

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

1	<b>Name</b>	Dr. K RAO PRASHANTH JYOTY
2	<b>Designation</b>	Assistant Professor
3	<b>Department</b>	BBA
4	<b>Employee Id</b>	ECO5004
5	<b>Date of Birth</b>	17 April 1981
6	<b>Gender</b>	Male
7	<b>Date of Appointment in this institution</b>	26.07.2010
8	<b>Experience in this institution</b>	12 years
9	<b>Official Mail Id</b>	<a href="mailto:raoprashanth@dgvaishnavcollege.edu.in">raoprashanth@dgvaishnavcollege.edu.in</a>
10	<b>Blood Group</b>	O +

11 EDUCATION DETAILS (from highest qualification):					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	Diploma in Computer Application	Indian Institute of Computer Education		24 July 2002	Excellent
2	PG Diploma PPT Plastic Processing Technology	CIPET Central Institute of Plastic Engineering & Technology	CIPET Central Institute of Plastic Engineering & Technology	30 January 2004	
3	MBA	Sikkim Manipal Univeristy	Sikkim Manipal Univeristy	30 October 2006	First Class
4	M.Phil.	Periyar University	Periyar University	June 2008	First Class
5	M.Sc Psychology	Madras University	Madras University	June 2013	Second Class
6	M.A. Sociology	TNOU	TNOU	July 2014	First Class
7	M.Com	Periyar University	Periyar University	May 2018	Second Class
8	Ph.D	DG Vaishnav College	Madras University	19 November 2019	

12 Details of ORIENTATION/REFRESHER COURSES attended:				
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)

S.No	Type (Regional/National/International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date

14 Details of Papers published in CONFERENCES/attended Conferences:					
S.No	Type (Regional/National/International)	Name of the Conference	Name of the paper presented/Attended	Organized by	Date
1	National	National Conference on Impact of economic meltdown on world economies	Impact of global financial crisis on FDI	Ramakrishna mission vivekanandha college, Chennai	28 <sup>th</sup> Sep 2011
2	International	International conference on Challenges and issues of emerging economics in the economic order for developing the world economy	The reach and impact of micro finance on developing economics		7 <sup>th</sup> Sep 2012
3	State	State level conference on nurturing economic development through corporate social responsibility(CSR)	CSR – A tool to Create positive brand image	Sri krishnaswamy college for women Chennai	24 <sup>th</sup> Feb 2012
4	National	Psycho-social factors in child sex abuse	Prevention of child sex abuse and the role of parents in this regard	Sri Kanyakaparameshwari college for women Chennai	29 <sup>th</sup> Feb 2012
5	National	Quality of higher education and economic development (HEED)	Role of educational institutions in improving higher education	DG Vaishnav college	12 <sup>th</sup> &13 <sup>th</sup> April 2013
6	International	International conference on management practices beyond the horizon	Skill in entrepreneurship model of human resources	DG Vaishnav college	7 <sup>th</sup> March 2015
7	National	Issues and challenges of e-governance in the corporate sector	Best paper award	GSS Jain college for women	11 <sup>th</sup> Dec 2015
8	International	Sustainability and transformation of small business	'Role of Small Scale Business in	G.S.S. Jain College for Women, Vepery,	11 <sup>th</sup>

		in inclusive growth	Developing the Economy of India' - <i>Little Drops Make a Mighty Ocean</i> [Second best paper award]	Chennai	Oct 2017
9	International	Implementation strategies for sustainable innovation			25 <sup>th</sup> Oct 2017
10	International	Emerging dynamics of commerce in global scenario	A study for employee empowerment economically	Sri kanyakaparameshwari arts and science college, Chennai	23 <sup>rd</sup> Aug 2018
11	International	Indian and global economy issues and challenges	Be an employer than being an employee	DG Vaishnav college, Chennai	Oct 2018
12	International	Indian education system in 2020	A study on impact of stress on commitment of employees in ITES sectors with special reference to service sectors in DLF Porur Chennai	Thiruthangal Nadar college	16 <sup>th</sup> Feb 2019
13	National	New dimensions and dynamics in Indian Business. (NLNDDIB)	A study on reliability of digitization with special reference to unaccounted money	Bharath Institute of Higher Education and Research	14 <sup>th</sup> Feb 2020
14	International	International Conference on Paradigm Shift – A Global Reality	A Study to Analyse CSR among Traditional Sectors with ITES Sectors	Mahalakshmi Women's College of Arts and Science	14 <sup>th</sup> & 15 <sup>th</sup> May 2021
15	International	International Conference on the global outlook during Covid-19 Pandemic a Changed World	Human Resource Management Facing Covid-19 Pandemic Global Impact	GSS Jain College	28 <sup>th</sup> August 2021
16	International	Entrepreneurship innovation and start up – ICEIS'22	A study on the influence of uncivilised behaviour at workplace and its impact on the performance of professionals towards discharging their services – with special reference to Chennai city	Periyar university MBA salem	6 <sup>th</sup> & 7 <sup>th</sup> Sep 2022
17	International	Entrepreneurship innovation and start up – ICEIS'22	A study to analyse the opportunities of transforming a	Periyar university MBA Salem	6 <sup>th</sup> & 7 <sup>th</sup>

			student to an entrepreneur by universities and colleges- with special reference to IIC		Sep 2022
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15 Details of visit as a RESOURCE PERSON:					
S.No	Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination)		Title	Institution Name	Date
1	Guest Lecture		'Interaction Analysis in Communication'	Anna Adarsh College, Anna Nagar, Chennai – 2011	2011
2	Presiding Officer Chennai Corporation Local body Elections		State Election		10 <sup>th</sup> October 2011
3	Guest Lecture		"Cleanliness and Good Health" for school students and NSS students at Thorappakkam, Chennai - 2011	NSS Organised at Thoraipakkam Government School	2011
4	Guest Lecture		Vocation Guidance in Academics at A.A school, Koyembedu, - Mar 2011 'College Culture to Corporate Culture'	Sri KanyakaParameswari College for Woman, George Town, Chennai	13 <sup>th</sup> March 2013
5	Resource Person		'Cognitive Thinking'	Sri KanyakaParameswari College for Woman, George Town,	27 <sup>th</sup> Sep 2013
6	Guest Lecture		'Mantras of Management'	SNDB Vaishnav College,	2013
7	Guest Lecture		Seminar on 'Stock Market'	Sri KanyakaParameswari College for Woman,	30 <sup>th</sup> Dec 2015

				George Town	
8	Resource Person		'EQ vs. IQ' for CADO FIESTA NCC Students	Tamil Nadu Dr.Ambedkar Law University	2016
9	Resource Person		"Go-green Importance of environment and the need to safeguard green for future" - Rural Development Special Camp, NSS	D.G.Vaishnav college – at Koladi Village , Thiruverkadu	5 <sup>th</sup> April 2016
10	Chief Guest		Presidential address on "Healthy living and Food Habits"	St.Theresa Mat.Hr.Sec.School ,Mannurpet, Chennai	12 <sup>th</sup> Jan 2018
11	Chief Guest		Presidential Address On "Art And Culture" at Shiva Nrittam – A Temple of Dance	P.S.D. Auditorium, Mylapore, Chennai	1 <sup>st</sup> Sep 2018
12	Guest Lecture		Guest lecturers delivered on Behaviour Modification Techniques and Study Skill Development	Soka Ikeda College, Kallikuppam, Chennai	Oct 2018
13	Chief Guest		Addressed UG students for creating an awareness on usage of plastics and to avoid the restricted plastic items	Dr.MGR Education and Research Institute	Jan 2019
14	Debate Judge		Youth Summit 2k19 Harmony in Diversity	Women's Christian College	Feb 2019
15	Moderator		Brain Storming	CCC City Consumer Club , DG Vaishnav College	09 <sup>th</sup> December 2019
16	Guest Lecture		Transforming to Extraneous Arena for Management Manifest	Department of Human Resource Management SOKAIKEDA	18 <sup>th</sup> December 2019

17	Speaker – Students Induction Program		Career Counselling	Dr. MGR Education and Research Institute	07 <sup>th</sup> Jan 2021
18	Work Shop – Keynote Speaker		Finding your Interest Area	Mangayarkrasi College of Arts and Science Madurai	27 <sup>th</sup> Jan 2021
19	Faculty Development Workshop – Resource Person		Class Room Management	Dhrona – The Art of Teaching and Learning for the Next Gen	9 <sup>th</sup> – 15 <sup>th</sup> April 2020
20	Resource Person		Discovering the innovativeness in youth	Sri Kanyaka Parameshwari College	12 <sup>th</sup> & 13 <sup>th</sup> May 2021
21	Debate Speaker		Online Classes Vs Offline Classes	1[TN] Armed SQN NCC and Tamil Dept. DG Vaishnav College	12 <sup>th</sup> August 2021
22	Workshop- Resource Person		Motivating and Inspiring the Sales Force	Natesan Institute of Cooperative Management Training Program for Employees of Consumer Cooperative Whole Sale Store Tamil Nadu	02 <sup>nd</sup> March 2022 To 04 <sup>th</sup> March 2022
23	Debate Judge			1[TN] Armed SQN NCC DG Vaishnav College	19 <sup>th</sup> April 2022
24	Resource Person		Deeksharambh – Students Induction Program	Corporate Secretaryship Department	18 <sup>th</sup> August 2022
25	Chief Guest		Common Causes for Stress among Students	Department of Management Science in /association with IQAC – Thiruthangal Nadar College	31 <sup>st</sup> October 2022
26	Moderator		Fast food Vs Traditional Food	PG and Research Dept. of Microbiology	17 <sup>th</sup> October 2022

<b>16 Details of publication of Articles/ Chapters written in EDITED BOOKS:</b>				
<b>S.No</b>	<b>Book Name</b>	<b>Title of Articles/Chapters</b>	<b>Name &amp; Address of the Publisher</b>	<b>Month &amp; Year of Publication</b>
1	Hand Book on Business Communication			March 2013
2	Hand Book on Production Management			June 2014
3	Hand Book on Research Methodology			Dec 2014
4	Hand Book on Materials Management			June 2015
5	Hand Book on Personality Development			Nov 2015
6	Build Your Business			March 2014
7	Vaishnav Vaibhav	Book	ISBN 9783659626319	12 <sup>th</sup> Jan 2018

<b>17 Details of individual/collaborative MAJOR/MINOR research project undertaken:</b>						
<b>S.No</b>	<b>Title of the Project</b>	<b>Name &amp; Address of the Collaborating Faculty</b>	<b>Funding Agency</b>	<b>Fund Sanctioned</b>	<b>Period</b>	<b>Duration</b>
1	SSR – Project NeNe 1  Distribution Of Netlon, Bedsheets Provisions for 50 Nomads and their Families	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			31 <sup>st</sup> August 2019
2	SSR – Project NeNe 2  Visit to Old Age Home and Distributed 30 kits for daily usage	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			Feb 2020
3	SSR – Project NeNe 3	Prof J P Jaideep (HoD)	Crowd Funding			21 <sup>st</sup> to 23 <sup>rd</sup> October

	Distribution of 500 Covid Kits to Road Side Vendors	Project Head Dr. K Rao Prashanth Jyoty – Project Director				2020
4	SSR – Project NeNe 4 Distribution of 18 Groceries worth 1000/- for 100 folk artists during lockdown	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			18 <sup>th</sup> July 2021
5	SSR – Project NeNe 5 Distribution of 200 food Packets	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			7 <sup>th</sup> July 2021
6	SSR – Project NeNe 6 VasthraDhanam Distributed 250 Sarees to Janitorial Staff	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			23 <sup>rd</sup> July 2021
7	SSR – Project NeNe 7  Distribution of 125 Kgs Sweets to 250 Janitorial Staff	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			3 <sup>rd</sup> November 2021
8	SSR – Project NeNe 8  Baba 100 Distribution of Dress, Sweets, Toys, Napkins and Stationaries for 100 Nomads	Prof J P Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Crowd Funding			18 <sup>th</sup> July 2022
9	SSR – Project	Prof J P	Crowd			21 <sup>st</sup>



	NeNe 9 Distribution of 125 Kgs Sweets to 250 Janitorial Staff	Jaideep (HoD) Project Head Dr. K Rao Prashanth Jyoty – Project Director	Funding			October 2022
10	Carenimals Phase 1 Visit to Gowshala Doanted 10,000/-	Prashanth Jyoty – Project Director	Crowd Funding			17 <sup>th</sup> August 2019
11	Carenimals Phase 2 Served food for Stray Dogs During Covid	Prashanth Jyoty – Project Director	Crowd Funding			09 <sup>th</sup> November 2021
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18 Details on RESEARCH GUIDANCE:					
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status

19 Details of papers published in JOURNALS:							
S.No	Journal Type (National/ International)	Name of the Journal	Title of the article	Name of the Co- auth ors	Vol No,Issu eNo,Pa geNos.I SSN No/DO I	Month and year of Publica tion	Impa ct Facto r/SCI /Scop us (if any)
1	National	Quality of higher education and economic development (HEED)	Role of educational institutions in improving higher education		Issue I, Volume II, ISBN No. 923921 03	12 <sup>th</sup> &1 3 <sup>th</sup> April 2013	
2.	Internati onal	DBJC	A study on relationship between competency mapping and commitment of employees in ITES sector-with				

			special reference to Chennai city.				
3.	International	Business intelligence and innovations for emerging markets	Right men at the right place for the right job.		ISSN-2348 4705	March	
4.	International	International journal of business intelligence and innovation	The effect of demonitization leads to paperless economy		ISSN-2348 4705 Volume Issue 4 March 2017	March 2017	
5	International	International journal of business intelligence and innovation	Right person for the right job.		ISSN-2348 4705 Volume Issue 4 March 2017	March 2017	
6	International	International journal of business intelligence and innovation	Competency and commitment of the cupbearer cercondus-the compensation of the comp		ISSN-2348 4705 Volume Issue 4 March 2017	March 2017	
7	International	Selviyalillakiya panmugapaarvai - pannattukaruthar angam Multi dimensional views of classical literature.	The origin of management is tamil literature		Volume 4	13 <sup>th</sup> March 2017	
8	International	Journal of management (JOM)	Investing competency mapping module for employee retention in ITES sector		ISSN - 2347 3940 Volume 4 Issue 2	Oct 2017	
9	International	International journal of research and analytical reviews (IJRAR)	Competency mapping and ccommitment of the employee in ITES <b>received best paper award</b>		E-ISSN-2348 1269 ISSN 2349 5138		

10	International	Journal of emerging technologies and innovative research – youth leadership with technological improvement for sustainable development UGC approved	A study on cryptocurrency in india		Journal No. 63975 5.87 Impact factor. Volume 6 Issue 2 ISSN – 2349 5162	9 <sup>th</sup> & 10 <sup>th</sup> Jan 2019	
11	International	Emerging trends in the realm of finance	A study on the reliability of digitalisation towards prevention of accumulation unaccounted money- black money		ISSN- 2348 4705 Quarterly issue volume 2 feb 19	18 <sup>th</sup> Sep 2019	
12	International	Purakala	Influence of competency mapping on commitment – a study with reference to ITES companies in Chennai city		ISSN 0971 2143(18) Volume 31, Issue 22 May 2020 Impact factor 5.60	8 <sup>th</sup> May 2020	
13	International	Reimagining business resilience in current economy	A study to analyse the commitment in the workplace to ITES companies in Chennai city.		ISSN 0971 2143(18) Volume 31, Issue 22 May 2020 Impact factor 5.60	May 2020	

14	International	Tamil sitrilakiyangal	The role of sitrilakiyangal in making the world modern through communication- with reference to thudhuillakiyam		ISSN 978819 434493 3	13 <sup>th</sup> Feb 2020	
15	International	The new economist- redefining economics and business in the context of 3C's- on global conference 2020	Life made easy through online- with special reference to e- market.		ISSN- 2347 7172	August 2020	
16		Utkal historical research journal	A study to analyse the effectiveness of learning and development of interns from various city colleges with reference to KAAR technologies at chennai		Volume XIV, 2021, ISSN- 0976 2132	Nov 2021	
17	International	Journal of oriental institute- recent advances in sustainable practices, social innovations and entrepreneurship	Aa study to analyse the influence of performance management through career resilience- with special reference to IT professional in Chennai		Volume 71, issue 01, No. 9 Jan- March 2022, ISSN 0030 5324- UGC approve d, Group I	9 <sup>th</sup> Jan 2022	

18	International	Entrepreneurship innovation and start up – ICEIS'22	A study on the influence of uncivilised behaviour at workplace and its impact on the performance of professionals towards discharging their services – with special reference to Chennai city				
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20		Details of AWARDS received:		
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year	
1	Best Paper Award	National Conference on Issues and Challenges of E- Governance in the Corporate GSS Jain College	11 <sup>th</sup> Dec 2015	
2	Best Paper Award	International Conference on Sustainability and Transformation of Small Business In Inclusive Growth GSS Jain College	15 <sup>th</sup> Oct 2017	
3	Best Paper Award	International Conference on Emerging dynamics of commerce in global scenario Sri Kanyakaprarneshwari College	23 <sup>th</sup> August 2018	
4	Guru Samarpan Award	Mahalakshmi College of Arts and Science College	5 <sup>th</sup> September 2020	
5	Best Student Counsellor Award	Teacher's day Achiever's Award	22 <sup>nd</sup> September 2021	
6	Best Students Social Responsibility SSR Award	Bhumi Awards	11 <sup>th</sup> Jan 2022	
7	Best Faculty Award	CST Achiever's Award	4 <sup>th</sup> November 2022	

21					Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES:				
S.No	Name of the Journal/Magazine/Agency		Position in the Board	ISBN/ISSN No.(if any)	Year				
	Nil		Nil						

<b>22 POSITIONS HELD in this institution:</b>			
<b>S.No.</b>	<b>Institution/Department Level</b>	<b>Position</b>	<b>Duration</b>
1	BBA Department	Project Director NeNe 8 Phases	2015 - Till Date
2	BBA Department	Industrial Visit Organised 7 IV's	2011 – Till Date
3	BBA Department	Organiser – Farm Visit	22th Feb 2020
4	BBA Department	Organiser - VayalumVazhvum – A Day to honour Farmers	27 <sup>th</sup> Dec 2020
5	BBA Department	Dhrona – Symposium	4 <sup>th</sup> Oct 2019
6	BBA Department	Organiser - Certificate Programs 1. Supply Chain Management 2. GST (Goods and Services Tax)	Since November 2020
7	BBA Department	Minerva – Students' Colloquium	18 <sup>th</sup> Dec 2020
8	BBA Department	Coordinated - BBA Studio {Transforming a Class Room to studio}	5 <sup>th</sup> February 2021
9	BBA Department	Organised – A Blood Camp	07 <sup>th</sup> Feb 2021
10	BBA Department	Organised – Wonder Woman	8 <sup>th</sup> March 2021
11	BBA Department	Organiser Magalchi – Stress Management Among Students	19 <sup>th</sup> October 2022
12	BBA Department	Organiser Bullet Boys Attitude Bike Rally for Safe Riding Awareness	16 <sup>th</sup> May 2022
13	BBA Department	Organiser Aavin Dairy Visit	16 <sup>th</sup> May 2022
14	BBA Department	Organiser Eyarkai An initiate to promote Green Environment	2 <sup>nd</sup> May 2022
15	BBA Department	Organiser Impressions'22	22 <sup>nd</sup> April 22
16	BBA Department	Adieu – Alumnin	17 <sup>th</sup> Sep 2021

		Meet	
17	BBA Department	Organiser – Volunteer Partners for Times of India Mega Event “HAPPY STREETS”	17 <sup>th</sup> July 2022 To 21 <sup>st</sup> August 2022
18	D.G. Vaishnav College	Coordinator Sangam	Feb 2018
19	D.G.Vaishnav College	Coordinator – Liberty to Excel	
20	D.G.Vaishnav College	Member – Admission Committee	Since 2013
21	D.G.Vaishnav College	Member – Exam Committee	Since 2013
22	D.G.Vaishnav College	Member – Convocation Committee	2014 – 2018
23	D.G.Vaishnav College	Discipline Committee	2014 -2019
24	D.G.Vaishnav College	Piolet Officer Autonomous Visit	10 <sup>th</sup> – 13 <sup>th</sup> March 2022
25	D.G.Vaishnav College	Piolet Officer NAAC Visit	6 <sup>th</sup> – 8 <sup>th</sup> April 2022
26	D.G.Vaishnav College	Organiser – World Teachers’ Day Celebration	5 <sup>th</sup> October 2021
27	D.G.Vaishnav College	Save Food Save Life Campaign	13 <sup>th</sup> October 2021
28	BBA, D G Vaishnav College	Organised Gurudhevobhava Teachers Day Celebration – Distribution of Blooms Taxonomy and Pen for 400 Faculties	5 September 2022
29	D.G.Vaishnav College	Organiser Pennalam – Installed Sanitary Napkin Dipenser at Library	8 <sup>th</sup> March 2022