**DEPARTMENT OF BUSINESS ADMINISTRATIVE**

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Name of the Staff** | **Designation** |
| 1 | Mrs.M.N.Salma Farheen, M.B.A., | HOD & Assistant Professor |
| 2 | Mrs.M.Siriya, M.B.A., | Assistant Professor |
| 3 | Dr.V.Nivethitha, Ph.D., | Assistant Professor |
| 4 | Mrs.B.Sindhu, M.B.A., M.PHIL | Assistant Professor |
| 5 | Ms.S. Kaviya Priya, M.B.A., | Assistant Professor |



# PERSONAL PROFILE

|  |  |
| --- | --- |
| Name | **M.N.SALMA FARHEEN** |
| Designation | HOD / ASSISTANT PROFESSOR |
| Father’s name | M. NAZEER AHMED |
| Date of Birth | 14-11-1989 |
| Address for Communication |  |
| Office | MMES WOMEN’S ARTS AND SCIENCE COLLEGE |
|  | HAKEEM NAGAR, |
|  | MELVISHARAM. |
|  | RANIPET DIST. 632509 |
| Email id. | **mnsalmafarheen@gmail.com** |

**SCHOLISTIC PROFILE**

|  |  |  |
| --- | --- | --- |
| **Educational**  **Qualification** | **Institution / University** | **Year of**  **passing** |
| Master of Business Administration | Madras University | **2013** |
| Bachelor of Business Administration | M.M.E.S. Women’s Arts and Science College | **2011** |

**TEACHING EXPERIENCE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **INSTITUTION** | **From** | **To** | **No. of Years** |
| 1. | MMES WOMENS ARTS AND SCIENCE COLLEGE | 23.06.2014 | TILL NOW | 9 years |

**ONLINE BOOK PUBLICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Publication** | **Year & ISBN** |
| 1. | Human Resource Management | Saliha Publications | February 14, 2023 &  978-93-91387-15-0 |

**Programme Participations**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **College** | **Programme** | **Year** |
| 1 | Joseph Arts and Science college, Thiruvannamalai | National conference –Paper-“Pattern of study habits and skill among Undergraduate students “ | 15-03-2019  &  16-03-2019 |
| 2 | MMES Women’s Arts And Science College | FDP on Introduction to International Journal Publication | 31-01-2020 |
| 3 | MMES Women’s Arts And Science College | International conference –Paper “A study on Stress causes and management among the employees” | 18-02-2022  &  19-02-2022 |
| 4 | MMES Women’s Arts And Science College | IQAC Organised the One day state level workshop on “Intellectual property Rights and Innovation” | 09-04-2022 |
| 5 | G.Venkataswamy Naidu College,Kovilpatti | One day National Level online Workshop on “Implementation of(outcome based education) OBE in Commerce Education” | 27-08-2022 |
| 6 | ICT Academy | Online FDP”Sales force Faculty Orientation” | 03-11-2022 |
| 7 | KG college of Arts and Science and Poineer college of Arts and Science | Six days State level FDP on “Digitalization in Accounting and Finance” | 08-11-2022  To  14-11-2022 |
| 8 | Muthaymmal College of Arts and Science in association with NAAC. | Two Days National level Virtual Seminar on “The Necessity of NAAC in Non-Accredited Institutions to Promote Holistic Development of Quality Education” | 17-11-2022  To  18-11-2022 |
| 9 | ICT Academy | Three Days State level FDP on “Creative Thinking” | 21-12-2022  To  23-12-2022 |
| 10 | NSE Academy and Tamil Nadu Skill Development Corporation, Government of Tamil Nadu, Training through NAAN MUDHALVAN program held at Thiruvalluvar University, Serkadu. | Five Days state level FDP on “Insurance and Income Tax & GST” | 30-01-2023  To  3-02-2023 |



# PERSONAL PROFILE

|  |  |
| --- | --- |
| Name | **M.SIRIYA** |
| Designation | ASSISTANT PROFESSOR |
| Father’s name | K.MANOHARAN |
| Date of Birth | 22-12-1993 |
| Address for Communication |  |
| Office | MMES WOMEN’S ARTS AND SCIENCE COLLEGE |
|  | HAKEEM NAGAR |
|  | MELVISHARAM |
|  | PIN 632509 |
| Email id. | **siriyamanoharan@gmail.com** |

**SCHOLISTIC PROFILE**

|  |  |  |
| --- | --- | --- |
| **Educational**  **Qualification** | **Institution / University** | **Year of**  **passing** |
| **Master of Business Administration** | C.ABDUL HAKEEM COLLEGE OF ENGINEERING AND TECHNOLOGY | 2016 |
| **Bachelor of Business Administration** | MMES WOMENS ARTS AND SCIENCE COLLEGE | 2014 |
| **Honours Diploma in Computer Application(HDCA)** | CSC COMPUTER SOFTWARE COLLEGE | 2012 |

**TEACHING EXPERIENCE**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **INSTITUTION** | **From** | **No. of Years** |
| 1. | MMES WOMEN’S ARTS AND SCIENCE COLLEGE | 23.08.2021 | 1 year 10 months |
| 2. | ARCOT SRI MAHALAKSHMI WOMEN’S INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATIONS | 16.09.2019 | 13.04.2021 |
| 3. | MMES WOMEN’S ARTS AND SCIENCE COLLEGE | 10.07.2017 | 31.12.2017 |

**JOURNAL PUBLICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Journal Details** | **Year** |
| 1 | Comprehensive Discussion on Human Resource Management and Online Behavioral Advertising | Journal of The Maharaja Sayajirao University of Baroda | 2022 |

**ONLINE BOOK PUBLICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Publication** | **Year & ISBN** |
| 1 | Fundamental Concepts of CRM | Saliha Publications | January 5, 2023 &  978-93-94198-10-4 |

**PROGRAMME PARTICIPATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **College** | **Programme** | **Date** |
| 1 | MMES Women’s Arts And Science College | FDP on Introduction to International Journal Publication | 31-01-2020 |
| 2 | MMES Womens Arts And Science College | IQAC Organised the One day state level workshop on “Intellectual property Rights and Innovation” | 09-04-2022 |
| 3 | G.Venkataswamy Naidu College,Kovilpatti | One day National Level online Workshop on “Implementation of(outcome based education) OBE in Commerce Education” | 27-08-2022 |
| 4 | Hindusthan Institute of Technology, Coimbatore | Two day FDP on “Design Thinking to turn challenges into opportunities | 27-10-2022  &  28-10-2022 |
| 5 | KG college of Arts and Science and Poineer college of Arts and Science | Six days State level FDP on “Digitalization in Accounting and Finance” | 08-11-2022  To  14-11-2022 |
| 6 | Skill Nation | Master class on “Advanced Excel Formulas” | 13-11-2022 |



# PERSONAL PROFILE

|  |  |
| --- | --- |
| Name | **Dr.V.NIVETHITHA** |
| Designation | ASSISTANT PROFESSOR |
| Father’s name | A.VICTOR |
| Date of Birth | 09-02-1990 |
| Address for Communication |  |
| Office | MMES WOMEN’S ARTS AND SCIENCE COLLEGE |
|  | HAKEEM NAGAR, |
|  | MELVISHARAM. |
|  | RANIPET DIST. 632509 |
| Email id. | **nivedhavictor@gmail.com** |

**SCHOLISTIC PROFILE**

|  |  |  |
| --- | --- | --- |
| **Educational**  **Qualification** | **Institution / University** | **Year of**  **passing** |
| **Doctoral Degree**  **(Marketing)** | **Auxilium College (Autonomous), Vellore** | **2022** |
| **M. Phil**  **( Marketing)** | **DKM College, Vellore** | **2016** |
| **MBA**  **(HR & Finance)** | **Arcot Sri Mahalakshmi Women’s Institute of Management and Computer Application, Villapakkam** | **2013** |
| **B.Com** | **Auxilium college (Autonomous), Vellore** | **2010** |

**DISSERTATION AND THESIS**

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE** | **TITLE** | **INSTITUTION** | **YEAR** |
| **Ph.D.** | A Study on the Impact of Consumer Buying Behavior and Brand Equity on  Consumer Durable and Non-Durable Products with Special Reference to Vellore District. | **Auxilium College (Autonomous), Vellore** | **2022** |
| **M.Phil.** | A Study on Consumer’s Attitudes and Awareness Towards Organic Food Products. | **DKM College, Vellore** | **2016** |

**TEACHING EXPERIENCE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **INSTITUTION** | **From** | **To** | **No. of Years** |
| 1. | **M.M.E.S. Women’s Arts and Science College** | 09-08-2021 | Till now | 1 year 10 months |

**PAPER PRESENTATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Title of the Paper** | **Program Topic** | **Organized by** | **Date** |
| 1. | A Study on Consumers Attitudes and Awareness towards Organic Food Products | Emerging Challenges of Green Business in Environment Sustainability | Department of Commerce, Auxilium College, Vellore. | February 4,2023 |

**JOURNAL PUBLICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Journal Details** | **Year** |
| 1 | A study on knowledge management with the employees SIPCOT &  SIDCO phase II entrepreneur finished leather effluent treatment company (P)ltd” | International Journal for Research in Applied Sceience &amp; Engineering Technology of ISSN : 2321- 9653,  Volume 4, Issue XII in December 2016. | 2016 |
| 2 | “A study on the brand preference of smart phones among customers at Vellore District. | Research review International journal of Multidisciplinary, pg.no: 129 to133, ISSN: 2455-3085. | 2018 |
| 3 | The impact of digital technology on brand preference of mobile  phones –A study in vellore district. | Studies in Indian place names with ISSN no: 2394- 3114,  Volume-40, Issue- 18, Page no. 1714 to 1720. This paper presented in the International Seminar on “Opportunities and Challenges of Digital Marketing and Cashless Transactions” held at Voorhees College,  Vellore on 21st February, 2020. | 2020 |
| 4 | A Study Consumer behaviour towards durable and non-durable goods,  Vellore District, | International Journal of research and analytical reviews (IJRAR) E-ISSN: 2348- 1269, P-  ISSN: 2349-5138, Volume- 7, Issue- 1, Page no. 93 to 99. | 2020 |
| 5 | A Study on the role of media on online marketing, | International Journal of research and analytical reviews (IJRAR) E-ISSN: 2348-1269, P-ISSN: 2349-5138, Volume-7, Issue- 1, Page no. 727 to 734. | 2020 |

**PROGRAMME PARTICIPATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **College** | **Programme** | **Date** |
| 1 | Hindusthan Institute of Technology, Coimbatore | Two day FDP on “Design Thinking to turn challenges into opportunities | 27-10-2022  &  28-10-2022 |
| 2 | KG college of Arts and Science and Poineer college of Arts and Science | Six days State level FDP on “Digitalization in Accounting and Finance” | 08-11-2022 To  14-11-2022 |
| 3 | MMES Womens Arts And Science College | IQAC Organised the One day state level workshop on “Intellectual property Rights and Innovation” | 09-04-2022 |
| 4 | G.Venkataswamy Naidu College,Kovilpatti | One day National Level online Workshop on “Implementation of(outcome based education) OBE in Commerce Education” | 27-08-2022 |

**RESOURCE PERSON**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Topic** | **Organized by** | **Date** |
| **1.** | How to Prepare a Research project and basics of SPSS | Department of Commerce (Computer Applications), M.M.E.S. Women’s Arts and Science College. | November 9, 2022 |

**PERSONAL PROFILE **

|  |  |
| --- | --- |
| Name | **B.SINDHU** |
| Designation | ASSISTANT PROFESSOR |
| Father’s name | G.BABU |
| Date of Birth | 23.05.1986 |
| Address for Communication |  |
| Office | MMES WOMEN’S ARTS AND SCIENCE COLLEGE |
|  | HAKEEM NAGAR, |
|  | MELVISHARAM. |
|  | RANIPET DIST. 632509 |
|  |  |
| Email id. | **Sindhugopi.in@gmail.com** |

**SCHOLISTIC PROFILE**

|  |  |  |
| --- | --- | --- |
| ***Educational***  ***Qualification*** | ***Institution / University*** | ***Year of***  ***passing*** |
| M.PHIL | PRIST UNIVERSITY | 2010 |
| MBA | PRIYADARSHINI ENGINEERING COLLEGE | 2008 |
| BBA | KMG ARTS AND SCIENCE COLLEGE | 2006 |
| HDCA | CSC COMPUTER Education | 2005 |
| PGDCA | INDIA COMPUTER TECHONOLGY | 2004 |
| DIPLOMA IN YOGA | GURUPATHANJALI YOGA CENTRE | 2018 |

**DISSERTATION AND THESIS**

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE** | **TITLE** | **INSTITUTION** | **YEAR** |
| **M.Phil.** | A STUDY ON EMPLOYEE ENGAGEMENT FOR ORGANIZATIONAL EXCELLENCE | PRIVATE COMPANIES AT VELLORE DISTRICT | **2009** |

**TEACHING EXPERIENCE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No.** | **INSTITUTION** | **From** | **To** | **No. of Years** |
| 1. | MMES WOMEN’S ARTS AND SCIENCE COLLEGE | OCT 2021 | TILL NOW | 1 YEAR  6 MONTHS |
| 2. | PRIYADARSHINI ENGINEERING COLLEGE | AUG 2008 | NOV 2010 | 2 YEAR & 2 MONTHS |

**JOURNAL PUBLICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Journal Details** | **Year** |
| 1 | BACKGROUND FOR ADVANCED SALES PLANNING AND MANAGEMENT | Journal of The Maharaja sayajirao, University of Baroda. | 2022 |

**ONLINE BOOK PUBLICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Title** | **Publication** | **Year & ISBN** |
| 1 | Fundamental Concepts of CRM | Saliha Publications | January 5, 2023 &  978-93-94198-10-4 |

**PROGRAMME PARTICIPATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **College** | **Programme** | **Date** |
| 1 | MMES Womens Arts And Science College | IQAC Organised the One day state level workshop on “Intellectual property Rights and Innovation” | 09-04-2022 |
| 2 | G.Venkataswamy Naidu College,Kovilpatti | One day National Level online Workshop on “Implementation of(outcome based education) OBE in Commerce Education” | 27-08-2022 |
| 3 | Hindusthan Institute of Technology, Coimbatore | Two day FDP on “Design Thinking to turn challenges into opportunities | 27-10-2022  &  28-10-2022 |
| 4 | KG college of Arts and Science and Poineer college of Arts and Science | Six days State level FDP on “Digitalization in Accounting and Finance” | 08-11-2022  To  14-11-2022 |

**PAPER PRESENTATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Title of the Paper** | **Program Topic** | **Organized by** | **Date** |
| 1. | A Study on Electronic Waste Management of Household Consumers. | Emerging Challenges of Green Business in Environment Sustainability | Department of Commerce, Auxilium College, Vellore. | February 4,2023 |