



Name : Dr.S.Lara Priyadharshini

Designation : HOD (i/c)

Department : BBA IB & RM

Qualification : MBA., M.Phil., Ph.D.,

Experience : Teaching -13 Years

Research : 7 Years

Area of Specialization(s) : Human Resource Management, Data Analytics, General Management

Email(OfficialID) : larapriyadharshini@psgrkcw.ac.in

AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Management	Bharathiar University	2015
M.Phil.	Management	Bharathiar University	2011
MBA	Management	Bharathiar University	2009
B.Sc.	Physics	PSGR Krishnammal College for Women	2007

AdditionalQualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
Certification	Market Research and Analysis	NPTEL	2024
Certification	Training of Trainers	NPTEL	2021
Certification	Data Science	EXCELR SOLUTIONS (USA)	2019

Research Guidance

Programme	No.ofScholars	
	Completed	Pursuing
M.Phil.	1	Completed
Ph.D.	1	3

Research Publications (Indexed)

- No heroic measure, No financial investments - An innovative mechanisms to create thriving at work among data scientists. Social Sciences & Humanities Open, 2025, Volume 11, 101650, ISSN 2590-2911, <https://doi.org/10.1016/j.ssaho.2025.101650>.
- "Empowering Business Insights: Harnessing TABLEAU's Power in Data Visualization." Data Visualization Tools for Business Applications, edited by M. Anandhavalli Muniasamy, et al., IGI Global, 2025, pp. 169-188. <https://doi.org/10.4018/979-8-3693-6537-3.ch008>.
- The Triad of Organizational Sustainable Success: Emotional Intelligence, Tacit Knowledge Sharing, and Psychological Safety Using Structural Equation Modelling. In: Hamdan, A., Braendle, U. (eds) Harnessing AI, Machine Learning, and IoT for Intelligent Business. Studies in Systems, Decision and Control, vol 555. Springer, Cham. https://doi.org/10.1007/978-3-031-67890-5_61, pp 671–686.
- Cultivating Workplace Flourishing: The Synergy of Mindfulness, Authentic Leadership, and its Impact on Performance & Resilience. In: Hamdan, A., Braendle, U. (eds) Harnessing AI, Machine Learning, and IoT for Intelligent Business. Studies in Systems, Decision and Control, vol 555. Springer, Cham. https://doi.org/10.1007/978-3-031-67890-5_62.
- Flexing the Emotional Muscle: Investigating how team reflexivity shapes performance via emotional intelligence. Environment and Social Psychology, 2024, 9(8), 1-15. <https://esp.as-pub.com/index.php/esp/article/view/2869>
- A Theoretical Investigation on the Properties of Charge Transport of Hexaazatrinaphthylene Derivatives. ChemistrySelect, 9, e202304156 doi.org/10.1002/slct.202304156, 2024.
- Impact of Cybernetic Classroom Learning on Students Academic Performance. Virtual and Classroom Learning in Higher Education A Guide to Effective Online Teaching , 2021, pp. 226–235.

Other Publications: International/National

- Published 40 research papers in peer reviewed International & National Journals.

Patent

S.No	Name of the Faculty	Title of the Invention	Application N o.	Date of Filing	Publication Date
1.	Dr.S.Lara Priyadharshini	Intelligent Sales Promotion Strategies and Sales Performance of	202121046131	10.10.2021	29.10.2021

		Telecommunication Firms In India			
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Book Published

- Published 3 Books in the field of Human Resource Management, Corporate Expectations and Predictive Analytics Using R Programming

Book Chapter Published

- Contributed chapters to 7 edited books.

Letter of Appreciation

- Received appreciation letters from several esteemed institutions for successfully conducting research-oriented workshops on advanced analytical tools and techniques, including SPSS, AMOS, Tableau, R Programming, Excel Modeling, and Power BI.

Acted as a Resource Person

- Served as a resource person for 37 technical workshops, providing guidance to research scholars, industry professionals, and academicians across various fields and departments in the areas of research and analytics.

Reviewer in journal

- Recipient of Certificates of Excellence in Reviewing from esteemed peer-reviewed journals, including the Journal of Engineering Research and Reports, Journal of Advances in Biology & Biotechnology, Journal of Experimental Agriculture International, Asian Journal of Research in Computer Science, Current Journal of Applied Science and Technology, and Journal of Scientific Research and Reports, recognizing contributions to high-quality academic peer review.
- Served as an Expert Committee Member for the prestigious conference organized by the Indian Institute of Technology, Guwahati, contributing to the evaluation and guidance of cutting-edge research presentations and academic discussions 1st & 2nd February 2025.
- Served as a Conference Committee Member for the Annual Conference organized by Manipal Academy of Higher Education (MAHE), Dubai Campus, Rushford Business School, Switzerland, and the European Global Institute of Innovation and Technology, Malta, contributing to the theme 'Innovating for Impact: Digital Technologies for Public Administration, Engineering Applications, Environmental Protection, Sustainable Business Operations, and Healthcare.
- Editorial and Review Board Member for the International Management Review, Vol. 20, Special Issue 2024. Contributed valuable feedback on manuscripts and supported the peer-review process. This work was carried out under the guidance of Dr. Mishael Williams, Editor-in-Chief, Thomas Edison State University, NJ, USA.

Paper Presentations in Conference

- Presented 40 research papers in national and international conferences.

Participation in Workshop

- Participated in 30 workshops covering diverse topics such as data analytics, research methodologies, Python, and R Programming, enhancing expertise in these critical areas.

Participation in Faculty Development Programme

- Participated in 30 Faculty Development Programs (FDPs) on various topics, including teaching-learning methodologies, AI in teaching, curriculum development, digital pedagogy, and assessment strategies, enhancing professional growth and expertise in education.

Conference/Seminar/WorkshopOrganized

- Organized numerous workshops and seminars focused on technology-oriented topics, fostering collaboration and knowledge sharing. These events provided participants with valuable insights into emerging technologies. The sessions contributed to skill development and practical learning in the tech community.

Grants

Industrial & Consultancy project

- Elite Construction Company: Cost optimization and revenue enhancement using predictive models. Using PYTHON sanctioned in the month of April 2025.
- Strategies for enhancing Research Competencies among corporates and academic institutions.
- SRS Enterprises Construction Company: Improvising core competencies.
- SRS Enterprises Construction Company: Predictive analysis using TABLEAU software and R Programming software to optimize project scheduling, resource allocation, and project efficiency.
- Evaluated the TREND ANALYSIS using TABLEAU Software for AMBAL Company
- Designed Modeling sheet to calculate Incentives of Sales Executive's and Team Leaders of AMBAL Company
- Prepared Job Description (JD), Standard Operating Procedure (SOP), Key Resource Areas (KRA) and Key Performance Indicators (KPI) to Hash Six hotel, Coimbatore.
- Analysis on Hash Six Hotel bookings by using TABLEAU Software.
- Feasibility study for starting convention center in Coimbatore district by using EXCEL MODELING SLICER
- Analysed the DENTAL hospital's patient's database using SPSS statistical tool.
- Modeled the DASHBOARD [in EXCEL] for monitoring the students internal exam marks of KVIMIS, Coimbatore.
- Case study analysis of sales data of electronic industries for the year 1997.
- Feasibility study on starting Health Care Organization in Coimbatore.
- EXCEL Modeling report on effectiveness of Communication class to students at KVIMIS.
- Funded by GRG Trust. Topic: Predicting Students Placement Capability using Personality and Psychological Assessment vis R Programming.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
International Association of Soft Skills Trainers	Soft Skills Trainer	LifeLong

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Best Published Research Award	Vijay Patil School of Management and Cursos	2025

	Internacionales, University of Salamanca at, Spain.	
Best Researcher	SNS Institutions	2025
Women of Worth for “Dedicated service towards Research”	Rotary Coimbatore City	2025
Best Faculty award	LIONS INTERNATIONAL, District 324 C, Coimbatore	2024

Indexing

- Published high-quality research articles indexed in prestigious databases such as Scopus, Web of Science, and ABDC, contributing significantly to the academic and professional community.

Contribution

- NAAC Coordinator
- ISO Coordinator
- Syllabus Setting - Bharathiar University - HR Analytics - MBA-IB - 2020-2021
- Syllabus Setting - Bharathiar University - Interpersonal Skills and Communication - MBA-IB - 2020-2021
- Member in the Board of Studies – M.A Human Resource Management of M.O.P. Vaishnav College for Women.