

Faculty Profile

Name: Dr. AL. Alagappan

Designation: Associate Professor

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Brief Profile:

Dr. AL. Alagappan, PhD (HR), UGC-NET, is an HR specialist with over 20 years of teaching experience and a certified NLP Practitioner (NFNLP, Florida, USA). His expertise includes Organizational Behaviour, Emotional Intelligence, NLP, Work–Life Balance, and Leadership Development. Currently IQAC Coordinator at Hallmark Business School, he is passionate about mentoring students and creating engaging, transformative learning experiences.

Academic Qualification:

Qualification	Degree	Institution/University
Ph.D.,	Ph.D	Alagappa Institute of Management, Karaikudi. Alagappa University.
PG	M.B. A	Alagappa Institute of Management, Karaikudi. Alagappa University.
UG	B.Sc (A.S) C.T.	Mahendra Engineering College, Namakkal, Periyar University
Eligibility Test	UGC - NET	Management

Functional Areas:

- Organisational Behaviour
- Human Resource Management

Skills/Certifications:

- NLP – Basic Practitioner

Professional Experience:

- Academic (yrs): 18
- Research (yrs): 15

Research & Teaching Interests:

- Organisational Behaviour
- Human Resource Management
- Digital HRM
- Emotional Intelligence
- Employee Wellbeing

Publications

Journals:

- Published a paper **Employment Security Through Social Security Schemes** in Scopus Indexed journal - European Chemical Bulletin, 2023, Vol. 12, issue 10
- Published a paper **Developing Effective Branding Strategies For Higher Education Institutions: A Conceptual Framework** in Scopus indexed journal - Educational Administration: Theory and Practice, 2022 Volume 28, issue 3
- Published a paper **Leadership Strategies for Manufacturing Startups: Aligning Styles with Employee Engagement to Lower Attrition Rates** in ABDC Journal - Empirical Economics Letters, 2024 Special Issue 3, August 2024

Book Chapters:

- Published a book chapter **Exploring Performance Appraisal Challenges In Indian It Companies: A Comprehensive Study** in Multidisciplinary Research in Social Sciences, Humanities, Arts & Business Management
- Published a book chapter **Shaping The Future Of Management Education: The Role Of Chatbots** in Multidisciplinary Research in Social Sciences, Humanities, Arts & Business Management

Paper Presentations in Conferences:

- Presented and published a paper entitled **“The Concept of Job Burnout among Entrepreneurs”** in international conference on Advances in Engineering, Technology & Management – 2014 held at NPR College of Engineering and Technology, Natham, Tamilnadu. Article published in March 2014, Vol:2,
- Presented a paper entitled **“Heads of Tails – An overview of Work Life Balance of Employees of Software Companies”** in the 3rd International Conference on Impact of Economic Crisis in Global Business Scenario 2009 held at Sri Sai Ram Institute of Management Studies, Chennai. Article Published in “Impact of Economic Crisis in Global Business Scenario – Human Resource Management” in 2009
- Presented a paper entitled **“Work Life Balance - A sprouting problem for Employees in Software Companies”** in the National Conference on Transformation of Organisations in the Global era 2008 held at Valliammai Engineering College, Chennai.

FDPS/MDP/Workshops Attended:

- Attended HRiday – HR Conclave at BIM, Trichy
- Attended HR 5.0 – HR Conclave at SASTRA University, Thanjavur
- 5 days FDP on Mutual Funds
- 5 days FDP on Business Analytics

Training/Consultation:

- Students Development Program - Outbound Training for B. Com and B.B.A Students of St. Josephs College, Trichy

Distinctions/Awards:

- Best Staff Award in 2006-07