


FACULTY PROFILE

DEPARTMENT OF BUSINESS ADMINISTRATION

I. PERSONAL DETAILS

Name	Mrs.S.Divya	
Designation	Assistant Professor of BBA	
Qualification	M.A.,M.Phil., <u>Ph.D.</u> ,	
Area of Specialization	Economics	
Mobile No.	739736586	
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	s.divya-bba@emgywomenscollege.ac.in	

II. EDUCATIONAL QUALIFICATION

S.NO	NAME OF THE DEGREE/DIPLOMA	NAME OF THE INSTITUTION/UNIVERSITY	YEAR OF PASSING
1	BBE	Sri Meenakshi Govt College, Madurai	2011
2	M.A.	Sri Meenakshi Govt College, Madurai	2013
3	M.Phil.,	The Madura College, Madurai	2015
4	<u>Ph.D.</u> ,	Mother Terasa women's University, Kodaikanal	2020

III. TEACHING EXPERIENCE

S.NO	PREVIOUS TEACHING EXPERIENCE WITH NAME OF THE INSTITUTION	YEAR OF EXPERIENCE
1.	EMG Yadava Women's College	From 2016

IV. RESEARCH ACCOMPLISHMENTS

ORIENTATION/REFRESHER/MOOCs/FDP/ TRAINING PROGRAMMES ATTENDED			
S.NO	DATE	NAME OF THE COURSE/PROGRAMME	NAME OF THE INSTITUTION/UNIVERSITY
1	25.06.2020	Effective Report Writing	Hajee Karutha Rowther Howdia College, Uthamapalayam
2	07.07.2020 to 13.07.2020	Online tools for teaching and learning	M.V. Muthiah Government Arts College for Women, Dindigul
3	04.12.2020	Enhancing E – Content for Teaching & Learning	E.M.G Yadava Women's College for Women, Madurai
4	25.01.2021 to 27.01.2020	Digi Tools for Enhancing Teaching and Learning”	E.M.G Yadava Women's College, Madurai
5	05.07.2021 to 11.07.2021	Importance of Soft Skills in Teaching	Madonna Arts and Science College for Women, Madurai
6	21.09.2021 to 27.09.2021	Programme Monitoring Office – Innovation & Entrepreneurship Development Programme (PMO-IEDP)	Entrepreneurship Development and Innovation Institute, Madurai Kamaraj University
7	22.09.2021 to 24.09.2021	Institutions & Entrepreneurial Ecosystem	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi
8	04.10.2021 to 08.10.2021.	Education and Career Prospects in BPO	Holy Cross College (Autonomous), Thiruchitrapalli
9	13.10.2021	Investor Awareness	P.K.N. Arts & Science College, Thirumangalam

NATIONAL/INTERNATIONAL SEMINAR, WEBINAR, WORKSHOP, CONFERENCE & SYMPOSIUM ATTENDED

S.NO	DATE	TITLE	EVENT NAME	INSTITUTION NAME
1	21.08.2019 to 23.08.2019	Data Analysis for Social Science Research	National Workshop	Senthi Research Advocacy Forum, V.H.N. Senthikumara Nadar College (Autonomous) Virudhunagar
2	07.01.2020	Promotion of Academic Integrity and Prevention of Plagiarism	National Seminar	Senthi Research Advocacy Forum, V.H.N. Senthikumara Nadar College (Autonomous) Virudhunagar
3	20.02.2020	Managerial and Professional Communication Skills	State Level Workshop	Mannar Thirumalai Naicker College, Madurai
4	07.06.2020	Personality Development Program on Never Stop Improving Yourself: Invest in Yourself	National Workshop	Nehru Institute of Management Studies, Coimbatore
5	09.06.2020	Life Habits to be a Successful Entrepreneur	National Workshop	Atal Incubation Center(AIC RAISE),Entrepreneurship Development Club and Department of Commerce-IV,Rajasthan
6	17.06.2020	Personality Development Program on Mastering the Mind for Conquering the World	National Workshop	Nehru Institute of Management Studies, Coimbatore
7	18.06.2020	Tools for Video Preparation in E-Content Development	National Workshop	Sri Meenakshi Government Arts College for Women(Autonomous), Madurai
8	21.06.2020	Emerging Trends in the Post-COVID World – Role of AI and ML	National Workshop	Icfai Business School, Bangalore
9	03.07.2020	Building your Resilience and Skill Enrichment for Survival	National Workshop	Nehru Institute of Management Studies, Coimbatore
10	06.07.2020	Motivation and Memory Techniques	National Workshop	S.M. Shetty College of Science, Commerce Management Studies, Mumbai
11	08.07.2020	Entrepreneurial as a Career Choice	National Workshop	K.R. College of Arts & Science, Kovilpatti
12	10.07.2020	Crisis Comes with Opportunities	National Workshop	G.T.N Arts College (Autonomous), Dindigul
13	05.08.2020 06.08.2020	Entrepreneurial as a Career	National Workshop	E.M.G. Yadava Women's College,(Autonomous), Madurai
14	10.08.2020	Online Educational Resources for Learning, Teaching and Research	National Workshop	Satavahana University, Telangana

ARTICLES PUBLISHED IN JOURNALS / MAGAZINES

S.NO	TITLE WITH (DOI)	NAME OF THE JOURNAL/MAGAZINE	NATIONAL/ INTERNATIONAL	IMPACT FACTOR	SCOPUS	CITATION INDEX	h-index	VOLUME, ISSUE, MONTH & YEAR
1	Impact of Covid-19 on Women Entrepreneurs	SK Research Group of Companies Publication	International E-Conference	ISBN 978-81-944843-3-2.	-	-	-	August 2020
2.	Challenges of Women Entrepreneurs in Retail Sector of Madurai District.	SK Research Group of Companies Publication	2 nd International E-Conference	ISBN 978-93-91077-46-4	-	-	-	March 2022

PUBLICATION OF BOOK/ BOOK CHAPTERS / MONOGRAPH / PAPERS PUBLISHED IN CONFERENCE/ PROCEEDINGS

S.NO	TITLE OF THE BOOK/ CHAPTERS/ PROCEEDINGS	TITLE OF THE PAPER	NATIONAL/ INTERNATIONAL	PUBLISHER DETAILS	ISBN/ISSN OF THE PROCEEDINGS	YEAR
1	Counselling	-----	National	Forschung Publications, Chennai	978-93-87865-95-2	March 2021

LEADERSHIP/TEAM WORKING SKILLS

S.NO	CELL/CLUB/COMMITTEE/ASSOCIATION	POSITIONS HELD (NODAL, COORDINATOR/ ASSISTANT COORDINATOR / MEMBER)	DURATION MONTH/YEAR
1	Student Services Organisation (SSO)	Member	2017-2019
2	Entrepreneurial Development Cell	Coordination	2019 - till date
3	ARIIA	Member	2021
4	IIC	Member	2021

e- CONTENT DEVELOPED				
S.NO	DATE	TITLE	SOCIAL NETWORK (YouTube, Slideshare, Blog, MOOCs, Others)	LINK
1	10.02.2021	Company Organisation	Slideshare	https://drive.google.com/file/d/118zDvrqNF8HPMf5Q5zBhFSUtabwVbmMH/view?usp=drive_web&authuser=0
2	15.02.2021	Services Marketing	Slideshare	https://drive.google.com/file/d/1oxdoo0gHm5B24Y6rSQkLjOgZmqa2qogy/view?usp=drive_web&authuser=0

V. COMPUTER SKILLS

COMPUTER LANGUAGE/TECHNICAL SKILLS	
S.NO	
1	Ms-Office

VI. LANGUAGE PROFICIENCY

S.NO	LANGUAGE	SPEAK	READ	WRITE
1	Tamil	✓	✓	✓
2	English	✓	✓	✓
3	Telugu	✓	-	-