

DATA SHEET



Name of the faculty : Dr. M. Hemalatha
Designation : Professor and HOD
Department : MBA
Educational Qualification : B.B.A,M.B.A,Ph.D

Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University
Bachelor of Business Administration B.B.A. (Specialised in Finance and Marketing)	Finance and Marketing	1999	Shrimati Indira Gandhi College	Bharathidasan University, India
Master of Business Administration M.B.A. (Specialised in General Management)	System and Marketing	2001	Shanmugha College of Engineering	Bharathidasan University, India
Ph.D.	Management	2010	National Institute of Technology, Tiruchirappalli (NITT)	National Institute of Technology, Tiruchirappalli (NITT), India.

Academic Experience :

Name of the College	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
M.A.M. College of Engineering, Siruganur, Trichy, India	Professor and Head of the Department	15th July, 2014	Till Date	1 3 years	2 months 2 months	

M.A.M. College of Engineering, Siruganur, Trichy, India	Associate Professor	18th April, 2011	14th July, 2014			26 days
Total				4	4	26

Industrial Experience:

Name of the Organisation	Designation	Nature of Work	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Trichy Kairasi Auto Finance, Trichy, India	Business analyst	Business Analysis	3rd May, 2001	16th September, 2002	1 year	4 months	13 days
Pearl Feasibility Studies & Consultancy (PFSC), Dubai, United Arab Emirates	Business Consultant	Strategy formulation and Business plan preparation	2nd October, 2002	31st May, 2007	4 years,	7 months	29 days
National Institute of Technology, Thiruchirappalli (NITT), India	Research Scholar (Full Time)	Research	8th June, 2007	30th March, 2010	2 years	9 months,	22 days
						11	

Sree Kairasi Motor Finance Pvt. Ltd., Trichy, India	Managing Director	Project funding	5th May, 2010	16th April, 2011		months	11 days
Total					9	9	15

Memberships: Technical

S.No	Description
1.	Member of National HRD Network (NHRD)
2.	Madras Management Association (MMA)

Recognitions Awards / Titles:

S.No	Description
1.	<ul style="list-style-type: none"> ✓ Institute First rank in M.B.A. programme, 2001. ✓ Institute Second rank in B.B.A. degree programme, 1999. ✓ Head of Entrepreneurship Development Cell at M.A.M. college ✓ Single Point of Contact for Infosys Ltd. Campus Connect, an industry-academia partnership initiative from January 2012 to January 2013. ✓ Received Best paper award for the article titled “A Neural Network Model for Indian outshopping Behaviour” in National Conference on Challenge, Opportunities & Emerging Trends for Marketing at Periyar Maniammai University, Vallam, India on 11th and 12th Nov, 2011. ✓ Conducted Training on market survey methods for 60 educated unemployed youth and first-

	<p>generation entrepreneurs under the State government's Entrepreneur-cum-Enterprises Development scheme (NEEDS) at St. Joseph College, Trichy.</p> <p>✓ Conducted Faculty development Training on business plan preparation for the heads of the institutions and entrepreneurship development cell sponsored by EDI - chennai at St. Joseph College, Trichy.</p>
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Title of Ph.D. Thesis :

S.No	Description
1.	Modeling Clearance Sales Shopping Behaviour

Faculty in which Ph.D. was awarded. :

S.No	Description
1.	Management

National Seminars, Workshops. Conferences Status Attended

S.No	Description
1.	<ol style="list-style-type: none"> 1. Hemalatha M on "The antecedents of Clearance Sales Store Satisfaction" at the 6th National conference on business research at PSG Institute of Management on 20- 21 November, 2009. 2. Hemalatha M on "The Impact of Shopper's Shopping and Demographic Characteristics on Store Satisfaction" at the 6th National conference on business research at PSG Institute of Management on 20-21 November, 2009. 3. Hemalatha, M. attended “ Application Of Fuzzy Clustering Approach In Retail Sector ” sponsored by AICTE in National Conference Current Researches on Fuzzy Logic and Its Application at

	<p>M.A.M. College of Engineering, Siruganur, India on 23rd to 25th June , 2011.</p> <p>4. Hemalatha, M. on “A Neural Network Model for Indian outshopping Behaviour ” in National Conference on Challenge, Opportunities & Emerging Trends for Marketing at Periyar Maniammai University, Vallam, India on 11th and 12th Nov, 2011.</p> <p>5. Hemalatha, M. on “A study on distribution channel improvement towards Aavin milk” in National Conference Challenge, Opportunities & Emerging Trends for Marketing at Periyar Maniammai University, Vallam , India on 11th and 12th Nov, 2011.</p> <p>6. Hemalatha, M. presented paper on “Business Applications of Cloud Computing” in National Conference on information computing at Shri Angalamman College of Engineering and Technology, Siruganur, India on 28th March, 2012.</p> <p>7. Hemalatha, M. presented paper on “Retail supply chain problems in rural market”at Seventh National Conference on Business Research at PSG Institute of Management, Coimbatore, India on 23rd and 24th Nov, 2012.</p> <p>8. Hemalatha, M. presented paper on “Application of data mining for estimating the marketing success of women enterepreneurs” in Seventh National Conference on Business Research at PSG Institute of Management, Coimbatore, India on 23rd and 24th Nov, 2012.</p> <p>9. Dr. M. Hemalatha on ‘Modelling the Success Drivers of Women Entrepreneurs in Rural Areas in India’ at National Conference on Recent Trends in Marketing Opportunities & Challenges on 20th February, 2013 at NIT Trichy.</p>
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International Seminars, Workshops. Conferences Status Presented

S.No	Description
1.	<p>1. Hemalatha .M and Sivakumar V.J. on "An Exploration of Retail Event Shopping Behaviour" in 3rd IIMA Conference on Marketing Paradigms for Emerging Economies 2009 at IIM at Ahmedabad, India on January 7-9, 2009.</p> <p>2. Hemalatha, M. "Post Implementation Review Of SAP Using Quality Through Measurement" in</p>

- International Conference on Management Practices for Sustainable Growth at Annamalai University, Chithambaram, India on 28th to 30th July, 2010.
3. Hemalatha, M. "A Neutral Network Model For Clearance Sales Outshopping Behaviour" in International Conference on Management Practices for Sustainable Growth at Annamalai University, Chithambaram, India on 28th to 30th July, 2010.
 4. Hemalatha, M. "A K Means Cluster Based Approach To Segment Clearance Sales Shoppers" in International Conference on Management Practices for Sustainable Growth at Annamalai University, Chithambaram, India on 28th to 30th July, 2010.
 5. Hemalatha, M. "Construction Of Clearance The Antecedents Of Clearance Sales Store Satisfaction" in International Conference on Management Practices for Sustainable Growth at Annamalai University, Chithambaram, India on 28th to 30th July, 2010.
 6. Hemalatha, M. on " ICER-BRIC International Conference on Entrepreneurship and New Venture Creation" at Indian Institute of Management, Bangalore, India on 8th and 10th December, 2011.
 7. Hemalatha, M. on "Application of Fuzzy clustering approach in retail sector" in Heber International Conference on Application of Mathematics and Statistics (HICAMS) at Bishop Heber College, Trichy, India on 5th to 7th January, 2012.
 8. Hemalatha, M. on " A study on Feasibility analysis of SAAS total cost of ownership" in International Conference on Innovations in computers, information and communication at PSG College of Technology, Coimbatore, India on 6th to 7th January, 2012 .
 9. Hemalatha, M. on " Business Intelligence Application In Retail Sector" in International Conference on Innovations in computers, information and communication at PSG College of Technology, Coimbatore, India on 6th to 7th January, 2012.
 10. Hemalatha, M. and Sheeba D. on "A Study on Stock Market Oscillators of IT Index of BSE in India" in Seventh International Seminar on Financial Markets: Issues and Channellges' at Bharathidasan University, Tiruchirappalli, India on 7th to 8th January, 2012.

Publications (Technical)

S.No	Description
1.	1. Hemalatha, M., (2012) 'Market Basket Analysis: A Data Mining Application in Indian Retailing'

International Journal of Business information system, Vol. 10, No. 1, pp. 109-129. ISSN 17460972, Impact factor 0.728

2. Hemalatha, M. (2012) 'Market Segmentation of Clearance Sales Outshoppers using Cluster and Classification Tree based Approach', *International Journal of Indian Culture and Business Management (IJICBM)*, Vol. 5, No. 5, pp. 627-643. ISSN print: 1753-0806
3. Hemalatha, M. (2012) 'Segmentation of clearance sales shoppers based on store attributes' *International Journal of Business Innovation and Research*, Vol. 5, No. 5, pp. 627-643. ISSN 17510252, Impact factor 0.770
4. Hemalatha M. (2012) 'Modelling Clearance Sales Outshopping Behaviour using Neural Network Model', *Intelligent Techniques in Recommendation Systems: contextual advancements and new methods*, Information Science Reference, USA, ISBN 978-1-4666-2542-6
5. Hemalatha M. (2012) 'A Predictive Modeling of Retail Satisfaction – A Data Mining approach to Retail Service Industry' *Knowledge Management and Drivers of Innovation in Services Industries*, Information Science Reference, USA, ISBN 978-1-4666-0948-8
6. Hemalatha M. (2012) 'A Fuzzy Clustering Approaching for Segmenting Retail Industry', *Intelligent Techniques in Recommendation Systems: contextual advancements and new methods*, Information Science Reference, USA, ISBN 978-1-4666-2542-6
7. Hemalatha, M., (2013) ' An Empirical Study on the Influence of Clearance Sales Shopping Characteristics on Store Satisfaction and Loyalty' *International Journal of Indian Culture and Business Management*, Vol. 6, No. 2, pp. 207-226. ISSN print: 1753-0806
8. Hemalatha, M. (2013) 'The antecedents of store patronage behaviour in Indian kirana store', *Int. J. Business Innovation and Research*, Vol. 7, No. 5, pp.554–571. ISSN 17510252, Impact factor 0.770
9. Hemalatha, M., (2013) 'The Antecedents of Marketing Success of Women Entrepreneurs', *International Journal of Business Innovation and Research*, Vol. 7, No. 6, pp.637–662. ISSN 17510252, Impact factor 0.770
10. Hemalatha, M. (2014) 'K Means Clustering for Profiling the Rural Women Entrepreneurs in India', *International Journal of business Information System*,. ISSN 17460972, Impact factor 0.728

Research Grants Received / Granting Authority / Purpose

S.No	Description
1.	Modelling the Success Drivers of Women Entrepreneurs in Rural Areas
2.	Marketing Strategies for Women Entrepreneurs from Tamil Nadu
3.	Impact of Cluster Networking On SME Performance In Tamilnadu
4.	You can be an entrepreneur – an Entrepreneurship Development Program for 50 unemployed SC Youth of Perambalur and Ariyalur District
5.	Entrepreneurship Development Program for 72 hours (12 days) for unemployed Youths of Perambalur District
6.	Entrepreneurship Development Program for 4 weeks for S&T students
7.	Entrepreneurship Awareness Camp for 3 days for S&T students
8.	Establishment of Entrepreneurship Development Cell

Consultancy Offered:

S.No	Description
1.	<ul style="list-style-type: none"> Worked as a consultant for the Trichy Travel Federation (TTF) in the preparation of Trichirappalli Domestic and International Tourist Satisfaction Research. Prepared a feasibility report on breast cancer center for the Dr. Shantha Breast Cancer Foundation, Trichy