

CURRICULUM VITAE

Dr.V.LAVANYA
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI - 620015

QUALIFICATION

BBA, University of Madras
MBA (Human Resource), University of Madras
M.Phil. (Human Resource), Alagappa University
Ph.D., (Human Resource), National Institute of Technology.

AREA INTEREST

Organizational structure and design
Managing People in Organisation
Human resource Management
Compensation and Benefits
Industrial Relation and Labour Laws
Change Management
Talent Management

INTERNATIONAL JOURNAL PUBLICATIONS

- **Murugesan Punniyamoorthy* and Lavanya Vilvanathan (2013)** “A study on job satisfaction in service institution- context and model bound approach” *International Journal of Economics and Globalisation*, Vol.5, No.4, Pp 269-291
- **Murugesan Punniyamoorthy* and Vilvanathan Lavanya** “A Conglomerate model for identification of the interaction between job satisfaction and job performance in a service institution - A Context Bound Approach.” - *International journal of Higher Education and Sustainability*. Int. J. Higher Education and Sustainability, Vol. 1, No. 1, 2015

- Difference and Similarity among the Faculty Job Satisfaction Factors in Publicly Funded, Deemed and Private Institutions – A Comparative Study (under review)
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CONFERENCE:

Ms. V. Lavanya,

Topic: The impact of Clearance sales attributes on store loyalty in National level conference on trends in current management practices held on September 2009

Ms. V. Lavanya, on Impact of customised packaging on retail market held on Jan 2010 in the International conference on Globalization and consumer protection.

Ms. V. Lavanya,

Topic: Impact of change management in organisation in the International conference on management practices for sustainable growth July 2010

Ms. V. Lavanya,

Topic: Post Implementation review of SAP using quality through measurement in the International conference on management practices for sustainable growth July 2010

Ms. V. Lavanya, on CRM Practices – Attention and retention of customers in private sector banks held on March 2011 in the National conference “Challenges and issues in service marketing”.

Dr. V. Lavanya, on A study on the identification of motivational factors and its influence on faculty using SEM and Neural network – International conference on “Applied Research in Engineering and Management sciences” August 2016

WORKSHOP ATTENDED

1. Participated in the supply chain workshop on “ Materials Management as a profit centre, Logistics management as a competitive advantage, lead time reduction, materials requirements planning, supply chain analytics and taxation issues in supply chain”, organized by the Department of Management Studies, National Institute of Technology, Tiruchirappalli, on Jan 2011
2. Participated in the FDP on “**Workshop of data analysis for management research**”, organized by Indian Institute of Management, Kozhikode during April 4 – 8, 2011.
3. Participated in the two days’ workshop on “ Technical Paper Preparation using LATEX SOFTWARE” organized by National Institute of Technology, Tiruchirappalli on July 2012
4. Participated in the three days’ Data Mining workshop on “ Nuances of Support Vector Machines” organized by the Department of Management Studies, National Institute of Technology, Tiruchirappalli, on October 2012
5. Participated in the ICSSR Sponsored workshop entitled “ A Ten-Day Research Methodology course for Ph.D scholars” organized by the Department of Management Studies, National Institute of Technology, Tiruchirappalli, on April 2013.

6. Participated in the FDP on “ Data Mining and Data Analytics” organized by the Department of Management Studies, National Institute of Technology, Tiruchirappalli, on November 2014
7. Participated in the two days’ workshop on “Data Analytics for Research in Management and Social Science” Organised by the Centre for Distance Education, Anna University, Chennai on November 2014.
8. Participated in the FDP on “Data Analysis for Social Science Research” Organised by the Gnanam School of Business, Thanjavur on September 2015.

PROJECT

“Empowerment of Women Graduates through Entrepreneurship” - National Institute of Technology, Tiruchirappalli