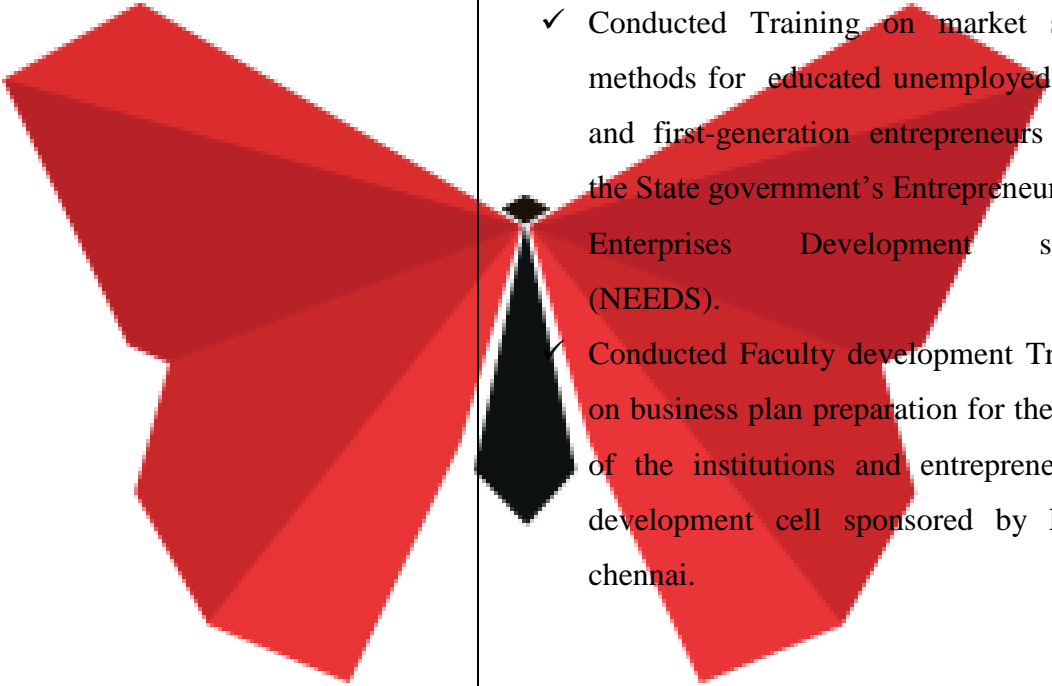


**M.A.M. College of Engineering and Technology**  
 Siruganur, Tiruchirappalli – 620 105, Tamilnadu, India

**Faculty Profile**



<b>Name</b>	Dr. M. Hemalatha
<b>Qualification</b>	M.B.A., Ph.D. (NITT)
<b>Designation</b>	Director - CDP
<b>Area of Specialization</b>	Human Behaviour, Consumer Psychology, Retailing, Datamining
<b>Years of Experience</b>	<b>Industry:</b> 8 years <b>Academic:</b> 7 years
<b>Awards and Achievements</b>	<ul style="list-style-type: none"> <li>✓ Received Young Scientist Award from TNSCST for the year 2017</li> <li>✓ Institute First rank in M.B.A. programme</li> </ul>

	<ul style="list-style-type: none"> <li>✓ Institute Second rank in B.B.A. degree programme</li> <li>✓ as a Head of Entrepreneurship Development Cell trained and developed thousands of potential entrepreneurs</li> <li>✓ Single Point of Contact for Infosys Ltd. Campus Connect, an industry-academia partnership initiative from January 2012 to January 2013.</li> <li>✓ Conducted Training on market survey methods for educated unemployed youth and first-generation entrepreneurs under the State government's Entrepreneur-cum-Enterprises Development scheme (NEEDS).</li> <li>✓ Conducted Faculty development Training on business plan preparation for the heads of the institutions and entrepreneurship development cell sponsored by EDI - chennai.</li> </ul>
<b>Book/chapter Publications</b>	<b>3</b>
<b>Journal Publications (Nos.)</b>	<b>National: 6</b> <b>International: 23</b>
<b>Conference/Seminar (Nos.) (Presented &amp; Participated)</b>	<b>National: 18</b> <b>International: 15</b>

<b>Workshops (EDP/MDP) (Nos.)</b>	<b>18</b>
<b>Faculty Development Programme (FDP) (Nos.)</b>	<b>5</b>
<b>Research Title (Ph. D)</b>	<b>Modelling Clearance Sales Shopping Behaviour</b>
<b>Funded Projects/Grants</b>	<b>AICTE, DST, EDII, NIMSME, CED, PTBI</b>
<b>Others</b>	<b>-</b>
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