

# Dr. Annette B



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**Professor at M.A.M. College of Engineering and Technology, Tiruchirappalli 621 105 and  
Director at MASTeR Skill Development Institute**

## **EDUCATION**

**Ph.D. (Gender Discrimination among Construction Workers and the Means of Empowering Women Construction Workers)**, November 2010  
Bharathidasan University, Trichy.

**Master of Business Administration (Human Resource)**  
Madurai Kamaraj University (April 1999).

**Bachelor of Engineering (Electronics and Communication Engineering)**  
Mookambigai College Of Engineering, Trichy (April 1996).

Cleared **NET (National Eligibility Test) in Management** in 2005.

**CICTT** (Cambridge International Certificate for Teachers and Trainers) in February 2011.

Recognized as **Research Supervisor** by Anna University, Chennai and currently supervising three doctoral research candidates.

## **PROGRAMMES ORGANISED**

**AICTE Sponsored Two Weeks Faculty Development Program** on "Developing Pedagogical Skills For Teachers Through Active Learning Techniques" from June 10 to 22, 2013 (Rs. 3 lakhs sanctioned and utilized)

**Higher Education Awareness Camp for Higher Secondary Students** for students from villages in and around M.A.M. College of Engineering on May 5, 2011 and 2012.

Was part of the organizing team in the **Pre Republic Parade camp 2010** conducted by Government of India, Ministry of Youth affairs and Sports, NSS Regional center, Chennai, held at M.A.M. College of Engineering between 11- 20, October 2010.

FDP on **Research and Data Analysis using SPSS** at MAM College of Engineering in association with SPSS South Asia Pvt. Ltd on October 8, 2010.

Was part of the organizing team of the **Entrepreneurship Awareness camp** conducted by Center for Entrepreneurship development, Tamilnadu and M.A. M. College of Engineering, Trichy from January 28 to 29, 2010.

#### TRAINING PROGRAMMES ATTENDED

**Internal Auditing of Quality Management Systems** against ISO 9001:2008 series on August, 7, 2010.

**Dale Carnegie High Impact Teaching Skills Certificate** on May 23 & 24, 2011.

#### ONLINE CERTIFICATION COURSES COMPLETED

**ACCESS TO CAPITAL FOR WOMEN** in Sep 2016 by +Acumen and Goldman Sachs 10,000 Women through NovoEd

**An Introduction to Psychology** - NPTEL Online Course Sep 2016 from IIT Kanpur

**Psychiatry - An Overview** - NPTEL Online Course May 2016 from IIT, Kanpur

**Emotional Intelligence** NPTEL Online Course April 2017 from IIT, Kharagpur

**Corporate Social Responsibility** NPTEL Online Course Sept 2017 from IIT, Kharagpur

#### PUBLICATIONS

##### JOURNALS

1. Annette B . & Clifford Paul S. (2012) **Mahatma Gandhi - An Indian Model of Servant Leadership.** *International Journal of Leadership Studies* Vol.7, Issue 2.ISSN 1554-3145
2. Annette B, Joseph Anbarasu & Clifford Paul S., (2011) **Prospects of Women Construction Workers in Tamil Nadu, South India.** *Indian Journal of Gender Studies*, Vol. 18 No.2, p. 217-235. Sage Publications, New Delhi. DOI: 10.1177/097152151101800204.
3. Joseph Anbarasu D, Clifford Paul S & Annette B., (2011) **An Empirical Study on Some Demographic Characters of Investors and the Pattern of their Savings and Investments on Insurance Schemes.** *The IUP Journal of Risk and Insurance* Vol.8. No.1. ISSN: 0972-933X.
4. Joseph Anbarasu D & Annette B., (2010) **A study on attitudinal hindrances and HR practices in empowering woman construction workers.** *The IUP Journal of Organizational Behaviour.* Vol. 9, No. 3. ISSN: 0972-687X.
5. Clifford Paul S., Joseph Anbarasu D. & Annette B. (2010) **Study on Socio Economic Status and Awareness of Indian Investors of Insurance.** *E-Journal of Business and Economic Issues.* Vol. 5, No. 3.  
[http://web.subr.edu/fileadmin/files/College\\_of\\_Business/Awareness\\_Insurance\\_Clifford1.pdf](http://web.subr.edu/fileadmin/files/College_of_Business/Awareness_Insurance_Clifford1.pdf)
6. Annette B ., Joseph Anbarasu D. & Clifford Paul S. (2010) **Need for Awareness of Servant Leadership in Business Schools.** *Online Journal of Academic Leadership.* Vol. 8, No.2. ISSN: 1533-7812  
[http://www.academicleadership.org/emprical\\_research/THE\\_NEED\\_TO\\_CREATE\\_AN\\_AWARENESS\\_OF\\_SERVANT\\_LEADERSHIP.shtml](http://www.academicleadership.org/emprical_research/THE_NEED_TO_CREATE_AN_AWARENESS_OF_SERVANT_LEADERSHIP.shtml)
7. Annette B ., Joseph Anbarasu D. & Clifford Paul S. (2009) **A Study on the Empowerment of Women Construction Workers as Masons in Tamil Nadu , India.** *Journal of*

8. KR Mahalaxmi, AV Joseph, B Annette (2016) **Influencing the Intensity to Pay for Private Labels: The Role of Quality Perception and Consumer Loyalty in Indian Context-An Quantitative Modeling**, *Asian Journal of Research in Social Sciences and Humanities* 6 (8), 1362-1382
9. A Vanitha, AV Joseph, B Annette, (2016) **Affirmative and Undesirable Effects between Impact of Stress and Job Gratification: Performance of Indian Public Sector Bank Employees**, *Asian Journal of Research in Social Sciences and Humanities* 6 (9), 1040-1060

#### BOOK CHAPTERS

1. Shobhana N & Annette B, 2014, **A qualitative study on the profile of Women entrepreneurs in Trichy and Chennai**, *Status of Women: Issues and Challenges*, p.156 -167, SVM Publications: Delhi

#### PAPERS PRESENTED IN CONFERENCES

1. Joshua Arul Kumar & Annette B. **“A Study to customize the Methodology of Engineering Teaching based on the Intelligence Level of Students for Better Retention”** in International Conference on Engineering Education: Innovative Practices and Future Trends (AICERA, 2012), on July 20, 2012 at Amal Jyothi College of Engineering, Kottayam, Kerala.
2. Annette B, Clifford Paul S and Rajesh ADJ **“FDI and Employment Generation in India.”** in UGC sponsored national seminar on *Issues of FDI in India* January 27, 28, 2011 at Department of Economics, Bharathidasan University
3. Annette B. and Joseph Anbarasu D., **“Organising the unorganised women construction workers”** *48th Annual conference of The Indian Society of Labour Economics*, January 5-7, 2007 at Bharathidasan University, Tiruchirapalli. (Abstract published)
4. Annette B. and Joseph Anbarasu D., **“Women in unorganised sector – HR issues”** in *International Conference on Business Economics and Finance (ICBEF 2005)*, October 28, 2005 at Adaikalamatha Institute of Management, Thanjavur.
5. Annette B and Joseph Anbarasu D, **“Women - HR Potential - Challenges and Opportunities”** at the *Regional Seminar on HR concerns and practises in a globalising economy*, February 24 & 25, 2005 at HRM Department, St. Joseph's College, Trichy.

#### CONFERENCES / SEMINAR / WORKSHOP ATTENDED

**Mission10X – ISTE Workshop on Innovation in Engineering Education** from May 23 to 27, 2011.

Five Day National Workshop on **“Applied Econometrics for Finance and Management”** organized by the Department Of Commerce and Financial Studies, Bharathidasan University and funded by The Indian Econometric Society and University Grants Commission from February 5 to 9, 2011.

FDP on **Mutual Fund Analysis** organized by the Faculty of Management Studies and center for university – industry collaboration, Anna University Tiruchirappalli from July 17 to 18, 2009.

**Writing for Publications** conducted by PG & Research Department of Social Work, Bishop Heber College and Liverpool Hope University, UK on July 3, 2008

**Research Directions in Information Technology and Applications** conducted by Department of Management Studies, National Institute of Technology, Trichy on December 22, 2006.

## **PROFESSIONAL SERVICES**

**"Women welfare measures in organisations,"** in an UGC sponsored career oriented programme at Seethalakshmi Ramaswami College: Department of Commerce on February 13, 2013.

Invited talk on **"Education Tourism"** at Joint Travel and Tourism Promotion by Air India Express with TTDC / Pondichery Tourism and Malaysian Tourism Board on 21 May 2011 at Hotel Sangam, Trichy.

Invited talk on **"Stress Management"** for AICTE Sponsored Staff Development Programme on Advanced Control Techniques in Power Electronics Drives and Systems on May 20, 2011.

## **PROFESSIONAL MEMBERSHIP**

Co-convenor, CSR Panel, CII (**Confederation of Indian Industry**) Trichy Zone and member in the CII Tamilnadu Panel for CSR for 2013-2014.

Member of **International Association of Engineers (IAENG)**.

Life Member of **Indian Society for Technical Education (ISTE)**.

Member of **National HRD Network (NHRD)**

Club Avenue Chairperson for membership development in **Rotary Club of Tiruchirappalli Shakthi** for 2013-14

## **WORK EXPERIENCE**

**27.6.2016 till date as Professor at M.A.M. College of Engineering and Technology, Tiruchirappalli 621 105 and Director at MASTeR Skill Development Institute**

Providing leadership in bridging the gap between industry and student

Excellent interpersonal, communication and presentation skills

Ability to think strategically, and to formulate and communicate effective strategies for developing the Skill Development Institute

Ability in skilling the students to improve employability and setting up Industry units to imbibe corporate culture among students and provide part time employability

**16.12.2013 till 26.6.2016 as Professor and Director, M.A.M. B School, Trichy 621 105.**

Providing leadership in supporting research, teaching and overall career development of students and faculty

Providing leadership in the teaching, learning and assessment of academic courses

Undertaking individual and collaborative research and publishing research and disseminating the results of research and scholarship in peer reviewed journals.

Excellent interpersonal, communication and presentation skills

Ability to lead and motivate others effectively

Ability to think strategically, and to formulate and communicate effective strategies for developing the Business School

**15.09.2008 till 15.12.2013 as Associate Professor and as Professor and Head, Department of Management Studies, M.A.M. College of Engineering, Trichy 621105.**

Coordinating academic activities in the department, organising workshops and seminars for students and faculty. Teaching courses in

Organisational Behavior, Human Resource Management, International Business Management, E Commerce Technology and Management, Production and Operations Management, Management Information Systems and Business Communication.

**19.06.2006 to 31.08.2008 as Lecturer, Department of Management Studies, Bishop Heber College, Trichy 620017.** Coordinated class activities and taught courses in

Organisational Behavior, Human Resource Management, Information Technology and Management, Change Management, Labour law, Management Information Systems and Business Communication.

**18.06.1997 to 31.05.2006 Lecturer and then Associate Professor, Dept of Management Studies, J. J. College of Engineering and Technology, Ammapetai, Trichy.** Coordinated class activities and association activities of students and taught courses in

Organisational Behavior, Human Resource Management, Industrial Relations and Labour Welfare, Production and Operations Management, Total Quality Management, Principles of Management and Business Communication

## **RESEARCH INTEREST**

Indian Models of Leadership  
Servant Leadership  
Women in the Unorganized Sector  
Gender issues