

Curriculum Vitae



Dr. Rtn. P. Mary Jeyanthi

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OBJECTIVES:

With 14+ years of experience in Information Technology professional in Banking Sector with extensive skills and experience in Business Intelligence with Metaheuristics algorithm and Passion in teaching to enrich the environment with knowledge and Self discipline. Being an Entrepreneur, the intensive knowledge in the research field.

SUMMARY OF PROFILE:

- Over 14+ years of Information Technology and Banking Technology experience.
- Entrepreneur in Research area, for mentoring the Research Scholar.
- Soft Skill Trainer
- Highly skilled in Business Analyst
- Proven ability to analyze and maintain systems.
- Hard working, detail-oriented, and able to multi-task.
- Excellent verbal and written communication skills.

ACADEMIC PROFILE:

- **PhD** in “A New Implementation of Mathematical Models with metaheuristic Algorithms for Business Intelligence” in VELS University, Chennai, TamilNadu. 2010 -2014.
- **MCA** - Master of Computer Applications- First Class with Distinction (Grade: 76%) from Fatima College, Madurai, TamilNadu. 2001 – 2004.
- **B.Sc.** - Bachelor of Mathematics First Class (Grade: 74%) from Fatima College, Madurai, TamilNadu. 1998 – 2001

PROFESSIONAL EXPERIENCE

- **Institute of Management Technology (IMT-N), Nagpur, MH, India.**
Assistant Professor in Business Analytics

Duration: Feb 2018 onwards

Job Description:

- To Engage in Teaching, Research, Case Writing, ELD activities , Management Development Programs (MDPs) and Consultancy activities.
- To engage as an Internal and External collaborators to take forward the culture of publication oriented academic research.
- Teaching Assignments include Course Planning and design, Course delivery, Examination Paper Setting, Invigilation, and Evaluation & Grading.
- Academic Administration Support

- **HDFC Bank Ltd, Chennai, TamilNadu.,**
Senior Manager in Business Intelligence Unit (BIU)

Duration: Mar 2008 – Jan2018

Job Description:

- Managing Key MIS deliverables through a team of MIS Executives
- Portfolio insights across all HNW programmers (Imperia / Preferred / Classic /Premier Acquisitions)
- Will work on Automation Projects in coordination with Finance & External vendor teams.
- Business Intelligence & Analytics initiatives on HNW Portfolio
- Will be responsible for the creation and execution of strategies to increase of portfolio profitability and Product penetration
- Will be responsible for progress & monitoring of Key Performance Indicators of the portfolio, i.e. Movements across liability, Income, Portfolio Quality, RM Performance etc.

- Performing data mining and statistical analysis to develop database marketing strategies that improve customer acquisition / retention, enhance customer experience, and maximize customer lifetime contributions.
- Developing clear, concise, and actionable insights into customer characteristics and behavior.
- Understanding diverse product sets that HDFC Bank offers across its asset, Liability and Cards Business. Designing and Implementing meaningful tests and analytical approach to address business needs.
- Analyzing and measuring the financial impact of analytical scorecards and other customer communications.
- Engaging with business teams in the bank in the development and implementation of Data-driven Strategies.

➤ **1 year of experience in Arul Anandar College, Karumathur, Madurai, TamilNadu. As a Lecturer.**

Duration: May 2005 – Jun 2006

Job Description:

- Responsible for teaching and extra-curricular activities
- Responsible for Womens' Forum
- Conducting Seminars / workshops / Faculty Development program with real time examples.

➤ **6 months of experience in Polaris Software Inc., Chennai, TamilNadu., as a Project Trainee**

Duration: Dec 2003 – May 2004

Job Description:

- Played key role in the design and development of Customer Segmentation in Banking Cards using Data Mining and Warehousing.

- Analysis best statistical method according to the nominal, ordinal, interval and ratios.
- Wrote coding standards for the system.
- Performed testing and code review of programs

GUEST ON : WORKSHOP / SEMINAR / SPEAKER:

- **SIRAPU VIRUNDHINAR IN “VIDIYALAE VA” PROGRAM IN KALAINAR TV ON 21-04-2017.**
<https://youtu.be/ARqJU7y8jFM>
- GUEST LECTURE REGARDING “BUSINESS DEVELOPMENT AND CAREER GUIDANCE” FOR IEEE YOUNG PROFESSIONAL, CONDUCTED IN MAPLE TREE, CHENNAI.
- CHIEF GUEST FOR SPARTANZ’17 – “NATIONAL LEVEL INTER COLLEGE MANAGEMENT MEET” IN ANNAI COLLEGE OF ARTS & SCIENCE, KUMBAKONAM, THANJAVUR DIST.
- GUEST FACULTY ON “BUSINESS INTELLIGENCE AND CURRENT IMPACTS” IN KONGU ENGINEERING COLLEGE, ERODE.
- GUEST FACULTY ON “CAREER GUIDANCE IN BUSINESS INTELLIGENCE” IN SATHYABAMA UNIVERSITY, CHENNAI.
- KEY NOTE SPEAKER IN ALAGAPPA UNIVERSITY – INTERNATIONAL CONFERENCE IN KARAİKUDI.
- FDP IN NANDHA ENGINEERING COLLEGE AND TECHNOLOGY- “HOW TO WRITE THE WORLD CLASS PAPER IN SCIENTIFIC JOURNALS” IN ERODE.
- FDP IN HINDU COLLEGE – “RESEARCH AND ITS IMPACTS” IN CHENNAI.
- SEMINAR IN AACHI INSTITUTE OF MANAGEMENT – “BUSINESS INTELLIGENCE AND ITS IMPACTS” IN CHENNAI.
- WORKSHOP IN INDIRA INSTITUTE OF TECHNOLOGY – “MOBILE ANDROID APP” IN CHENNAI.
- SEMINAR IN PSNA ENGINEERING COLLEGE – “CAREER GUIDANCE” IN DINDIGUL.

AWARDS & TECHNICAL SKILLS:

- National Foundation of Entrepreneur Development (NFED) organization gave the award for “Women Workforce & Entrepreneur Award” on 8th March 2015.

- Certificate of Merit in Business Intelligence Unit module and scored 80%
- Certificate of Merit in BCSBI(Banking Codes and Standard Banking module and scored 90%
- Certification of Lean Six sigma in HDFC Bank Ltd
- Certificate in Information Security Group in HDFC Bank Ltd.
- Silver Star Award for the Best Performance in HDFC BANK LTD.
- Best performance Shield for the Insurance business contribution in HDFC BANK LTD in FY 2010 - 2011.
- Best performance Shield for the Term Product – 509 Crores business contribution in HDFC BANK LTD in 2013.
- Every year Appraisal ranking in HDFC BANK is “Outstanding” or “Excellent”.
- Expertise in Soft Skill trainer to motivate the Students with their specific excellence.

JOURNAL PAPER PUBLISHED:

- [1] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence: Artificial bear Optimization Approach”, International Journal of Scientific & Engineering Research, Volume 4, Issue 8, August-2013.
- [2] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence: Optimization techniques for Decision Making”, International Journal of Engineering Research and Technology, Volume 2, Issue 8, August-2013.
- [3] Mary Jeyanthi, S and Karnan,M.: “A New Implementation of Mathematical Models with metahuristic Algorithms for Business Intelligence”, International Journal of Advanced Research in Computer and Communication Engineering, Volume 3, Issue 3, March-2014.
- [4] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence: Hybrid Metahuritic techniques ”, International Journal of Business Intelligence Research, - Volume 5,Issue 1, April-2014.
- [5] Dr. Mary Jeyanthi : “Partial Image Retrieval Systems in Luminance and Color Invariants : An Empirical Study”, International Journal of Web Technology (ISSN : 2278-2389) – Volume-4, Issue-2.
- [6] Dr. Mary Jeyanthi : “Cipher Text Policy attribute based Encryption for Patients Health Information in Cloud Platform” , Journal of Information Science and Engineering (ISSN :

INTERNATIONAL CONFERENCES:

- [7] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence: Data Mining and Optimization for Decision Making ”, 2011 IEEE International Conference on Computational Intelligence and Computing Research (2011 IEEE ICCIC).
- [8] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence: Data Mining and Decision making to overcome the Financial Risk”, 2011 IEEE International Conference on Computational Intelligence and Computing Research (2011 IEEE ICCIC).
- [9] Mary Jeyanthi, S and Karnan,M.: “Business Intelligence – soft computing Techniques”, International Conference on Mathematics in Engineering & Business Management (ICMEB 2012).
- [10] Mary Jeyanthi, S and Karnan,M.: “A Comparative study of Genetic algorithm and Artificial Bear Optimization algorithm in Business Intelligence”, International Conference on Mathematics in Engineering & Business Management (ICMEB 2012).
- [11] Mary Jeyanthi, S: “Agile Analytics in Business Decision Making: An Empirical Study”, International Conference on Business Management and Information Systems” (ICBMIS2015).
- [12] P. Mary Jeyanthi :” An Empirical Study of Fraud Control Techniques using Business Intelligence in Financial Institutions”, VIVEKANANDA JOURNAL OF RESEARCH Vol. 7, Special Issue 1, May 2018, ISSN 2319-8702(Print) , ISSN 2456-7574(Online)

STATE LEVEL CONFERENCES:

- [12] Dr. Mary Jeyanthi, S: “Pervasive Computing in Business Intelligence”, State level seminar on Computing and Communication Technologies. (SCCT-2015)

MAGAZINE ARTICLES:

- [1] “Building up a healthy human Capital in an Industry?” SME World, Vol. XI, No.03, pp.16-17, Mar, 2018.
- [2] “Managerial Decisions in the Social media era – Thinking Inside the box”, Indian Management, June 2018.
- [3] “Why Human Capital is a key factor for HR analytics in the emerging market”, Human Capital, August 2018.

EDITORIAL / REVIEWER OF JOURNAL:

- [1] Member of Advisory Board in Cambridge Scholars.

<http://www.cambridgescholars.com/t/BusinessManagementAdvisory>

[2] Part of Editorial team of Independent Journal of Management & Production (IJM&P) E-ISSN: 2236-269X.

[3] Part of Reviewer team of Indian Journal of Science & Technology (IJST)

AREA OF SPECIALIZATION:

- Business Intelligence
- Banking Technology
- Customer Value Management (CVM)
- Customer Life Cycle Management (CLCM)
- SQL server - RDBMS

SOFT SKILL TRAINER in following areas:

- ✓ Personal Effectiveness
- ✓ Creative Problem Solving
- ✓ Money Management
- ✓ Time Management & Stress Management
- ✓ Career Guidance – Campus to Corporate
- ✓ Decision Making for Managerial Effectiveness
- ✓ Cyber Crime in Social Media
- ✓ Effective Class room Management
- ✓ Leadership Skills
- ✓ Team work & Brand building
- ✓ Emotional Intelligence
- ✓ Work – Life balance
- ✓ Workforce stress in Women
- ✓ Women empowerment
- ✓ To enrich the Entrepreneurs skill set