

Resume

I General Information

Name : Dr. (Mrs.) M.SUBASINI
Father's Name : Mr. S.B. Manoharan
Age : 39 Yrs
Designation : Assistant Professor
Department : Commerce
Email ID : alaguvnr@gmail.com
Date of appointment : 8-1-2003
Date of retirement : 31-5-2038



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing
SSLC	Board of Secondary Education		1995
PUC/ Higher Secondary	Board of Higher Secondary Education	Commerce	1997
Bachelor's Degree	Madurai Kamarj University, Madurai	Commerce (Computer Applications)	2000
Master's Degree	Madurai Kamarj University, Madurai	Commerce	2002
M.Phil	Madurai Kamarj University, Madurai	Commerce	2004
PhD	Madurai Kamarj University, Madurai	Commerce	2008
MBA	Alagappa University	Management	2012
Others – PG Diploma	Alagappa University	Human Resources	2013
SLET	Mother Teresa University, Kodaikanal	Commerce	March 2018
NET	National Testing Agency	Commerce	December 2018

III Teaching Experience : UG : 16 Years
PG : 1 Years

Field of Specialization : Marketing, Human Resources Management

IV Research Experience

Minor Research Project

Topic	Period	Funding Agency	Amount sanctioned in Rs.
A Peep in- the Mindset of the Consumers – A study with Special Reference - Edible Oil Industry	2014-16	UGC	Rs, 1,50,000
Mudra Yojana – A Boon or Bane:	2018 -	College Minor	Rs. 6,500

A Study on Awareness of the College Students In Virudhunagar District	2019	Research Project	
---	------	------------------	--

No. of articles published in Journals

International : 17

National : 35

No. of papers presented in Seminars / Conferences

International : 12

National : 27

No. of articles published in Books / Conference Proceedings : 10

Articles published

Title of the Article	Name of the Journal
Celebrity Advertisement and its Impact on Buyer Behaviour	IJCRM 2(5). 76-79. (2012). ISSN 2231-5756
Stress Among Bank Employees	Business Plus
Perception of Prospects –wards FMCG	College Sadhana (ISSN : 0974-6838)
Mindset of Clientele towards Mobile Phones	JIARM (ISSN : 2320-5083)
A Study on Old Age Homes – An Emerging Service Sec-r	Multi Disciplinary Research Journal of VVV College (ISSN : 2347-3967)
Innovative marketing Strategies for the Refined Edible Oil Industry : A Multi Dimensional Approach	Indian Journal of Marketing (ISSN : 0972-8703)
Employee’s job Satisfaction in LIC branches of Madurai Division	International Journal of Marketing and Technology (ISSN 2249-1058) , Vol. 4, Iss.1
Attitude of Borrowers towards Gold Loan	Sadhana (ISSN : 0974-6838)
Trend Analysis of Deposit Mobilization by SBI Group in India During Post Reform Period	International Society for Green, Sustainable Engineering and Management (ISSN 2350-1480)
Point of View of Pilgremms towards tourism in Virudhunagar district	Sadhana –ISSN 0974-6838, Aug 2015
A Study on Non-Performing Assets of Public and Private Sector banks	Multi Disciplinary Research Journal of VVV College (ISSN : 2347-3967), 2015
A study on Financial Recitation of Housing Development Finance Corporation (HDFC) Bank Ltd	College Sadhana-Journal for Blooms of Research Vol. 9. No.1, Aug 2016
20:20 DEPOSIT SCHEME IN TAMILNAD MERCANTILE BANK	International Multidisciplinary Innovative Research Journal –An International refereed e-

LIMITED	journal of literary Explorations ISSN: IMIRJ, 1(1), Aug 2016 [1-6]
Outlook of the Clientele Towards Marketing Tactics of Hindustan Unilever Limited (HUL)	College Sadhana-Journal for Blooms of Research Vol. 10. No.1, February 2018
Gap Score analysis towards mobile banking services of mobile banking users	MASIV Bi Annual Journal, Vol.4 , No. 1, September 2018 ISSN – 2454-4558
Consumer Behaviour towards the products of Hatsun Agro Product Limited	College Sadhana-Journal for Blooms of Research Vol. 11. No.1, September 2018
Bancassurance – A Magnificent Strategy to Fascinate Customers	BODHI- International Journal of Research in Humanities, Arts and Science E-ISSN: 2456-5571 Impact Factor : 2.135

Papers presented

Date	Seminar / Conference	Title of the paper	Level	Venue
04.09.2004	Emerging Trends in global Business	Impact of Globalization on Insurance and attitude of policyholders towards LIC Business	International level	Pondicherry union terri-ry Management Association, Pondicherry
02.03.2006 - 03.03.2006	Emerging Trends in Insurance Sec- r in India	Challenges before the Insurance Industry	State level	MTN College, Madurai
20.09.2006 - 21.09.2006	Women Work Force in India	A Study on stress management among women bank employees	State level	M.S.S. Wakf Board College, Madurai
21.09.2006 - 22.09.2006	Global Business and Policy Modeling	Attitude and Job satisfaction – An analytical overview among bank employees in Virudhunagar district	International level	Adaikalamath a Institute of Management, Thanjavur
01.12.2006 -	All India Conference of	Job satisfaction of bank employees – A	National level	Scott Christian

02.12.2006	KAAS	comparative study in private and public sector banks		College, Nagercoil
04.07.2007	FOCOT	Human Resource Management in Banks	State level	FOCOT, Madurai
13.04.2007	All India Conference of SCOTT	Job stress among public and private sector banks employees – A comparative study	National level	Scott Christian College, Nagercoil
30.11.2007	All India Conference of KAAS	Organizational factors and job satisfaction – An analytical overview among bank employees in Virudhunagar district	National level	Scott Christian College, Nagercoil
19.04.2008	Multi Disciplinary Research Forum of SRF	Training to the Need of an Hour	International Conference	Scott Christian College, Nagercoil
07.08.2008 – 09.08.2008	Workshop on Human Rights	Human Rights and Labour Welfare – A Study with Special Reference – Oil Mill Workers in Virudhunagar	National	VHNSN College, Virudhunagar
26.09.2008	Seminar on Quality Sustenance in Higher Education	Attitude of the Students towards Internal Quality Assurance Cell	National	VHNSN College, Virudhunagar
05.12.2008	Multi Disciplinary Conference of KAAS	Operations Research A Multi Dimensional Approach	International	Women's Christian College, Nagercoil
05.01.2009	Conference on Higher	Service Quality of Computer Centre in Education – A Study	National	ANJA College,

	Education	on Virudhunagar		Sivakasi
23.01.2009	Conference on Higher Education	Role of CSC (Computer Software College) in Education – A Study with Special Reference to Virudhunagar District	State level	VHNSN College, Virudhunagar
19.07.2009	Multi Disciplinary Seminar	Role Conflict among women Bank Employees in Virudhunagar District	International	Annamalai University, Annamalai Nagar, Chidambaram
04.08.2009 - 06.08.2009	Research Methodology for Researchers in Commerce and Management	A Study on Factors Influencing Job Satisfaction of Bank Employees	National	SFR College, Sivakasi
19.08.2009	IQAC – Student Faculty Research Forum	Impact of Online Education in the Global Scenario	College level	VVV College, Virudhunagar
05.12.2009	Multi Disciplinary Forum	Attitude of Consumers –wards Consumer Forum	International	Annamalai University, Annamalai Nagar, Chidambaram
22.07.2010	Human Welfare Seminar	Job Satisfaction of Local and Multinational Soft Drink Companies – A Comparative Study	National	VHNSN College, Virudhunagar
06.08.2010	IQAC Seminar	Impact of Celebrity Advertisement	National	VHNSN College, Virudhunagar
26.08.2010	Women Entrepreneurs	Obstacles Faced by Women Entrepreneur	National	VVV College, Virudhunagar
22.12.2010	Sales Promotional Strategies of MSMEs	Impact of TV Advertisements among Children towards Food Products	National	VHNSN College, Virudhunagar

21.01.2011	Role of IT Sec-r in the Global Scenario	Impact of IT Services in Banking Sector to A Study with Special Reference to Banking Sector	National	Manonmaniu m Sundaranar University, Tirunelveli
23.02.2011	Corporate Social Responsibility and Sustainable Development	Corporate Social Responsibility Between Public and Private Sector Banks to Comparative Study	National	Gandhigram University, Gandhigram
16.09.2011 - 17.09.2011	Consumer Behaviour	Consumer Behaviour towards Herbal Products	National	Women's Christian College, Nagercoil
22.09.2011 - 23.09.2011	Challenges in Commerce Education	An Application of SWOT Analysis in Commerce Education	National	VVV College, Virudhunagar
27.09.2011	Emerging Trends in Functional Management	A Study on Approaches to Marketing	National	VVV College, Virudhunagar
29.09.2011	Human Rights to Challenges	A Thorn in the Path of Women	National	VHNSN College, Virudhunagar
01.10.2011	IQAC – Student Faculty Research Forum	Impact of Online Education in the Global Scenario	College level	VVV College, Virudhunagar
20.12.2011	Student Faculty Research Forum	A Study on Human rights of Transgender community	College level	VVV College, Virudhunagar
11.02.2012	Retailing	FDI in Retailing	National	Sivakasi Pioneer Meenakshi Nadar Women's College, Poovanthi
06.03.2012	IQAC Seminar	Learning Practices to A Study with Special Reference to Library	National	VVV College, Virudhunagar

		at VVVC, VNR		
15.03.2012	Customer Relationship Management	CRM in Banking	National	Women's Christian College, Nagercoil
23.07.2012	Emerging Trends in Business Opportunity	Attitude of College Students towards Laptops	International	VHNSN College, Virudhunagar
19.10.2012	Role of IT and Banks in Economic Development	Role of Pandian Grama Bank in the Development of Rural Economy	National	VHNSN College, Virudhunagar
06.03.2013	Student Faculty Research Forum	Internet Marketing	College level	VVV College, Virudhunagar
20.03.2013	Global Vision 2020	Impact of Globalization on Banking Sector	International	Sri Kaliswari College, Sivakasi
13.08.2013	Financial Services to Issues and Challenges	Financial Inclusion in Banking Sector	International	PKR Arts for Women, Gobichettipalayam
25.07.2014 - 26.07.2014	Problems and Prospects of E-Commerce	Attitude of Edible oil consumers towards emarketing strategies	International	VHNSN College, Virudhunagar
30.01.2015	Student Faculty Research Forum	Mobile Marketing Strategies to An Overview	College level	VVV College, Virudhunagar
25.07.2015	'Tax Reforms in India – Opportunities and challenges'	'Tax Evasion to An Overview'	National Conference	Sri Kaliswari College, Sivakasi.
25.07.2015	E-Commerce	E-Kadai in Virudhunagar A Boon or Ban Stakeholders of edible oil industry	International	VHNSN College, Virudhunagar
29.09.2016 to 30.09.2016	Internal Quality Assurance Cell	Rudiments of Effective Curriculum Designing – The Need	National	VHNSN College, Virudhunagar

		of an Hour		
14.10.2016	Student Faculty Research Forum	Mindset of the Consumers about Horlicks – A Health Drink or Wealth Drink	College level	VVV College, Virudhunagar
18.01.2017	Goods and Services Tax	An Overview of Goods and Services Tax	National	VHNSN College, Virudhunagar
3 rd and 4 th March 2017	Startup India – A Way to Standup India	Spot of India Either Standup or Startup	National	VHNSN College, Virudhunagar
6 th & 7 th February 2018	Women Entrepreneurship in Comprehensive Environment- A Paradigm Shift in Indian Context	Women's Step Towards STEP (Support to Training and Employment Programme)	National	VVV College, Virudhunagar
31.08.2018	Banking & Insurance : A Catalyst Towards India's Vision 2022	Bancassurance - A Magnificent Strategy to fascinate Customers	National	The Madura College, Madurai
14.09.2018	Emerging trends in banking sector	Gap Score analysis towards mobile banking services of mobile banking users	International	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi
2 nd & 3 rd April 2019	Trajectory of Transformation in Rural Indian Youth: From Techno-Illiterates to Technocrats for Actualising Skill India	Point of View of Patrons towards Paytm	National	V.V.Vanniaperumal College for Women, Virudhunagar
17 th & 18 th	Sustainable	Attitude of the	National	Sri Kaliswari

August 2019	Development through Corporate Social Responsibilities	Customers towards Corporate Social Responsibilities of Banks		College, Sivakasi
		Sustainable Development of Micro Enterprises through MUDRA YOJANA		

Articles published in Books / Conference Proceedings

Year	Book title / Conference	ISBN	Article title
2011	Business Transformations	978-81-7446-978-6	A Study on Constraint in Marketing of Edible oil seeds in Virudhunagar District
2012	Customer Relationship Management	978-81-921442-1-4	CRM in Indian Banking Sector
2012	Impact of Investments and Information Technology on Rural Development	978-93-81723-07-4	Role of Pandian Gramma Bank in the Development of Rural Economy
2013	Global Trade Vision 2020	978-93-80530-54-3	Impact of Globalization on Banking Sector
2014	Innovative Facades in E-Commerce	978-93-81723-26-5	Attitude of Edible oil consumers towards e-marketing strategies
2015	E-commerce	ISSN 0974 6838	E-Kadai in Virudhunagar A Boon or Ban Stakeholders of edible oil industry
2016	IQAC	Vol 9(1). ISBN -978-93-81723-59-3. Pp1561-1565	Rudiments of Effective Curriculum Designing – The Need of an Hour
2017	Goods and Services Tax Concept and challenges	ISBN:978-93-81723-61-6 Vol: 1 PP 22-26, Jan 2017	An Overview of Goods and Services Tax

2018	Women Entrepreneurship in Comprehensive Environment- A Paradigm Shift in Indian Context	ISBN: 978-81-935892-0-5	Women's Step Towards STEP (Support to Training and Employment Programme)
2017	Startup India – A Way to Standup India	ISBN 978-93-81723-67-8 3 rd and 4 th March 2017	Spot of India Either Standup or Startup
2019	Point of View of Patrons towards Paytm	ISBN 978-81-935892-3-6	Trajectory of Transformation in Rural Indian Youth: From Techno-Illiterates to Technocrats for Actualising Skill India

Seminars/Conferences/Meetings attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
8-3-2004	State level	Globalisation	V.V.Vanniaperumal College for Women, Virudhunagar
26 th 27 th March 2004	State level workshop	Women Entrepreneurship	V.V.Vanniaperumal College for Women, Virudhunagar
21-9-204	State level Seminar	Capital Market	V.V.Vanniaperumal College for Women, Virudhunagar
24-1-2007	State level workshop	Employability	SFR College for Women, Sivakasi
2 nd February 2007	Inter collegiate seminar	FDI in India – Challenges and Opportunites	SVN College, Madurai
21-2-2007	State level seminar	VAT - Its impact on Prices	V.V.Vanniaperumal College for Women, Virudhunagar
23-2-2007	Inter collegiate seminar	Self Employment and Eco-Exhibition	VHNSN College, Virudhunagar
21 st , 22 nd and 23 rd March 2007	Workshop	Econometrics for College Teachers and Scholars	Arul Anandar College, Madurai
12-10-2007	Inter collegiate workshop	Computer Usage for Multivariate Analysis	VHNSN College, Virudhunagar
11 th and 12 th December 2007	National level seminar	The Prime Mantras for Higher Education	V.V.Vanniaperumal College for Women, Virudhunagar
22-12-2007	State level workshop	Application of Statistical Tools in Social Research	FOCOT, Madurai
2-4-2009	Inter collegiate seminar cum Meet	Globalisation	V.V.Vanniaperumal College for Women, Virudhunagar
2 nd to 5 th December 2009	Workshop	Curriculum Designing and Evaluation for Autonomous Colleges	V.V.Vanniaperumal College for Women, Virudhunagar

29-8-2011	State level workshop	Research Methodology in Management	V.V.Vanniaperumal College for Women, Virudhunagar
31th October & 1 st November 2011	Seminar	Retraining College Teachers Programme	V.V.Vanniaperumal College for Women, Virudhunagar
20-7-2012	Inter collegiate seminar	Women Entrepreneurship Development	V.V.Vanniaperumal College for Women, Virudhunagar
1.11.2019	IQAC workshop	R Programming	V.V.Vanniaperumal College for Women, Virudhunagar
05.07.2019	IQAC	Innovative Teaching methods	V.V.Vanniaperumal College for Women, Virudhunagar

V No. of Seminars/Conferences/Workshops attended -20

VI Course attended (Refresher / Orientation / any other)

Name of the Course	Venue	Duration
Refresher course cum camp - Raise the Bar High	Vivekanantha Kendra, Kaniyakumari	24.08.2007 -25.08.2007

As a member of Board of Studies :

University / College	Period	Board
SRNM College, Sattur	2013-2015	UG board
VHNSN College	2012-2014	UG board

Student - oriented Service :

Staff - in - charge of various activities in the

i. Institution

2010 – 11	Cleanliness Committee
2011 – 12	Discipline Committee
2012 – 13	Placement Cell
2013 – 14	Parents Teachers Association
2014 – 15	Member in Autonomous Extension Committee
2015 - 16	Member in Internal Quality Assurance Cell
2016 - 17	Member in Internal Quality Assurance Cell
2017 - 18	Member in Internal Quality Assurance Cell
2018-19	Consumer Club – I In Charge

ii. Department

2010 – 11	UG Association In-Charge
2011 – 12	Workload, subject allotment in-charge

2012 – 13	Slow learners improvement in-charge
2013 – 14	Parents Teachers Association
2014 – 15	UG Association In-Charge
2015 – 16	Library in charge
2016 – 17	Parents Teachers association incharge
2017 – 18	Results analysis in charge
2018-19	Scholarship, Time table, Prayer incharge

iii. Any other information (Membership in various academic related bodies / societies / associations)