


## FACULTY PROFILE

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### I. PERSONAL DETAILS

<b>Name</b>	Dr.V. SELVA SUBASHINI	
<b>Designation</b>	Assistant Professor of BBA	
<b>Qualification</b>	B.Sc.,M.B.A.,M.Phil.,B.Ed.,Ph.D.,DGT.,SET.,	
<b>Area of Specialization</b>	Human Resource Management	
<b>Mobile No.</b>	9042569224	
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#### II. EDUCATIONAL QUALIFICATION

S.NO	NAME OF THE DEGREE/DIPLOMA	NAME OF THE INSTITUTION/UNIVERSITY	YEAR OF PASSING
1	B.Sc	E.M.G.Yadava Women's College, Madurai	1999
2	MBA	Madurai Kamaraj University, Madurai	2002
3	M.Phil.,	Madurai Kamaraj University, Madurai	2010
4	B.Ed	Sri Parasakthi College of Education, Madurai	2010
5	SET	Mother Teresa Women's College, Kodaikanal	2016
6	Ph.D.,	Mother Teresa Women's College, Kodaikanal	2017

### III. TEACHING EXPERIENCE

S.NO	PREVIOUS TEACHING EXPERIENCE WITH NAME OF THE INSTITUTION	YEAR OF EXPERIENCE
1.	EMG Yadava Women's College	From 2002

### IV. RESEARCH ACCOMPLISHMENTS

ORIENTATION/REFRESHER/MOOCs/FDP/ TRAINING PROGRAMMES ATTENDED			
S.NO	DATE	NAME OF THE COURSE/PROGRAMME	NAME OF THE INSTITUTION/UNIVERSITY
1	08.03.2013 & 09.03.2013	Two days National level FDP (Statistics Analysis and Interpretation using SPSS & AMOS )	VHNSN College, Virudhunagar
2	24.01.2014	One day Academic Research – Writing and publishing Research papers	OAA- MAVMM School of Management and PSG Institute of Management, Madurai
3	02.05.2018 to 05.05.2018	Four days training programme “Academic Leadership”	Aligarh Muslim University, Crescent College of Education for Women
4	08.06.2020	Online Faculty Development programme “Future of Examinations: Bloom's Taxonomy and Multiple Assessment Tools”	G.T.N Arts College, Dindigul
5	04.12.2020	Online Faculty Development programme on “Enhancing E – Content for Teaching & Learning”	E.M.G Yadava Women's College, Madurai
6	25.01.2021 To 27.01.2020	Three day Online Faculty Development programme on “DigiTools for Enhancing Teaching and Learning”	E.M.G Yadava Women's College, Madurai
7	05.07.2021 To 11.07.2021	One week Virtual International Faculty Development Programme on “IMPORTANCE OF SOFT SKILLS IN TEACHING” from	Madonna Arts And Science College for Women, Madurai
8	21.09.2021 To 23.09.2021	Online Three Day Faculty Development Programme on "Impact of Intellectual Property Rights on Green Innovations in Doodle Crafts"	Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi
9	30.09.2021	Faculty Development Webinar under UGC PARAMARSH scheme on “The Role of Technology and it's impacts in Higher Education and Research”	The Standard Fireworks Rajaratnam College for Women, Sivakasi

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

S.NO	DATE	TITLE	EVENT NAME	INSTITUTION NAME
1	22.02.2013	Competency Mapping	One day International Conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	Sri Ganesh School of Business Management
2	20.08.2013 & 21.08.2013	Emotional Intelligence of career women in colleges in Madurai City	Two days International Conference on “Social Exclusion and Inclusion of Women”	Alagappa University and Mother Teresa Women’s University
3	27.08. 2013	Research Methodology for Ph.D Scholars	One Day National level workshop	Mother Teresa Women’s University, Kodaikanal
4	27.02.2014 & 28.02. 2014	Work Life Balance Among Career Women in Software Companies	Two days International Conference on “Emerging Paradigms in Management Research”	Vivekananda Institute of Information & Management Studies, Tiruchengode & Mother Teresa Women’s University, Kodaikanal
5	20.08.2014 & 21.08 2014	Emotional Intelligence of Career Women in Software Companies	Two days International Conference on “Social Media for Service Sector”	Fatima College, Madurai
6	07.01.2020	“Promotion of Academic Integrity And Prevention of Plagiarism”	One Day National seminar	V.H.N. Senthikumara Nadar College (Autonomous) Virudhunagar
7	06.06.2020	“Writing Research Article”	One Day National Webinar	E.M.G. Yadava Women’s College, Madurai
8	22.06.2020 to 28.06.2020	“Logistics& Supply Chain Management”	Seven Days National level Certificate Course	Auxilium College,(Autonomous), Vellore
9	27.06.2020	“Chancing Face of Indian Customers and Implications on Marketing”	One Day National level Webinar	The American College, Madurai
10	30.06.2020	Transition to online Teaching: Challenges and Preparation”	One Day National level Webinar	The American College, Madurai
11	06.01.2021	“Revised Accreditation Framework of NAAG”	Online National Level Webinar	E.M.G Yadava Women’s College, Madurai
12	29.01.2021	“Intellectual Property Rights”	Online National Level Webinar	E.M.G Yadava Women’s College, Madurai

13	10.02.2021 to 11.02.2021	“New Education Policy: The Urge For Transformation in Higher Education”	Online National Webinar	E.M.G Yadava Women’s College, Madurai
14	12.02.2021	“Entrepreneur in Direct Global Distribution E – Commerce Platform”	One day National level Webinar	Rathinam College of Arts and Science, Coimbatore
15	10.05.2021 to 11.05.2021	“Rural Women Entrepreneurship: Challenges and Opportunities ”	Online National Seminar	E.M.G Yadava Women’s College, Madurai
16	12.05.2021 to 18.05.2021	“Online Teaching Metrics”	Online National Seminar	SRM Institute of Science & Technology, Ramapuram Campus, Chennai,
17	21.05.2021	“Disruptive Innovation and Challenges in Indian Retail Marketing”	Online National Seminar	Sri Krishnasamy Arts & Science College, Sattur
18	29.05.2021	“Research Funding Agencies”	Online National Seminar	St. Anne’s Degree College for Women, Bengaluru
19	02.06.2021	“You tube Live Stream with Simple but Stupendous Tools”	One day National Level Webinar	The Central Library of M. V. Muthiah Government Arts College for Women, Dindigul and Madras Library Association (MALA), Madurai,

**ACTED AS RESOURCE PERSON IN OTHER INSTITUTION**

S.NO	DATE	TITLE OF THE PROGRAMME/ EVENT NAME	NAME OF THE INSTITUTION	DISTRICT/STATE/ NATIONAL/INTERNATIONAL
1	02.02.2018	Quantitative Techniques in Management for BBA Students	S.Vellaichamy Nadar College, Madurai	District level
2	28.03.2019	Management Information Strategy for MBA Students	S.Vellaichamy Nadar College, Madurai	District level
3	13.02.2020	Quantitative Aptitude for BBA Students	S.Vellaichamy Nadar College, Madurai	District level
4	22.09.2021	Three Day Faculty Development Programme on "Impact of Intellectual Property Rights on Green Innovations in Doodle Crafts" titled “Overview an Green Entrepreneurship”	Ayya Nadar Janaki Ammal College, Sivakasi	State level

**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	Work Life Balance Among Career Women in Software Companies	Emerging Paradigms in Management Research	International	ISBN Number - 978-93-80686-96-7	-	-	-	Vol. III
2	Managing Workplace stress	Shanlax International Journal of Management	International	ISSN No 2321-4643	-	-	-	Vol.2, No.1,
3	Emotional Intelligence of Career Women in Software Companies	“Social Media for Service Sector”	International	ISBN-978-1-63315-205-2	-	-	-	
4	Emotional Intelligence – A study on Women’s college teachers in Madurai city	Shanlax International Journal of Management	International	ISSN No 2321-4643	-	-	-	Vol.2, No.1,
5	Emotional Intelligence Among the Teachers	Journal of Advances in Business Management	International	/eISSN-2395-7441/pISSN-2395-7328/	-	-	-	Vol. 1/Issue 4

**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	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	Career Guidance and Placement Cell	Member	2010 - 2015
2	Students Service Organisation (SSO)	Co-ordinator	June 2015 – April 2017

**e- CONTENT DEVELOPED**

S.NO	DATE	TITLE	SOCIAL NETWORK (YouTube, Slideshare, Blog, MOOCs, Others)	LINK
1	10.02.2021	Management Information System	Slide Share	<a href="https://docs.google.com/presentation/d/1UfdHxDWzhjezlw9jkZfAVJpXqn21XagJ/edit?usp=sharing&amp;oid=118190941822632264808&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1UfdHxDWzhjezlw9jkZfAVJpXqn21XagJ/edit?usp=sharing&amp;oid=118190941822632264808&amp;rtpof=true&amp;sd=true</a>
2	24.08.2021	Computer Applications in Business	Slide Share	<a href="https://docs.google.com/presentation/d/1Zs3kRBmt_Y6FePE8t7wJOsL0mqV2sLO9/edit?usp=sharing&amp;oid=114330796660660256723&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1Zs3kRBmt_Y6FePE8t7wJOsL0mqV2sLO9/edit?usp=sharing&amp;oid=114330796660660256723&amp;rtpof=true&amp;sd=true</a>
3	24.08.2021	Production Management	Slide Share	<a href="https://docs.google.com/presentation/d/1AsnbI-7PL48Qz9pHuVIdbv2yRaXG1sgE/edit?usp=sharing&amp;oid=114330796660660256723&amp;rtpof=true&amp;sd=true">https://docs.google.com/presentation/d/1AsnbI-7PL48Qz9pHuVIdbv2yRaXG1sgE/edit?usp=sharing&amp;oid=114330796660660256723&amp;rtpof=true&amp;sd=true</a>

**V. COMPUTER SKILLS****COMPUTER LANGUAGE/TECHNICAL SKILLS**

S.NO	
1	Ms-Office, Tally, HTML

**VI. LANGUAGE PROFICIENCY**

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