

## Faculty Profile

**Name:** Dr. Rajini Venkatadri  
**Designation:** Associate Professor  
**Teaching Areas:** Human Resources Management  
Organisational Behavior Business Communication  
Personal Effectiveness Management Soft Skills  
**Research Interests:** Impact of the Bhagavad Gita on the Leadership,  
Communication, Motivation and Decision-Making  
processes of the corporate world  
**Education:** PhD, Banasthali University, 2020.  
MFM, Pondicherry University, 2001.  
B.Com, Madras University, 1999.



### Research/Selected Publication:

1. Trigunas, communication and employee engagement: Linkages through the OSHA model ,2nd International HR Conference , ELK Asia Pacific Journals, Special Issue (2019)
2. Anand, Rajini. (2018). Interview with Mr. Prasanna Purushottaman. Dimensions . Vol.6 No. 2. (Pg 51 to Pg 55).
3. Anand, Rajini. Holistic Management: The Indian Way -1st International HR Conference –HR in search of an identity (2018)
4. Anand, Rajini. (2017). Towards a Holistic Model of Management Education. The IUP Journal of Soft Skills. Vol. XI No. 4. Vol. XI No. 4
5. Internal Matters: Internal Customer Engagement-Perspectives from the Bhagavad Gita: 2nd International Marketing Conference: Customer Engagement and Experience: Issues, Reflections and Future Strategies (2017)