

**Name : Dr. J. Bamini**

**Designation : Cluster Head UG – SF Management Programs**

**Department : Management**

**Qualification : MBA., SLET., PhD**

**Experience : Teaching: 29 Years**

**Research : 20 Years**

**Area of Specialization(s) : HR, Marketing, Finance, General Management**

**Email (Official ID) : j\_bamini@psgrkcw.ac.in**



#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	HR	PSGR Krishnammal College for Women	2014
SLET	General Management	Bharathidasan University	2000
MBA.	Marketing & Finance	GRG School of Management Studies	1995
BBM	General Management	Dr. GRD College of Science	1993

#### Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/ Agency Name	Year
Certification	Fundamentals of digital marketing	Google	2025
Certification	Leadership Skills	Indian Institute of Management Ahmedabad	2025
Certification	Enterprise Design Thinking Co-creator	IBM	2024
Certification	Enterprise Design Thinking Practitioner	IBM	2024
Certification	Google Analytics Certification	Google	2024
Diploma	Warehouse Management	Alison	2024
Certification	Leadership and Management for Managers	Alison	2024
Certification	Anger Management and Conflict Resolution	Alison	2024
Certification	Google Analytics for beginners	Google Analytics for beginners	2023
Certification	4 Ps of Marketing	Great Learning	2023
Certification	Excel for Beginners	Great Learning	2023
Certification	Blockchain Basics	Great Learning	2023

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M.Phil.	1	-
PhD	5	-

## Research Publications (Indexed)

### International

- Analysing the Intersection of Education and Data Science: Enhancing Learning Outcomes through Information Systems – An Analytical Study, Indian Journal of Information Sources and Services, Vol. 15, No. 1, 2025, pp. 12–19, ISSN: 2231-6094, DOI: <https://doi.org/10.51983/ijiss-2025.IJISS.15.1.03>
- The Role of Entrepreneurial Ecosystems in Supporting Startup Growth and Innovation, Journal of Information Systems Engineering and Management, 2025, Vol. 10(3), e-ISSN: 2468-4376
- The Integration of Information Systems in Strategic Decision-Making: A Management Perspective, Journal of Information Systems Engineering and Management, 2025, Vol. 10(2), e-ISSN: 2468-4376
- Maximizing Marketing Value: An Empirical Study on the Framework for Assessing AI and ML Integration in Marketing Management, Indian Journal of Information Sources and Services, 14 (3), Issue, 2024, 64-70
- A New Conceptualization of Self as an Energetic Node in Cultural Dynamics: Transitioning from Classical Theories to Complex Systems, Appl. Math 19 (2), 259-270
- Risk management strategies in large-scale infrastructure projects: A financial perspective; Journal of Infrastructure, Policy and Development 9 (1), 1073 1
- Exploration of workaholic characteristics of married women in healthcare sector during pandemic situations, South Eastern European Journal of Public Health 22 (3)
- Technological Innovations and Global Security: Risks and Opportunities, Journal of Informatics Education and Research, ISSN: 1526-4726 Vol 4 Issue 3 (2024)
- Finding the Factors by Integrating the AI Model and Business Analytics Risk Assessment on Firm Organization; 2nd International Conference on Disruptive Technologies (ICDT), 1074-1080
- Exploring the Implications of IoT Integration in Urban Infrastructures for Sustainable Smart Cities; 2023 International Conference on Data Science, Agents & Artificial Intelligence (ICDAAI)
- Secure Online Mobile Design and Development of Banking System; 2023 International Conference on New Frontiers in Communication, Automation, Management and Security (ICCAMS)
- Challenges and Barriers to Adoption in E-Procurement among Select SMEs in Coimbatore City, European Chemical Bulletin, 12 (5), 4778 – 4784, ISSN: 2063-5346
- The Effect of High-Performance Work Systems And Human Resource Information Systems On Employee Performance- A Study, European Chemical Bulletin, 12 (S6), 786 – 795, ISSN: 2063-5346
- E-commerce customer churn prevention using machine learning-based business intelligence strategy, Measurement: Sensors, Volume 27, 2023, 100728, ISSN 2665-9174

- AI in E- Recruitment – With Special Reference to Pharmaceutical Industry, Journal of Contemporary Issues in Business and Government Vol. 28, No. 04, 2022, e-ISSN: 1323-6903, pp. 715 – 722
- The Impact of International Trade Expos in Export of Indian Products, International Journal of Early Childhood Special Education (INT- JECS), Vol. 14, No. 03, April 2022, ISSN:1308-5581, pp 863-869
- Factors Leading Millennials towards Use of Social Media to Choose Travel Destinations in India with Reference to Coimbatore City’, Journal of University of Shanghai for Science and Technology, ISSN: 1007-6735, pp2097 – 2107.
- Impression Management – Reviewing its Impact on Work Performance and Instrument Validation, Gedrag & Organisatie Review - ISSN:0921-5077, Vol 33: ISSUE 02 – 2020, pp. 850-864
- A Study on Measuring the Talent Acquisition Practices in Selected IT Companies in Chennai, Tamilnadu. Journal of Xidian University, ISSN No: 1001-2400 Vol 14 (3), 387-394
- The Effectiveness of Online Reviews in the Consumer Decision Making Process, Cikitusi Journal for Multidisciplinary Research ISSN: 0975-6876. Vol 6 - Issue 3 - March 2019, pp. 316 – 326.
- Perceived Performance Appraisal Effectiveness and Its Impact on Academic Staff Organizational Commitment Turnover Intention: A Conceptual Model
- Occupational stress among the University Academicians of Ghana
- Factors influencing Performance Appraisal Perceptions in Public and Private HEIs (A study with special reference to the Sultanate of Oman)

#### **Other Publications: International/National**

- A Study on Customer Satisfaction of Adidas with Special Reference to Coimbatore City
- Analysis on Financial Applications in Digital Era
- A Study on Work Diversity and Training Effects on Employee Performance with Reference to Service (Banking) Sector in Tamil Nadu.
- Perceived Performance Appraisal Effectiveness and Its Impact on Academic Staff Organizational Commitment Turnover Intention: A Conceptual Model.
- A Study on Shipping and Freight Forwarding Activities Performance in Dhanam Exim Services.
- A Study on Customer Preference of Nissan Motor Pvt. Ltd in Coimbatore.
- Impact of Competency Mapping on Employee Wellbeing at Nanostar Technologies, Coimbatore.
- Job Stress Among Employees in Sindhu Fiber Mill, J. Bamini.
- Relationship Between Leadership and Employee Morale with Reference to Amman Autos Pvt. Ltd.
- A Study on Impact of Human Capital Management Towards Organizational Development in Kairali Steel and Alloys, Calicut.
- A Study on Perception of Employees on Teamwork and Team Lead with Reference to Techspine Solution.
- A Study on Perception of Employees on Teamwork and Team Lead with Reference to Techspine Solution.
- Determining Profitability through Working Capital Management and Ratio Analysis.
- A Study on Impact of Predictive Analytics in the Field of Digital Marketing.
- A Study of Purchasing Behaviour by Consumer and Marketing Strategy Approach – Brand Tata Cars.
- A Study on Performance Management of Excel Engineering Equipment, Coimbatore.

### Patents

S. No	Name of the Faculty	Title of the Invention	Application No.	Publication Date
1.	Dr Bamini	A System for Students Management and A Method Therefor	201841034328 A	12/09/2018
2.	Dr Bamini	Performance Management System and A Method Thereof, Application	201841040467 A	26/10/2018.
3.	Dr Bamini	An Artificial Intelligence-Based Project Management System	202141030628 A	23/07/2021
4.	Dr Bamini	Non-Trust Based Transaction System Using Blockchain-Based Machine Learning Model and Method Thereof	202241052358 A	23/09/2022
5.	Dr Bamini	Fraud Detection Dongle for Financial Transactions	Grant no: 392945-001	17/08/2023

### Book Published

- “APPLIED OPERATIONS RESEARCH”, Himalaya Publishing, ISBN 978-93-5299-017-7
- “CONSUMER BEHAVIOUR”, Thakur Publications, ISBN – 978-93-87880-58-0
- “AI FOR BEGINNERS”, Scientific International Publishing House, ISBN – 978-93-5625-509-8
- “RESEARCH METHODOLOGY AND IPR”. Scientific International Publishing House, ISBN – 978-93- 5757-266-8

### Short Term Course /FDP/Refresher Courses

Program	Title of the STTP /FDP	Funding Agency
WEDP	Women Entrepreneurship Development Program	DST - NIMAT
Refresher Course	NEP Implementation	Malaviya Mission Teacher Training
STTP	Learning Management System	AICTE
STTP	Innovation Management (Innovation)	AICTE
STTP	Organizational Behaviour	AICTE
STTP	U.S. Baldrige Education Performance Excellence Framework	AICTE
STTP	Operations Management	AICTE
STTP	Energy, Sustainability & Climate Change	AICTE

### Letter of Appreciation

Best Faculty Award Winner for 3 consecutive years for: 2021-2022; 2022-23 & 2023-24 at Sri Ramakrishna College of Arts & Science

### Acted as a Resource Person

Innovation Management	Quality Assurance Frameworks
Mentoring for EDC Faculty	Vision, Mission, Goals, Objectives, and
FDP on Teaching Methods	Institution-wide KPIs development and tracking
Business Model Canvas	Performance Monitoring and Improvement
Teaching and Learning Enhancement	PDCA and ADRI cycles
Curriculum Framework	Strategic Planning and Implementation
OBE Implementation	Institutional Strategic Plan development
Self-study report Writing	

### Reviewer in journal

Name of Journal	National/International
HuSS	International
Journal of Digital Marketing and Search Engine Optimization	International
Cogent Business & Management.	International

### Paper Presentations in Conference

#### International

- Factors Leading Millennials Towards Use of Social Media to Choose Travel Destinations in India with Reference to Coimbatore City, Journal of University of Shanghai for Science and Technology
- Corporate Social Responsibility in Rural Development: A Case Study of The Top Indian Pharmaceutical Companies
- A study on Perception of Employees Teamwork and Team Lead with reference to Techspine Solution
- Exploring the Implications of IoT Integration in Urban Infrastructures for Sustainable Smart Cities
- Finding the factors by integrating the AI model and business analytics risk assessment on firm organization
- Secure Online Mobile Design and Development of Banking System

#### National

- Predicting the Nifty Index Using Machine Learning Based Approaches
- Impact of GIG workers in Artificial Intelligence and Business Processes
- Teacher occupation stress
- Work Life Balance of Female Professionals in The Banking Sector

#### Conference/Seminar/Workshop Organized

- International MDP on Technology and Digital Transformation - Its impact on business
- Seminar on Innovation/Prototype Validation – Converting Innovation into a Startup
- Workshop on Stock Trading and Wealth Management
- Career Readiness Program
- Annual International Conference ICON 2K23;2K22;2K21
- Talent leadership – diversity and inclusion of women
- Financial Education for young citizen
- Annual Business Analytics Conclave
- Workshop on RPA in Management

## Grants

Grant Name	PI/ Co-PI	Title of the Project	Funding Agency	Amount	Duration		Grant No & Date
					From	To	
WEDP	PI	Women Entrepreneurship Development Program	DST - NIMAT	1,00,000	16.10. 2023	10.11. 2023	09/74/20 21 dt: 25.08.20 23

## Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Annual	Annual
Oman Academic Accreditation Authority	Life	Life
InSc Professional Membership	Life	Life
International Peer Reviewed Journal and Publication	Life	Life
Assessor in NAAC	Life	Life

## Awards/Honors

Awards/Honors	Year of Award
Best Faculty Award	2022,2023,2024
Awarded 100 Influential Personalities – Education Sector	2024
Glass Ceiling Award	2023
Global Iconic Education Award	2023
Life Time Achievement Award	2022
Best Resource Person – AICTE ATAL	2022
Research Excellence Award	2021

## Indexing and Citations

Google Scholar	Scopus	CrossRef
Citations: 122 <i>h</i> -index: 5 <i>i</i> 10-index: 2	Citations: 78 <i>h</i> -index: 4	Citations: 56 <i>h</i> -index: 6