

PROFILE

Dr. M.RENU M.B.A (Fin)., M.B.A(HRM)., M.COM., M.Phil., PGDCA., SET., Ph.D.,
230, MIG, Ist Phase
New Housing Unit
Krishnagiri -635 001
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Academic Profile

- Ph.D – From Bharathiar University in Management
- SET – From Mother Teresa University in Management
- M.Phil - From Periyar University in Management
- MBA- (Finance& System) From Periyar University
- M.Com – From Periyar University
- MBA (HRM) – From University of Madras
- PGDCA – From NIIT
- B.Com – From University of Madras

Professional Experience – 25 Years

- **Islamiah Women’s Arts and Science College**
Vaniyambadi
Principal
February 2020 to till date
- **PMC TECH – ((3Years & 7 Months)**
Hosur
Professor
July 2016 to February 2020
- **Hindustan University- (13 Years)**
Chennai
Assistant Professor (Senior Scale)
June 2003 to June 2016
- **Meenakshi College of Engineering - (2 Years)**
Chennai
Lecturer
September 2001 to April 2003
- **Lakshmi Vilas Bank – (3 Months)**
Chennai
System Analyst
January 2001 – March 2001

Subjects Taught:

- Economic Foundations of Business Environment
- Total Quality Management
- Organizational Behaviour
- Marketing Management
- Human Resource Management
- Research Methods in Business
- Entrepreneurship Development
- Services Marketing
- Advertising and Sales Promotion
- Consumer Behaviour
- Security Analysis and Portfolio Management
- Merchant Banking and Financial Services
- Derivatives Management
- Software Project and Quality Management
- Enterprise Resource Planning for Management
- Principles of Management
- Production & Materials Management
- Business Economics
- Business Mathematics & Statistics
- Business Communication

Additional Responsibilities

- University ISO Coordinator
- MBA Course Coordinator
- Asst. Warden
- Project Coordinator
- Time Table In charge
- Board of Studies Member
- Library In charge
- Curriculum and Syllabus In charge
- MMA Coordinator
- Placement Coordinator
- Alumni In charge
- NAAC Coordinator
- ERP Coordinator
- Student Counsellor
- Exam Coordinator

Awards & Achievements

1. _BEST TEACHER AWARD in the year 2008-2009 from Honorable Dr.A.P.J ABDUL KALAM.
2. Best Placement Officer Award
3. Best IQAC Coordinator
4. Best Principal Award

5. Kalvi thondar Award
 6. Award of Excellence received from Honourable Higher Educational Minister
Thiru. K.A. Rajakannappan
 7. Acted as Chief Guest in various Institutions
- Guided M.Phil. Thesis, M.B.A Dissertations and Postgraduate Diploma monographs of over ten candidates.

Key areas of Research guidance

- Marketing
- Advertising
- Human Resource Management
- Banking Management

PUBLICATIONS:

- Published one **Text Book from the title of “Marketing Management”**,
Pavai Publications, First Edition: March 2015, ISBN: 978-81-7735-821-6, PP:
VII +362 = 370.
- Published one **Text Book from the title of “System Management”**,
Himalayas Publications,

Research Papers/Articles

LIST OF JOURNALS:

- M. Renu “ A Study on Whether Taxation is a selling tool for Life Insurance with reference to ICICI Prudential Limited”, International Journal of Research & Business Innovation, Vol.No.2, October 2014, ISSN:2321 – 5615, PP 220-223.
- M. Renu, “Evolution of Management Technique for Controlling NPA of SSI Units”, GJRA, Volume: 3, Issue No.9, September 2014, ISSN 2277-8160.
- M. Renu, Dr. S. Sekar, “Customer Satisfaction on Financial Services Provided by Indian Commercial Banks”, IJMET, Volume 1, Issue No.1, June 2014, ISSN 2162-1578.
- M. Renu, Dr. S. Sekar, “A Study on Attrition Level Consequences, Contributing Factors and Remedies”, IJAR, Volume 2, Issue No.4, April 2014, ISSN 2320-5407, pp703 – 711.
- M. Renu, Dr. S. Sekar, “A Study on the Financial Performance of Standard Chartered Finance Limited”, IJAR, Volume2, Issue No.6, June 2014, ISSN 2320-5407, pp528-534

- M. Renu, “A Study on Retailers Preference for Cello Pens in Chennai City”, IJMR, Volume1, Issue No.1, April 2014, ISSN 2348-4373, pp180-191.
- M. Renu, “AN Analysis on the Derivatives Trading Effect Daily Volatility in Cash Market”, IJFM, Volume2, Issue No.1, April 2014, ISSN 2319-1406, pp141-148.
- M. Renu, “A Study on Estimation of Market Potential and Design of Marketing Strategy for MetLife Life Insurance”, IGJAMS, Volume2, Issue No.2, March 2014, ISSN 2320-7892, pp10-14.

ATTENDED NATIONAL & INTERNATIONAL CONFERENCES

- M. Renu, “A Study on Retail Banking & Financial Performance of YES Bank”, TULASI, An Inter disciplinary research Bi-Annual Journal, Volume2, Issue No.1, April 2014, ISSN 2347, pp 36- 42.
- M. Renu, “A Study on Measuring Success of New Product Launches in Indian Automobile Industry”, Emerging Paradigms in Management Research, Volume IV, February 2014, ISBN: 978-93-80686-96-7, pp 338-340.
- M. Renu, “A Study on Customer Satisfaction of E-Banking”, Recent Trends and Challenges in Business Practices, January 2014, ISBN NO. 978-81-923994-1-6, pp120-122
- M. Renu, “A Study on Employee’s Satisfaction Level on Welfare Measures in Textile Industry”, Research Explorer, Volume II, November 2013, ISSN: 2250-1940, pp 142-143.
- M. Renu, “A Study on Brand Preference of Mobile Phones among College Students in Krishnagiri District”, Research Explorer, Volume II, September 2013, ISSN: 2250-1940, pp 137- 138.
- M. Renu, “A Study on the Factors Affecting Dealer Performance to evolve a strategy for Increasing Market Share of Tata Indicom in Chennai”, BONFRING, Volume I, 16th September 2015, ISBN 978-93-85477-14-0, PP 29-32.

Paper Presentation:

- Awareness and Expectations of the Industrial Entities in Chennai, Guindy Industrial area regarding the Mortgage Loans Offered by the Citi Financial Consumer Finance India Limited” From Anna University in Trichy.
- Emerging Issues in Green Marketing from Periyar University in Salem
- A study on Risk Analysis and credit Appraisal: Risk Management with a special Reference: Bank loans to manufacturing Industry from Sheela Mathammal Engineering College in Namakkal.