

FACULTY PROFILE

Name	: Dr.SATHYAPRIYA J	
Designation	: Associate Professor & Head	
Department	: Management Studies	
Educational Qualification	: MBA., M.Phil., MHRM, Ph.D (UGC – NET & TNSET)	
Subject of Interest	: Organizational Behaviour, Human Resources Management, Labour Law and Business Communication	
Ph.D Scholars Awarded	:	
Ph.D Scholars Guiding	:	03
M.Phil Scholars Awarded	:	05 02
Publications	:	<ul style="list-style-type: none"> • Esther Zionia.A and Sathyapriya J (2020), “A Magic Wand to Captivate Talent: Artificial Intelligence”, International Journal of Disaster Recovery and Business Continuity, Volume 11 Issue 1, pp. 912-919. • Guru.P, Umamaheswari.D and Sathyapriya.J (2020), “Consumer Perception towards Life Insurance in India”, International Journal of Disaster Recovery and Business Continuity, Volume 11 Issue 1, pp. 933-936. • Aishwariyashindhe.S and Sathyapriya J (2020), “Factors Influencing Expectation of Manufacturing Industries in Hiring Engineering Graduates”, International Journal of Disaster Recovery and Business Continuity, Volume 11 Issue 1, pp. 937-942. • Esther Zionia.A and Sathyapriya J (2020), “Job Sculpting: A Foundation of the Pyramid Talent Retention”, International Journal of Disaster Recovery and Business Continuity, Volume 11 Issue 1, pp. 949-954. • Esther Zionia.A and Sathyapriya J (2019), “Employee Engagement as a Rhizome for Talent Retention”, International Journal of Recent Technology and Engineering, Volume 8 Issue 2S6, 860-864. • Aishwariya Shindhe.S, Sathyapriya.J, Vijayalakshmi P.S and Sudha (2019), “Factors influencing employee Absenteeism in IT Companies at Trichy”, International Journal of Recent Technology and

		<p>Engineering, Volume 8 Issue 2S4, pp.856-859.</p> <ul style="list-style-type: none"> • Amaladhas Tensingh A, Sathyapriya J and Rajandran KVR (2019), "Impact of social traits of social movements towards social empowerment in Kanyakumari district", International Journal of Recent Technology and Engineering, Volume 8 Issue 2S4, pp.700-705. • Muhammed Sajjad A and Sathyapriya J (2019), "Effect of Entrepreneurship education on MBA students in Kerala on their entrepreneurial intent with special reference to the students of Mahatma Gandhi University, Kottayam, Kerala", International Journal of Recent Technology and Engineering, Volume 8 Issue 2S4, pp.391-397. • Suthakar Singh S, Sathyapriya J and Rajandran KVR (2019), "Effectiveness of the quality of life training in a Dairy product manufacturing company in Trichy", International Journal of Recent Technology and Engineering, Volume 8 Issue 2S4, pp.747-749. • Muhammed Sajjad A and Sathyapriya J (2019), "Entrepreneurship Training and Start-Up Behaviour – An exploratory study", Restaurant Business, Volume 118 Issue 9, pp.61-73. • Esther Zionia.A and Sathyapriya J (2019), "Organizational Climate as Bedrock for Talent Retention", Restaurant Business, Volume 118 Issue 5, pp.132-142. • Esther Zionia.A and Sathyapriya J (2018) An empirical study on social media as a new world for talent acquisition - A Factor analysis approach. International Journal of Engineering & Technology (UAE), Volume 7 Issue 3.34 pp.729-732.
Books Authored	:	<ul style="list-style-type: none"> • Sathyapriya J, Guru P and Srividhya P K (2019), "Organisational Behaviour", Sara Book Publication, Gujarat (ISBN 9789388672429) • Suthakar Singh and Sathyapriya J (2020), "Training in Industrial Training Institute", Lambert Academic Publishing (ISBN 9786200506436) • Guru.P, Sathyapriya J and Rajandran KVR (2020), "MCQ on Human Resources Management & Marketing Management", Periyar Maniammai Institute of Science & Technology Publishing (ISBN 9789390245017)

		<ul style="list-style-type: none"> • Amaladhas Tensing and Sathyapriya J (2020), "Social Leadership on Social Empowerment", Lambert Academic Publishing (ISBN 9786202670142) • Muhamed Sajjad A and Sathyapriya J (2020), "Effectiveness of Entrepreneurship Skill Development Programme conducted by MSME-DI, Kerala", Forschung Publisher, Chennai (ISBN 978-93-87865-65-5)
Book Chapter Publication	:	<ul style="list-style-type: none"> • Esther Zionia and Sathyapriya J (2020), Manchester of Talent Acquisition in-House Recruitment & Talent Pipeline in book titled Holistic Research Perspectives, Centivens Institute of Innovative Research (CIIR), Pvt. Ltd., Coimbatore • Esther Zionia and Sathyapriya J (2019), Weapon to win the war for Talent: Guerilla Recruiting in book titled Holistic Research Perspectives, Bonfring Publications
Funded Projects	:	<ul style="list-style-type: none"> • Principal Investigator research project entitled "Menstrual Hygiene Product Awareness in villages under PURA Scheme funded by PMIST, Vallam in Oct 2019.
Awards and Achievements	:	<ul style="list-style-type: none"> • "Best Performer" in FDP on "Pedagogy for Online and Blended Teaching - Learning Process" offered by IIT - Bombay from April to May 2018. • "Young Woman Educator & Scholar Award" from National Foundation for Entrepreneurship Development in March 2014.
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