

Personal Profile

Contact Details

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TIRUCHIRAPALLI- 620102



Personal Particulars

Date of Birth : 01 Apr 1972
Gender : Female
Nationality : Indian

EDUCATIONAL BACKGROUND

I – XII Std. St. Joseph's Anglo Indian Girls Higher
Secondary School,
Melapudur,
Trichy
1977 to 1989

Qualification : Bachelor of Business Administration (BBA)
Grade : Grade A/1st Class
Field of Study : Business Studies/Administration/Management
Major : BUSINESS ADMINISTRATION
Institute / : BHARTHIDASAN UNIVERSITY, Tiruchirapalli , India

University

Graduated : 1992

Qualification : MBA

Grade : Grade A/1st Class

Field of Specialization: : Marketing and Finance

Major : BUSINESS ADMINISTRATION

Institute / University : BHARATHIAR UNIVERSITY, Coimbatore , India

Graduated : 1994

Currently registered for Doctoral Programme (Ph.D- Part time ,Category B) in Management with
BHARATHIYAR UNIVERSITY, COIMBATORE

Month and Year of Registration : September 2012

Year of completion: August 2016

SPECIAL ACHIEVEMENTS:

- Obtained YELLOW AND GREEN BELT in SIX SIGMA with JURAN ACADEMY, USA – Aug 2012
- Certified MAC TRAINER-C4 LEVEL 1 with specialization in INTERNATIONAL BEHAVIOUR SCIENCE and TEACHING METHODOLOGIES – issued by Management Assessment and Certification (MAC) , SINGAPORE, adhering to International Education Standards (IES).
- Passed SET for Lectureship in the subject MANAGEMENT – October 2012

TEACHING EXPERIENCE:

Name of the institution	Position held	Date-From	To	Programmes taught	Papers handled
Cauvery College for Women Tiruchirapalli	Guest Lecturer	2007	2008	BBA	1) Business Administration 2) Marketing Management
Hallmark Business School,	Assistant Professor	2010	2015	MBA	1) Principles of Management 2) Business Communication Skills 3) Economic Analysis for Business

Tiruchirapalli					4) Advertising and Sales Promotion 5) International Business Management 6) Marketing Management 7) Services Marketing 8) Business Research Methods 9) Production and Materials Management 10) Logistics and Supply Chain Management
Department of Business Administration St. Joseph's College (Autonomous) Trichy	Assistant Professor	2016	Up to date	BBA	1) Managerial Business 2) Human Resource Management 3) Business Communication 4) Personality Development 5) Marketing Management 6) Capital Market and Financial Services 7) Entrepreneurial Skills Development 8) Banking Theory Law and Practices 9) Management Principles 10) International Business

SEMINARS, CONFERENCES AND WORKSHOPS ATTENDED

S:NO	TITLE	YEAR	VENUE
1.	National Stock Exchange Certification In Financial Markets- Beginners Module	NSE Mumbai	7 November 2009
2.	Faculty Development Programme On Research Methods Using SPSS	Hallmark Business School, Trichy and PSG Institute of Management, Coimbatore,	8 & 9 January 2011
3	Management development programme on Entrepreneurial avenues in MSME'S	CED- Gandhigram Rural Institute, Dindigul and Hallmark Business School, Trichy	2, 3 & 4 November 2011
4.	XI International Seminar on	Research	04.01.2012 &

	Frontier Global Issues and challenges in the new Millenium, Jaipur,		Development Association of Rajasthan and Rajasthan Chamber of Commerce Jaipur		05.01.2012
5.	Capacity Building of Women Managers in higher education		UGC and Cauvery College for women		25.02.2013 to 01.03.2013
6	Brainstorming Conference on STI Policy Implementation		Centre for Intelluctual Property Rights-Anna University , Chennai		07.12.2013
7	Faculty Development Programme on Research Methods using SPSS		Hallmark Business School, Trichy and PSG Institute of Management, Coimbatore,		13.12.2013
8	National Conference on Managerial Perspectives-Issues and Challenges in the era of Globalization	C	DEPT OF BUSINESS ADMINISTRATION, ST.JOSEPH'S COLLEGE(AUTONOMOUS), TRICHY		1 2016-01-21
9	RESEARCH ORIENTATION AND PHILOSOPHY : CHALLENGES AND WAY FORWARD	O	FDP PROGRAM AT THIAGARAJAR SCHOOL OF MANAGEMENT (AUTONOMOUS) MADURAI		1 2016-08-13
10	NATIONAL CONFERENCE ON EMERGING BUSINESS STRATEGIES IN ECONOMIC DEVELOPMENT	C	DEPT OF BUSINESS ADMINISTRATION, ST.JOSEPH'S COLLEGE(AUTONOMOUS), TRICHY		1 2016-12-14
11	National Conference on Management, Economics and Social Science 2018	C	Department of Business Administration, St. Joseph's College(Autonomous), Tirucirappalli	St.Joseph's College , Trichy	1 2018-02-20
12	One Day WorkShop on Application of GST in TALLY ERP9	W	SYNERGY SCHOOL OF BUSINESS SKILLS , TRICHY	St.Joseph's College(Autonomous), Trichy-2	1 2018-12-07
13	ENTREPRENEURSHIP AWARENESS CAMP	W	Department of BBA Joseph's College(Autonomous),	- St. Joseph's College(Autonomous),	1 2018-09-27

			Tirucirappalli in Association with TIDITSSIA, TRICHY	Tirucirappalli-2	
14	FINANCIAL PLANNING FOR YOUNG INVESTORS	W	SECURITIES AND EXCHANGE BOARD OF INDIA and DEPARTMENT OF BBA , SJC Trichy	St. Joseph's College (Autonomous), Trichy-2	1 2019-02-23
	Two-Day National Consultative Workshop on Performance and Challenges of Women Teachers in Higher Education	W	Department of Women's Studies , Bharathidasan University	Khajamalai Campus , Tiruchirappalli	2 2018-10-10

PAPERS PRESENTED

S:NO	TITLE OF THE PAPER	PRESENTED AT	ORGANISED BY
1.	A study on the perception of entrepreneurs towards entrepreneurship programme organized by SISI	National conference on business strategies for a sustainable economy,	CARE, Trichy 11 .03.2011.& 12.03.2011
2.	Corporate Social Responsibility for the Differently Abled	XI International Seminar on Frontier Global Issues and challenges in the new Millennium, Jaipur,	Research Development Association of Rajasthan and Rajasthan Chamber of Commerce Jaipur 04.01.2012 & 04.01.2012
3.	Latest trends of Renewable Energy and its significance	National conference Keynote	CARE, Trichy 09.02.2012& 10.02.2012
4	Challenges and Problems faced by Aids Orphans and Vulnerable Children	UGC Sponsored Two-day National Seminar on "Human Rights-Dynamics and Dialectics"	Bharathidasan University-Tiruchirappalli Department of Women's Studies 10-12-13 & 11-12-13.

PAPERS PUBLISHED

S:NO	TITLE OF THE PAPER	PUBLISHED AT
1.	Corporate Social Responsibility for the Differently abled-	Paper published in the Journal of the Research and Development .
2	Challenges and Problems faced by Aids Orphans and Vulnerable Children	Paper published in the International Journal with ISSN

Title	Name of Journal / Vol. No. / Page Nos/ISSNO.	Impact Factor	H Index No.	C Index No.	Year
Role of Media and Indian Cinema in the Promotion of Tourism Industry in India	International Journal of Advance Research in Computer Science and Management Studies / 6 / 113-118 / 2321-7782 (Online)	7.327	0	0	2018
Captivating Facets of Gastronomic Tourism Destination Branding in Development Markets	International Journal of Economic and Management Studies / - / 78 / 2393-9125	1.015	0	0	2017
The Role of E-Tourism on the Growth and Development of Indian Tourism Industry	INTERNATIONAL JOURNAL OF MANAGEMENT REVIEW / 3 / 120 / 2348-4373				

IV. Resource Person: (Special Lectures / Workshops / Seminars / Association Activities/ Alumni Meeting)

Type of Programme	Title	Beneficiaries	Days	Date
GUEST LECTURE PROGRAM	BUSINESS LAW	II BBA AND II MBA STUDENTS OF DHANALAKSHMI SRINIVA	1	2016-08-14
Guest Lecture Program	Business Law-Legal Aspects of Business	II BBA and II MBA students of Dhanalakshmi Sriniva	1	2017-08-31
One Day Workshop	COMMUNICATION SKILLS	II and III B.R.Sc. students of Holy Cross College	1	2019-01-19
JUDGE for BEST MANAGER in Inter-Collegiate Competition held by COMMERCE DEPARTMENT	BIZ-MEN FORUM 19`	Participants-College Students	1	2019-03-04

VI. Areas of consultancy and income generated

Organization Name	Consultation Type	Persons Involved	Date	Revenue	Days
CAUVERY COLLEGE FOR WOMEN	Alumnae Representative Interaction -UGC Peer Team	10	2018-02-08	0	1

VII. Academic Member

BodyName	Position	Period
BOS Cauvery College for Women (Autonomous)	Member Cauvery College for Women , Trichy Board of Studies	2019-2021

RESEARCH EXPERIENCE

Supervised and guided **28** project dissertations of MBA graduates since 2010 to date

CONSULTANCY AND RESOURCE PERSON

Have been Consultant and Resource Person for varied Training Programmes on Communication Skills , Personality Development , Team building & Leadership Skills etc .organized by our Institution Hallmark Business School – in other Colleges like Holy Cross College , Trichy , Cauvery College , Trichy etc.

Besides this have also been the Resource person for various Management Development Programmes (MDP's) conducted in our Campus for Organisations like UAE Exchange , Cethar Food Oils Ltd

ADDITIONAL RESPONSIBILITIES AND ACHIEVEMENTS

- (1) Have functioned successfully as Programme Co-ordinator for many FDP, MDP , Under Graduate Meet & Post Graduate Meet organized in Hallmark Business School (HBS)
- (2) Have served as Class Co-ordinators for the I and II year M.B..A students at HBS and ensured that the overall conduct and discipline of the management students are well maintained
- (3) Currently being appointed , as the Management Representative of HBS , on account of handling all activities arising out of the signing a Memorandum of Understanding (MOU) - signed by Hallmark Business School with Management Assessment and Certification Pte. Ltd.with International Education Standards [MAC IES , Singapore], which is one of the largest corporate assessment and certification company formed under the norms of the Singapore government, operating in 32 countries through channel network supporting Schools, Colleges and Corporate companies to enhance their quality standards and performance.

EXPERIENCE : TOTAL 22.5 YEAR(S) OF EXPERIENCE
LEVEL

Corporate Exposure : 13.5 years

Academic : 9 years

EMPLOYMENT HISTORY

1 Company : NIKKEI From/To : Apr 1998 to May 2006 (8 years
. Name MANUFACTURING)

INDUSTRIES PTE LTD

Position : PLANNING & Position : Senior Manager
Title LOGISTICS MANAGER Level

Specialization : Overall Administration , Planning and Execution

Industry : Manufacturing / Production

2 Company : OSK ENGINEERING From/To : 1997 to 1998 (1 year)
. Name

Position : Secretary to M.D Position : Senior Executive
Title Level

Specialization : Secretarial/Executive & Personal Assistant
on

Industry : Construction / Building / Engineering

Work :

Description -To Assist the Managing Director in planning his day to day schedule of business activities, important client meetings, discussions and appointments.

-Handle customer enquiries and complaints, to provide them the necessary information and offering them effective customer service.

-Efficiently taking care of the Company's internal and external correspondence so as to promote the smooth functioning & successive growth of the Organization.

-All Clerical and administrative work relating to the upkeep of internal staff and construction worker records.

-Overall Secretarial Assistance to the M.D in framing his business correspondence, writing-up of reports , updation of files & records, handling all his computer related work , besides screening all telephone calls, fax etc. in providing him appropriate information as and when needed .

3 Company : MANAGEMENT From/To : Jun 1996 to Nov 1997 (1.5
. Name DEVELOPMENT years)
INSTITUTE OF
SINGAPORE

Position : MARKETING Position : Manager
Title REPRESENTATIVE Level

Specialization : Marketing/Business Development

Industry : Education

Work Description :

As Marketing Representative in Chennai (Tamil Nadu - India) for this Prestigious Educational Institute offering varied Management courses and having its base here in Singapore , my prime task was to promote these courses among the Indian Student community at large, and motivate them to take these courses of study, so that they start their student career here in Singapore and on successful accomplishment of course degree or diploma, they do have wide range of job opportunities, also to start their work career here

In this regard, our team of people, headed by me would visit various colleges and educational institutions, located in important metropolitan cities like Chennai, Coimbatore, Salem and Trichy and conduct promotional talks and seminars , to highlight the wide range of courses offered by MDIS and the added advantages of being a student here is a gateway for starting a challenging work career in the dream city of Singapore.

4 Company Name : ELBEE EXPRESS SERVICES PTE LTD From/To : Jun 1994 to Jun 1996 (2 years)

Position Title : TERRITORY SALES MANAGER Position Level : Manager

Specialization : Marketing/Business Development

Industry : Retail / Merchandise

Work Description : It was through Campus Recruitment even before Completing my M.B.A Graduation , I had joined this Bombay based Express Service Company- specialized in moving of parcels & couriers and being a International Service Partner of the renowned American Service Counterparts "UPS - United Parcel Service - The Largest Courier Company in USA.

After 3 months of In-house training and Induction at our Head Office in Bombay , I was posted in Chennai as -Management Trainee Marketing. Within six months of successful performance ,I was promoted as Territory Sales Manager – in charge of a particular territory in Chennai - to market & promote our Company's services to Corporate clients

Languages

Language	Proficiency (0=Poor 10=Excellent)	
	Spoken	Written
English	10	10
Tamil	10	10

ACHIEVEMENTS TO BE HIGHLIGHTED:

(1) Being a Professional Degree Holder(M.B.A) with specialization in Marketing and Finance, had worked in varied environments like 3 years of marketing experience in India, and a commendable 9 years of Secretarial cum Administrator and Marketing cum Logistics Managerial experience in Singapore. This indicates my unique managerial capacity to adapt to different country set-ups with good inter-personal skills in accomplishing co-ordination with varied departments and achieving the overall organizational goals for the utmost satisfaction of my Senior Managers, operational , functional and clerical colleagues concerned with my job.

(2) Having worked for a long period (9 years) in one of the world's most admired and well-developed city of Singapore, I am indeed very confident that I could take up any new assignment in any part of the world to serve the true purpose and prove to my management that their choice of appointing me in their concern would definitely be praiseworthy.

(3) Currently possess Permanent Resident Status (PR) in Singapore along with my spouse and children and has the privilege multiple – entry visa for a period of five years.

References

Name : RENGASAMY SIVASAKTHIVEL
Telephone No. : 00- 65- 98506744
Email : singasiva@hotmail.com
Position : Production Supervisor
Company : MEIBAN MICRO , SINGAPORE

Name : SWARNAKUMARI
Telephone No. : 9659762566
Email : swarnaravichandran@gmail.com
Position : M.R.Sc Ph.D, Associate Professor
Company : HOLY CROSS COLLEGE , TRICHY , INDIA

