

Curriculum Vitae of Smt.S.Vijayalakshmi

Objective:

- To explore and gain new knowledge in the field of financial management.
- To contribute to the management education through teaching and research.

Academic Experience of 9 yrs:

- Working as Associate Professor with NIAM, Institute of applied management, since August 2009 handling all Finance Specialization subjects and is actively involved in the research wing of NIAM, having organized and presented papers in 3 international conferences in Micro finance.
- As Visiting Professor for National School of Business handling Security Analysis and portfolio management, and also handling Accounting for managerial control with NIAM, Institute of applied management and also for IZEE Business School, Bangalore since Jan 2008 till June 2009.
- As Visiting faculty for Dayananda Sagar Business School, Bangalore in Post Graduate Department of Management Studies - MBA from Oct 2006 –Dec 2007. Also Visiting faculty in Bangalore Insitute of Management Studies, mysore road, Bangalore.
- Conducted training programs on personality development for MBA students and corporates.
- As lecturer for Dayananda Sagar College of Management and Information Technology, Bangalore in Post Graduate Department of Management Studies - MBA from June 2003 – May 2006
- As Lecturer for Jyothi Nivas College handling B.Com and BBM classes from June 2001 to May 2003.
- **Areas of specialization: Financial Management, Cost Accounting, Management Accounting, Stock Market, Taxation, Financial Accounting and Personality development.**

Industrial Experience of 5 years:

- As Officer Finance with SICAL (SPIC Group of Cos) handling various aspects of Accounting, Finance, MIS & COSTING.
- As an Industrial Trainee with Chennai Petroleum Corporation Ltd (CPCL), formerly known as Madras Refineries Ltd handling various aspects of oil accounting, excise formalities etc.

Educational Qualifications:

Area of interest for research: **Wealth management and Corporate governance.**

Degree	University	Year of Passing	Grade
MBA	Sikkim– Manipal University	March 2005	Distinction
M.Phil	Manonmaniam & Sundaranar University, Thirunelveli	June 2003	I Class
M.Com	University of Madras	May 2001	I Class
ICWA	Institute of Cost & Works Accountants of India	December 1998	II Class
B.Com	University of Madras	April 1996	I class
XII-Std	Karnataka Sangha Higher Secondary School	Mar 1993	Distinction
X-Std	Karnataka Sangha Higher Secondary School	Apr 1991	Distinction

Research projects:

1. MBA :

Financial performance evaluation of Sobha Developers Ltd.

IV Semester – 90%

2. M.Phil:

Topic: A Study on the Interest Rate fluctuations in the Indian Banking Industry.

Paper Presentation:

1. “Socially Responsible Investing Model for sustainable Asset Creation” – National Seminar conducted in Sahyadri Institute of Management, Managalore.
2. “A study on the service quality factors of business schools in Bangalore” – National Seminar conducted by Adhiyaman College, Hosur.
3. “An Analytical study on SHG-Bank Linkage programme and its socio-economic impact in Indian context” – International Conference in Micro Finance conducted by NIAM and T&T solutions, Bangalore.
4. “An Analytical study on Micro finance Institutions’ regulatory norms for Capitalisation, capital adequacy and audit needs in India.” – International Conference in Micro Finance conducted by NIAM and T&T solutions, Bangalore.
5. “An Analytical on MFI Accounting and reporting practices in India with special reference to portfolio reporting, loan loss provisioning, donation and loan liability accounting.” – International Conference in Micro Finance conducted by NIAM and T&T solutions, Bangalore.

Papers published:

1. Understanding attitudes of private and public sector bank employees towards job satisfaction.

Indian Bank Association (IBA) Bulletin, October 2004 edition.

Abstract:

This paper presents the attitudes and perceptions of private and public sector Bank employees towards job satisfaction. The objective of the study was to identify factors influencing job satisfaction and understand the relationship between the factors. Effort was also made to present a comparative analysis of the responses of private and public sector bank employees. The research revealed 8 influencing factors of job satisfaction. It was also observed that the responses of private and public banks employees do not have significant variations.

2. Identification of service quality factors to segment the airline market through customer expectations – an empirical study

Abstract:

The study aims at understanding the expectations of Customers towards Airline Services in Bangalore. The research identifies Service Reliability, Discounts and offers, Brand value, Safety & security, Frequency of flights and travel benefits as influencing factors of Airlines Services Quality. The analysis also reveals that based on customer's expectations the market when segmented as Price and Quality conscious travelers, Brand value conscious travelers, Safety and Security conscious travelers will benefit the Airline Service Providers.

Personal:

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References:

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2. Prof. John Bruno, Deputy Manager – Education, Future Innoversity, Future Group. Mobile : +91 9916150199.
3. Dr. Prof. Jeevanand, Co-ordinator – MBA, Christ University, Mobile : +91 9845716613.