



Dr.S.Rathika

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Teaching Experience

- From June 2005 –August 2006, Lecturer, Oxford Engineering College, Trichy.
- From February 2007- 22.05.2024 worked as an Associate Professor/ Head, Department of Master of Business Administration, Prince Shri Venkateshwara Padmavathy Engineering College, Chennai
- From 23.05.2024 - Associate Professor/ ECE, Prince Shri Venkateshwara Padmavathy Engineering College, Chennai.

Total Experience: 19 + Years

Educational Qualification

S.No	LEVEL /DEGREE	INSTITUTION	UNIVERSITY /BOARD	PERCENTAGE /GRADE	YEAR OF COMPLETION
1	Ph.D (Management)	St.Peter's Institution of Higher Education and Research, Chennai	St.Peter's Institution of Higher Education and Research, Chennai	Provisional Registration Completed. Going to submit synopsis by July 2025	
2	Ph.D (Image Processing)	Annamalai University	Annamalai University	Awarded	2024
3	SET (Management)			Qualified	2016
4	M.E. (Applied Electronics)	Sathyabama University	Sathyabama University	8.10(CGPA) First Class with Distinction	2015
5	M.Phil (Management)	PRIST University	PRIST University, Thanjavur	8.5 CGPA First Class with Distinction	2010

6	MBA	Mother Teresa Women's University, Kodaikanal	Mother Teresa Women's University, Kodaikanal	8 CGPA	2004
7	B.E. (Electrical & Electronics)	I.F.E.T College of Engineering, Villupuram.	University of Madras	71.86% First Class	2002
8	H.S.C	St. Dominic's girls Higher Secondary School, Perambalur	State Board	82.5%	1998
9	S.S.L.C	St. Dominic's girls Higher Secondary School, Perambalur	State Board	79.6%	1996

Teaching Experience

S.No.	Name of the University / College	Designation	Date of Joining	Date of Leaving	Total Service in Years
1	Prince Dr.K.Vasudevan college of Engineering & Technology, Chennai	Vice- Principal	23.05.2024	Till date	10 months
2	Prince Shri Venkateshwara Padmavathy Engineering College, Chennai.	Asso. Professor/ Head	01.02.2007	22.05.2024	17.4 Years
3	Oxford Engineering college, Trichy	Lecturer	27.06.2005	12.08.2006	1.2 Years

Scopus ID: 57444272900

Orchid ID: <http://orcid.org/0000-0003-2060-3629>

Web of Science ID: NNG-8131-2025

GoogleScholar ID:

https://scholar.google.com/citations?hl=en&user=kN16BDUAAAAJ&view_op=list_works&gmla=AH8HC4ys_9sy7wDDQDJl0UB-R8m3hZ0m9G8R2oZk6aQy_LK5X4rrldzU793rGTZQ0f2kjF0PZj3gGQHcbRlZrO

Achievements and Accolades:

1. Mentored and guided more than **200** students to promote **Innovation and Entrepreneurship eco system** inside the campus.
2. Knowledge partner and mentor of two **IVP** worth **4 lakhs** from **EDII, Tamilnadu**.
3. Guided and mentored students for **SIH 2019**, competition and one Team **RUDH- ASTRA** won **Rs. 3 lakhs** from Ministry of Education's Innovation cell
4. Guided and mentored one team for **TNSI-2020** and it was awarded with **1 lakh** cash prize from Tamilnadu government.
5. Guided students for **SCOUT AICTE Competition** and **three teams** got **1 lakh** each **3 lakhs** prize from AICTE.
6. **Internship and Incubation facility** arranged for our students from **AIRF, Annamalai university, Chidambaram**
7. Got **MOU with AIRF**, Annamalai university, Chidambaram.
8. Won **Manak Veer Award** from BIS, Government of India.
9. Created **I & E Eco system** to more than 2000 students in 30 schools and 18 colleges.
10. Certified **Innovation Ambassador of MOE's innovation cell**, Government of India.
11. Standards club Mentor from BIS and Key Resource Person of **BIS standards club** for our college.
12. Attended two days training for **Key resource person** conducted by **BIS at NITS, Noida**
13. Attended two days **Mentors training** conducted by **BIS at Bangalore**.
14. Conducted an **Inter college Idea contest Idecon'2018** and rewarded best innovations.
15. Conducted **Tree planting campaign** at our college on **Teacher's day 05.09.2019** and planted more than 100 plants inside campus
16. Organised a standards awareness rally with more than 150 students to create awareness on **SDG(Sustainable Development Goals)**
17. Mentored more than 20 teams to participate in the competition held at **IIT Madras**. Two of our teams have got I and III prize and awarded with a cash prize of Rs.25000 and Rs.10000 respectively.

18. Our students were participated in the **SKIT** competition for **World Standards Day'23 celebration** hosted at Le Royal Meridian. Out of 300 Standards club in and around Chennai, 15 Teams were selected for the program in that our college is one and their creativity in the Skit liked by Dr.Iraianbu, IAS and Mrs. Bharathi baskar, Orator the students were awarded with Rs.15000 Cash prize and Medals.
19. Coordinated as a **SPOC** for **SSB** exam hosted by our college in the year 2014.
20. **Convener – Citizen Consumer Club** inaugurated in the year 2017.
21. Nominated our college students for the **Walkathon and Standards awareness campaign** hosted by BIS. More than 70 students were participated and gained incentive of Rs.1500 each.
22. Conducted Two **Education Utilization Programme** for Electrical Standards and got a grant of Rs.50000 each from BIS, Government of India, Chennai branch office.
23. Coordinated and hosted Start up Tamil - **SHE** program at our campus in Feb'23 conducted by Anna University.
24. Coordinated **FESTA'24** at our campus

Total Publications: 22

S.No	Authors	Title	Year	Source title	DOI	Publisher	ISSN
1	Rathika S:	Deep adaptive Learning - Based beam combining Framework for 5 G Millimeter Wave massive 3D -MIMO Uplink Systems	2024	Transactions on Emerging Telecommunication Technologies	10.1002/eet.70030	Wiley	
2	Rathika S;	Novel nueral network classification of maternal fetal ultrasound planes through optimized feature selection	2024	BMC Medical Imaging	10.1186/s12880-024-01453-8	BMC	

3	Rathika S;	Millimeter wave - 3D massive Deep prior aided graph neural network combining with hierarchical residual learning for beam space channel estimation	2023	International Journal of communication systems	10.1002/dac.5918	Wiley	
4	Rathika S.;	Understanding the Potential of AI-Powered Image Recognition Systems for Real-Time Applications	2023	2023 2nd International Conference on Futuristic Technologies, INCOFT 2023	10.1109/INCFT60753.2023.10425002	Institute of Electrical and Electronics Engineers Inc.	979-835030884-6
5	Rathika S.;	Performance analysis of data hiding in thermal image using alpha blending technique	2021	Materials Today: Proceedings	10.1016/j.matpr.2020.10.874	Elsevier Ltd	22147853
6	Rathika S.	Stress on supply chain in manufacturing industry	2022	AIP Conference Proceedings	10.1063/5.0074626	American Institute of Physics Inc.	978-073544198-9
7	Rathika S.;	An ensemble of monarchy butterfly optimization based encryption techniques on image steganography for data hiding in thermal images	2023	Multimedia Tools and Applications	10.1007/s11042-023-15693-3	Springer	13807501
8	Rathika S.	Design of microwave metamaterial absorber for Ku-, X-, and C- band applications	2024	Results in Optics	10.1016/j.rio.2024.100653	Elsevier	26669501
9	Rathika S	LSTM and KNN: A Tool for Identifying Defects in Food	2023	ICSCNA 2023	10.1109/ICSCNA58489.2023.10370120	Institute of Electrical and	

						Electronics Engineers Inc.	
10	Rathika S.;	Human-Computer Interaction: Enhancing User Experience in Interactive Systems	2023	E3S Web of Conferences	10.1051/e3sconf/202339904037	EDP Sciences	25550403
11	Rathika S.	Security Enhancement of Fog Nodes in IoT Networks Using the IBF Scheme	2022	Lecture Notes in Networks and Systems	10.1007/978-3-031-12413-6_10	Springer Science and Business Media Deuschl and GmbH	978-303112412-9
12	Rathika S.	Optically transparent triple and dual band terahertz meta material absorber based on indium tin oxide and PET substrate	2023	AEU - International Journal of Electronics and Communications	10.1016/j.aeue.2023.154543	Elsevier GmbH	14348411
13	Rathika S.	IoT based Industry Automated Sheet Metal Feeder	2021	I-SMAC (IoT in Social, Mobile, Analytics and Cloud)	10.1109/I-SMAC52330.2021.9640826	Institute of Electrical and Electronics Engineers Inc.	978-166542642-8

14	Rathika S.;	Steganography in high intensity pixel of a thermal image using barcode encoder technique	2019	International Journal of Recent Technology and Engineering	10.35940/ijrte.C5060.098319	Blue Eyes Intelligence Engineering and Sciences Publication	22773878
15	Rathika S.;	Impact of Covid - 19 on student's education due to parents' unemployment	2022	AIP Conference Proceedings	10.1063/5.0074146	American Institute of Physics Inc.	978-073544198-9
16	Rathika S.;	Cosmetics Purchase Decision : Influence of Brand Awareness and Brand Meaning	2022	Xidian			
17	Rathika.S	Attitude of Customers towards Digital and Conventional Advertising	2019	International conference		Kalasalingam University	
18	Rathika.S	Significance and Impact of Artificial Intelligence and Immersive Technologies in the field of Education	2023	Scopus		IJRTE	
19	Rathika.S	EFFECTS OF CORONA VIRUS PANDEMIC ON MIGRANT WORKERS	2017			International Journal of Research	
20	Rathika.S	A STUDY ON EFFECTIVENESS OF EMPLOYEE MORALE WITH REFERENCE TO A WEB CREATION COMPANY, CHENNAI	2017			International Journal Of Management Technology And Engineering (Ijmte)	

21	Rathika.S	A Study On Employee Retention Through Effective Compensation Management	2018			Journal Of Applied Science And Computations	
22	Rathika.S	A Study On Knowledge Management Practices Followed by B-Schools In Educating Future Managers	2018			International Journal of Research	
23	Rathika.S	A Study On Anticipating Human Resource Requirements of An Organization	2018			Suraj Punj Journal for Multidisciplinary Research (SPJMR)	
24	Rathika.S	Human Resource Management Practices And It'S Impact On Employee Performance	2019			Journal Of Applied Science And Computations	
25	Rathika.S	A Study On Performance Appraisal And It'S Effectiveness On The Organization And The Employee	2019			Parishodh Journal	

Publications in Conferences: 24

S.No	Title	Name of the Conference	Date	Institution
1.	“Hybrid Encoding Techniques For Image Compression Using Wavelets”	IEEE Sponsored 2nd International conference on Innovations in Information, Embedded and Communication Systems	19.03.2015 & 20.03.2015	Karpagam College of Engineering, Coimbatore
2.	National Conference On “Recent Advances Hr	National Conference On “Recent Advances In HR	19.12.2014	TAGORE ENGINEERING COLLEGE, CHENNAI

3.	Implementation Of A New Technique For Secured Image Transmission	National Conference on Recent Developments in Electronics World (RDEW'17)	2017	Annamalai university
4.	“Emerging Strategies In Global Business Environment”	National Conference on “Recent Advances on Science, Engineering & Management”	2015	Tagore Engineering College
5.	“A Emprical Study On Mentor Protégé Relationship”	National Conference On “Recent Advances In Science, Engineering And Management	2015	Tagore Engineering College, Chennai
6.	Sustainable Development In Education Throgh Educational Intelligence & Big Data Analytics	IJCRT	2021	MGR University
7.	A Study On Impact Of Covid!19 Outbreak On Digital Payment	International Conference On Paradigm Shift In Business And Economy: Challenges, Initiatives And Strategies In Global Context	2022	SRM Institute Of Technology, Ramapuram
8.	Security Enhancement Of Fog Nodes In Iot Networks Using The Ibf Scheme	ICIPCN'22	2022	King Mongkut's University, Thailand
9.	An Analysis Of Performance Of Types Of Mutu Fund Schemes Wi Reference To Insuranc Company.	International Conference On Business Opportunities Of Digital Horizon In Global Economy (Bodhi – G2023)	2023	SRM Valliammai Engineering College
10.	Mutation Challenges In Commerce And Management	REVAMP EDUCOM 21,	2021	Mangalore University
11.	Employee Engagement And It's Impact On Work Life Balance Among Women Faculty	National conference on Artificial intelligence Driven business:Navigating innovation Challenges	2023	Vels University, Chennai
12	Navigating The Digital Labyrinth: Strategies For Maintaining Work-Life Balance Among Women	“International Conference On “Changing Global Dynamics In The Arena Of Commerce, Management & Technology ICGDCMT -2024”	2024	SAVEETHA Institute

	Faculty In Digital World			
13.	A Study On The Impact Of Work-Life Balance On Professional And Personal Success	National conference on Advancements In Science and Language For Engineering And Technology (NASLST-2025)	2025	K.Ramakrishnan college of Technology, Trichy
14.	Intrusion Detection and Prevention System for DDoS Attacks using Hybrid CNN Architecture	2024 15th International Conference on Computing Communication and Networking Technologies, ICCCNT 2024	2024	10.1109/ICCCNT61001.2024.10726212
15.	Lossless Compression of Medical Volume Images using Distributed Source Coding with Prior Knowledge	2024 2nd World Conference on Communication and Computing, WCONF 2024	2024	10.1109/WCONF61366.2024.10692182
16.	Evaluating Deep Learning Models for Customer Lifetime Value Forecasting Based on Hybrid DT and Naive Bayes Model	1st International Conference on Pioneering Developments in Computer Science and Digital Technologies, IC2SDT 2024 - Proceedings	2024	10.1109/IC2SDT62152.2024.10696377
17.	Innovations in Image Forensics: Designing a Smart Learning Based Methodology for Forgery Detection over Digital Images	2024 4th International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE 2024	2024	10.1109/ICACITE60783.2024.10617341
18.	The Technical use of Mobile Robots in Developing Smart Cities in Integration with Vins	2024 2nd World Conference on Communication and Computing, WCONF 2024	2024	10.1109/WCONF61366.2024.10692250
19.	Investigating Trade-Offs between Capacity and QoS in Underwater Fiber Optic Networks Using Bandwidth Optimization	2024 International Conference on Intelligent Systems for Cybersecurity, ISCS 2024	2024	10.1109/ISCS61804.2024.10581026
20.	A Novel Development of Artificial Intelligence Enabled Learning Methodology for Human Depression Prediction Scheme	2024 International Conference on Intelligent Systems for Cybersecurity, ISCS 2024	2024	10.1109/ISCS61804.2024.10581122

21.	Unlocking the Experimental Possibilities of a Logical Wireless Power Transfer System Design for Charging Electric Vehicles Through High Intensity Concentration	2024 IEEE 4th International Conference on ICT in Business Industry and Government, ICTBIG 2024	2024	10.1109/ICTBIG64922.2024.10911246
22.	Fourier Transform with Depth Quarter for Silent Object Detection	2024 IEEE 4th International Conference on ICT in Business Industry and Government, ICTBIG 2024	2024	10.1109/ICTBIG64922.2024.10911439
23.	Hyperparameter Optimization and Its Impact on Machine Learning Performance for Heart Disease Prediction	2024 IEEE 4th International Conference on ICT in Business Industry and Government, ICTBIG 2024	2024	10.1109/ICTBIG64922.2024.10911085
24.	Spatio-Temporal Motion Pattern Analysis for Anomaly Recognition in Crowded Sections using Kernel SVM	2024 15th International Conference on Computing Communication and Networking Technologies, ICCCNT 2024	2024	10.1109/ICCCNT61001.2024.10726212

Details of Patent: 08

S.No	Title	Type	Year	Status
1.	Digital Bus Ticket	Product	2023	Published
2.	Smart Watch	Product	2022	Published
3.	Employee Engagement	Service	2022	Published
4.	Workforce Analytics	Service	2022	Published
5.	E Vehicle charging system	Product	2024	Published
6.	Crime Scene Investigation system	Product	2024	Published
7.	Autonomous Road side Cleaning robot	Product	2022	Published
8.	Saline Water	Product	2024	Published

BookPublished:

1. “Principles of Management”, Mrs.S.Rathika
2. “Human Resource Management”, Mrs.S.Rathika., Dr.S.Hariharaputhiran
3. “Entrepreneurship Development”, Mrs.S.Rathika., Dr.G.H.Kerinabbeenu., Dr.P.S.Immaculate
4. “Essentials of Organisational Behavior”, Dr.S.Rathika

Seminars/ Workshops/ FDP attended: 37

S.No.	Title	Name of the Organisation	Dates	Duration
1	Quantum Computing And Its Future Scope	ATAL (AICTE Academy)	18.12.23-26.12.23	6
2	AI & ML	Anna University, Chennai	05.02.24-10.02.24	6
3	IPR	IIMT University, Noida	25.04.23-27.04.23	3
4	Talkathon- EDC Faculty Coordinators Meet	CED, Anna University	2023	1
5	Mentoring and Teaching Pedagogy for Classroom delivery and Engagement	FDP, Sri Sairam Engineering college, Chennai.	2022	6
6	Emerging Trends and Challenges in Management and IT education	SRM Valliammai engineering college, Chennai	2022	5
7	IP Awareness program	NIPAM	2022	1
8	Inculcating Universal Human Values	AICTE	2022	5
9	Mentoring Pedagogy and Teaching for Higher Education	Prince Shri Venkateshwara Arts and Science College	2021	1
10	Entrepreneurship Eco system	CED, Anna University	2021	5
11	Innovative Trends in Science & Technology	M.Kumarasamy College of Engineering, Karur	2021	6

12	Recent Innovations in Industrial Automation – A Boot camp	Sri Venkateshwara College of Engg. And Tech, Puducherry	2021	5
13	Tricks and Tips for Research ID's Generation	Bharath Institute of Higher Education & Research, Chennai	2021	1
14	Higher Education for the 21 st century	Geetha Jeevan arts college, Tirunelveli	2021	1
15	An Insights over Research work	Dr.MGR University, Chennai	2021	3
16	International PDP on SPSS	Patrician College, Chennai	2021	7
17	Basics of Cryptocurrency	Guru Nanak college, Chennai	2021	1
18	T-Test for Research data analysis	SSS Jain College, Chennai	2021	1
19	How to design and develop Drones	Annamalai University, AIIRF	2021	2
20	Introduction to SPSS and Business Research	Patrician college, Chennai	2021	3
21	Empowering Women through Entrepreneurship	Guru Nanak college, Chennai	2021	1
22	Importance of Pilot study in research	SSS Jain College, Chennai	2021	1
23	Emerging Trends in nano material and opto electronic devices	Swarnandhra college, AP	2021	5
24	Synthesis and Functionalisation	Swarnandhra college, AP	2021	5

25	Cultural awareness between states of India	Government College of engineering, Coimbatore	2021	1
26	How to get Published in Scientific Journal – from Research to Publication	Sri Sairam Institute of Technology, Chennai	2020	1
27	Exploring Career opportunities by developing soft Skills	Prince Shri Venkateshwara Padmavathy Engineereing College, Chennai	2020	1
28	The Art of Writing Research papers	CIT, Chennai	2020	1
29	Research outcomes	Data teach.ai	2020	1
30	Contemporary research aspects in Information centric Networking	ANNA UNIVERSITY, CHENNAI	2020	2
31	Sustainable consumption of water	Anna university, Chennai	2018	1
32	Quality and Six sigma	New Prince, Chennai	2015	1
33	Workshop on Case study analysis	Tagore engineering college, Chennai	2015	1
34	An empirical study on Mentor Protégé relationship	Tagore engineering college, Chennai	2015	1
35	Global Transition and its impact on Indian youth	Tagore engineering college, Chennai	2015	1
36	Creative Pedagogy Fostering Student Creativity and Innovation	IIT Madras	2014	1

37	Seminar on Indian securities market	CED Anna university	2014	1
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Book chapters:

S.No	Book chapter Title	PUBLISHER	YEAR	ISBN NUMBER
1	Impact Of Covid- 19 Pandem Virtual Teaching And Learning	Management Practices in Digital World	2021	ISBN: 978-81- 952196-2-9
2	Application of Hyper automation in Covid-19 Analysis and Management	Wiley	2024	ISBN:97813941865 18.ch 10

Professional Membership

- ISTE Life Time Membership
- MMA-Madras Management Association
- IAENG Membership

Reviewer

- Registered as an Editorial Manager (EM)
- Reviewer of QEIOS.

AcademicActivities

- President- NDLI club
- Supervisor, Anna university(MIT campus)- CFD- MBA department
- Chairman, Board of Studies (BoS), from 2022, Prince Shri Venkateshwara Padmavathy engineering college,Chennai
- Director - PSVPEC'S Centre for Entrepreneurship from 2015
- Director – Citizen Consumer Club from 2017
- Director and Mentor – PSVPEC's Standards club, BIS from 2021
- Vice President- PSVPEC'S Institutions innovation council from 2023
- Coordinator –NISP from 2023

- Innovation activity coordinator for PSVPEC'S IIC from 2018
- Head – MBA from its inception in PSVPEC(Since 2008)
- Framed Regulation and Curriculum for 22 and 24 regulations

- Actively Conducted various events academically and non- academically from 2007 to till date
- Co Convener - Anti- ragging cell
- Mentor – Entrepreneurship awareness program
- Involved in the Squad Duty as a part of the Anti-Ragging Team
- A c t e d a s a University Question Paper Setter for Bharath University, S.A Engineering College, Sri Sairam Institute of Technology, SRM Valliammai Engineering College, St.Peter's Institute of Higher Education and Research, Chennai.
- Acted as a Board Chairman for Central Valuation, Anna University, Chennai
- Acted as Chief AUR for Anna university exams.
- Examiner for Project Panel, Department of M B A , Chennai
- Guided a Southern railway project done by our MBA in the year 2011 and submitted the report to Southern railways for effective use of Marsh land.

ResearchGuidance

Projects Guided: Guided more than 150 MBA students to complete their Research projects.

Subjects Taught

S. No	UG Courses	PG Courses
1	Basic Electrical Engineering	Management concepts and organizational behavior
2	Introduction to Engineering	Principles of Management
3	Electronic Devices & Circuits	Organizational Behavior
4	Basic electrical and electronics engineering	Business Research Methods
5	Engineering Economics and cost analysis	Operations management
6	Engineering Economics and financial accounting	Human resource management
7	Principles of management	International Business
8	Total quality management	Strategic management
9	Professional ethics	Industrial relations and Labor welfare
10		Entrepreneurship development
11		Conflict management
12		Negotiation and conflict management
13		Corporate social responsibility and Sustainability
14		Enterprise Resource planning
15		Legal aspects of business
16		Economic analysis for business
17		Reward and compensation management

Personal Information

Name : Rathika.S
Date of Birth : 24 March,1981
Marital Status : Married
SpouseName : Dharmaprakash.T
Languages Known : To speak and write-English, Tamil
Extra Curricular Activity : Typewriting
Hobbies : Reading Books, Listening Music, Painting, Handworks

SoftwareKnown : MATLAB, SPSS

Computer Skills : Microsoft Word, Microsoft Excel, Microsoft power point

Residential Address : No.23,
Thailammal illam,
First street,
Periyar nagar,
Adambakkam, Chennai-88

DECLARATION

I hereby declare that all the above information and facts stated above are true and correct to the best of my knowledge and belief.

Thanking you,

Place: Chennai

Yours faithfully,

Date: 25.07.2025

Rathika.S