**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” | 08-11-2022To14-11-2022 |
| 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” | 17-11-2022To18-11-2022 |
| 9 | ICT Academy | Three Days State level FDP on “Creative Thinking”  | 21-12-2022To23-12-2022 |
| 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” | 08-11-2022To14-11-2022 |
| 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 onConsumer 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 mobilephones –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 To14-11-2022 |
| 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 YEAR6 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” | 08-11-2022To14-11-2022 |

**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 |