



**Dr.E.SARALADEVI**

**Adjunct Faculty**

### Contact

Address : **Department of Disaster Management,  
Alagappa University,  
Karaikudi - 630003.TamilNadu.INDIA**

Contact Phone (Mobile) : +91 - 9962477111

Contact e-mail(s) : [sarala.devi085@gmail.com](mailto:sarala.devi085@gmail.com)

OrchidID : 0009-0000-5301-4789

### Academic Qualifications

| Degree | Institution  | Year | Branch     | Class            |
|--------|--|------|------------|------------------|
| Ph.D.  | Alagappa Institute of Management, Alagappa University, Karaikudi | 2022 | Management | Highly Commended |
| M.PHIL | Alagappa Institute of Management, Alagappa University, Karaikudi | 2017 | Management | First Class      |
| M.B.A  | Alagappa Institute of Management, Alagappa University, Karaikudi | 2008 | Management | First Class      |
| B.Sc   | Seethalakshmi Achi College for Women, Pallathur                  | 2006 | Maths      | First Class      |

### Teaching Experience

Total Teaching Experience : 1 Year 8Months

| Position            | Institution  | Duration              |
|---------------------|--|-----------------------|
| Adjunct Faculty     | Department of Disaster Management, Alagappa University | Aug 2023 to till date |
| Assistant Professor | Dr. Umayal Ramanathan College for Women, Karaikudi     | Aug 2022 to Sep 2023  |

### Industry Experience

Total Industry Experience : 6 Years

| Position                     | Institution  | Duration            |
|------------------------------|--|---------------------|
| Medical Claims Administrator | Avon Insurance Brokers L.L.C, Dubai, U.A.E                       | Dec 2012 - Nov 2015 |
| Medical Claims Processor     | National Life & General Insurance Co., Muscat, Sultanate of Oman | Dec 2011 - Nov 2012 |
| SR. HR Analyst               | HCR Global Services, Ambattur, Chennai                           | Apr 2009 - Jun 2010 |
| Trainee Recruitment          | Spider India Management Consultancy, Ashok Nagar, Chennai        | Oct 2008 - Mar 2009 |

### Projects Undertaken

| Degree                      | Title   | Year |
|-----------------------------|---|------|
| <b>MBA Project</b>          | A study on Absenteeism in Eveready Industries Indian Ltd., Chennai.   | 2007 |
| <b>M.Phil. Dissertation</b> | Glass Ceiling: Causes and Consequences on Female Employees among selected Hospitals at Karaikudi.   | 2017 |
| <b>Ph.D. Thesis</b>         | Retention Strategies for Preventing Workplace Incivility and Burnout among Healthcare Employees with special reference to Multispecialty Hospitals in Madurai District. | 2022 |

### Publications

| International | National | Books/Chapters/Monographs/Manuals |
|---------------|----------|-----------------------------------|
| 9             | 7        | -                                 |

### Events Organized

| Position                    | Programme                                    | Duration   | Institution   |
|-----------------------------|--|------------|---|
| Organizing Committee Member | DRONA 2k24<br>A Disaster Awareness Programme | March 2024 | Department of Disaster Management,<br>Alagappa University |

### Events Organized

Number of Conferences/Seminars/Workshops: 24

## Research Publications

| S.No | Title of the Article/Journal  | Impact Factor |
|------|---|---------------|
| 1    | Glass Ceiling: Causes and Consequences on Female Employees , Jamal Academic Research Journal: An Interdisciplinary, Vol-IX, No.2, 2017  | 1.3           |
| 2    | Big Data: Unbelievable Possibilities, Journal of Management and Science ISSN: 2249-1260   e-ISSN: 2250-1819   Quality Factor   Vol.1, Page 77-79, 2017  | 0.654         |
| 3    | Impact of Glass Ceiling on Women Employees in Hospitals, Researcher World-Journal of Arts, Science & Commerce, E-ISSN 2229-4686, ISSN 2231-4172, Vol-VIII, Issue- 4, Page-11-18, 2017   | 2.4           |
| 4    | Organic and Integrated Farming in India, ICSSR sponsored Two Day National Conference on Sustainable Green Business- Shanlax – International Journal of Management, UGC Approval No: 44278, Volume – 5, Special Issue 3, ISSN: 2321 – 4643, 2018 | 2.082         |
| 5    | Corporate Social Responsibility of Educational Sector, Social Responsibility- Mayas Publication- ISBN: 978-93-87756-32-8, 2018  | 1.6           |
| 6    | Social Media Marketing Strategies to Enhance Online Sales, ICSSR & RUSA (Phase 2.0) sponsored National Conference on Facets of Digital Marketing Spree (FDMS 2019), Shanlax-International Journal of Management, 2019                           | 1.5           |
| 7    | Employee Retention: Prevents Job Burnout, Paripex- Indian Journal of Research, Print ISSN No. 2250-1991, Vol-8, Issue-5, UGC Sr. No. 47432, 2019  | 6.761         |
| 8    | Online Shopping Behavior Pattern among School Children, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S6, 2019  | 1.1           |
| 9    | Green Banking Towards Sustainable Development, Digital Banking for Sustainable Development (VOL.II), ISBN: 978-93-87865-15-0, Pg: 340-345, 2019   | 2.1           |
| 10   | Workplace Incivility: Causes and Consequences among Nurses, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-4S5, 2019  | 2.3           |
| 11   | Impact of Retention Strategies in Sustainable Development among School Teachers, TEST Engineering and Management, ISSN: 0193-4120, Page No: 9275-9278, 2020   | 1.2           |
| 12   | Mariculture Entrepreneurship and Its Impact on The Environment in India, Business, Management and Economics Engineering, ISSN: 2669-2481 / eISSN: 2669-249X, 2022 Volume 20 Issue 2, 2022   | 3.2           |
| 13   | Factors Influencing Strategies of Employee Retention on Intrinsic Factors of Organizational Culture Prevailing in the Garment Industry, Central European Management Journal, ISSN: 2336-2693   E-ISSN: 2336-4890, Vol. 30 Iss. 3, 2022          | 2.7           |
| 14   | Perspectives Of Work Life Balance Policies and Practices, Emerging Trends Business & Management, ISBN: 978-93-94293-14-4, Issue 1, 91-94, 2023  | 2.9           |

|    |   |     |
|----|---|-----|
| 15 | A Study On Consumer Behaviour in Green Marketing, Emerging Trends Business & Management, ISBN: 978-93-94293-14-4, Issue 1, 95-97, 2023                      | 1.3 |
| 16 | An Application Of Camel Model in Selected Commercial Banks In India, Emerging Trends Business & Management, ISBN: 978-93-94293-14-4, Issue 1, 182-186, 2023 | 1.1 |

Date: 27-03-2024

Name: Dr. E. Saraladevi

Place: Karaikudi

Designation: Adjunct Faculty