program Co – Ordinator for Leadership Training Series*
3. *Organizing Secretary for Entrepreneurial Summit 2022*
4. *Organizing Secretary for Buiz – Opera 2023 (An Inter-Collegiate management meet)*
5. *Organizing Secretary for Entrepreneurial Summit 2023*
6. *Convener for the National Seminar - 2023*

Membership In Professional Bodies:

1. Board of studies Member

For Bishop Heber College (Autonomous), Trichy

Membership In Committees:

1. Member of IQAC Core committee

St.Joseph's College, Trichy for 2 years from 2020 – 2022

2. Girl students welfare committee

St.Joseph's College, Trichy for 2 years from 2022 – 2024

Honours and Awards:

1. Best Paper Award - 2022

NIT - Tiruchirapalli

2. Women of Excellence - 2021

Dindigul HR Foundation

3. College Management Award - Best Researcher - Shift II - 2020

St. Joseph`s College (autonomous), Trichy

4. College Management Award - Best Teacher - Shift II - 2018

St. Joseph`s College (autonomous), Trichy

5. Best Paper Award - 2018

Jamal Institute of Management, Jamal Mohammed College (autonomous), Trichy

DECLARATION:

I hereby declare that all the particular given by one time to the best of my knowledge.

Place: Tiruchirappalli 620001

yours faithfully,

Date: 02.06.2024



(S.CLEMENCE JENIFER)