

BIO-DATA

S. SUBHASHREE

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EDUCATIONAL QUALIFICATION

S. No.	Qualification	Marks	Class	Graduation	College/ School/ University
1.	TNSET	-	Qualified	SEPT 2017	Mother Teresa Women's University, Kodaikanal
2.	M. PHIL	-	I	JUNE 2017	Sri G.V.G. Visalakshi College for Women, Udumalpet
3.	M. COM	80.17	I	MAY 2014	
4.	B. COM	76.12	I	MAY 2012	
5.	H.S.C.	86.65	I	MAR 2009	
6.	S.S.L.C.	69.81	I	MAR 2007	Sri G.V.G. Matric Hr. Sec. School, Udumalpet

OTHER QUALIFICATIONS

S. No.	Certificate	Completion	University/ Institution
1.	Diploma in Child Care & Creche Management	2019	Sri G.V.G. Visalakshi College for Women, Udumalpet
2.	Employability and Skill Development Training in Banking, Financial Services and Insurance	2014	Tamil Nadu Skill Development Corporation & ICTACT
3.	Certificate for Information Systems for auditing and cost management	2012	Institute of Cost and Works Accounts of India
4.	Learning Matrix- Online Banking Class (Evaluation of money in banking, overview of banking)	2012	ICICI Bank
5.	Certificate in Business Skills	2010	IGNOU, New Delhi

RESEARCH WORK

S. No.	Research	Research Title	Result
1.	M. Phil	A Study on Consumers' Preference and Satisfaction Towards Online Shopping in Udumalpet Taluk with Special Reference to Flipkart.	Highly Commented
2.	M. Com	A Study on Consumer Preference for Housing Loan Offered by Public and Private Sector Banks in Udumalpet Taluk	First Class

TEACHING EXPERIENCE

S. No.	Name of the Institution	Period	Experience
1.	Sri G.V.G. Visalakshi College for Women, Udumalpet	Jun 2014 – Aug 2019	5 Years 3 Months
2.	Parul Institute of Commerce, Parul University, Vadodara	Feb 2021 till date	

ARTICLES PUBLISHED

Title of the article	Journal/ Proceeding	Impact factor	ISSN / ISBN No.	DOI	UGC Sr.	IC value	Page No.
An Impact of Online Classes During COVID-19 on Students of Selected	Dogo Rangsang Research Journal., Vol.11., issue 3(1)., March 2021	7.12	2347-7180	-	UGC Care List I	-	78-87

Universities of Central Gujarat”							
A Study on Consumers’ Satisfaction towards Fast track Products with Special Reference to Udumalpet	International Journal of Recent Scientific Research Vol.11., Issue.02(A), February 2020	7.383	ISSN No: 0976-3031	10.24327/ IJRSR	-	81.25	37211-37215
Successful Online Crowd Funding Platforms	International Education and Research Journal Vol.5., Issue.10., Oct 2019	5.564	E-ISSN No: 2454-9916	10.21276/ 2454-9916	-	-	7-10
A Study on Consumers’ Preference and Satisfaction towards Online Shopping in Udumalpet	PARIPEX – Indian Journal of Research Vol.8., Issue.10., Oct 2019	6.941	ISSN No: 2250-1991	10.36106/ paripex	47432	86.18	14-18
The Study on Student Attitude and Preference towards Mobile Messengers	EPRA international Journal of Economic and Business Review Vol.7., Issue.10., Oct 2019	SJIF- 8.045 ISI – 1.433	ISSN No: 2347-9671 (Online) ISSN No: 2349-0187 (Print)	-	-	61.33	24-27
Green marketing Challenges and Strategies in Indian Companies	International Journal of Scientific Research and Review (IJSRR) Vol.8., Issue.1., Jan 2019	6.1	ISSN No: 2279-543X	16.10089/ IJSRR	64650	-	749-756
Customer Satisfaction Towards Mobile Communication Networks	Pramana Research Journal Vol.9., Issue.3., March 2019	6.2	ISSN No: 2249-2976	16.10089/ PRJ	41241	-	553-560
Effects of Varied Yogic Practices on Selected Psychological Variables among Bronchial Asthma	International Journal of Indian Economic Light (JIEL) Vol.6., Issue.1., July 2017	SJIF - 5.142	PRINT ISSN: 2277-3142	-	49159	-	100-106

BOOK PUBLICATION

Name of the Book	Publisher and Printer Details	ISBN Number	Month and Year of Publication
A Study on Consumers’ Preference and Satisfaction Towards Online Shopping in Udumalpet Taluk with Special Reference to Flipkart.	Dr. Chetna Divyang Vyas, Anant Printers, Near Patel saree Center, Anand, Gujarat – 388001	978-93-5602-905-7	March 2022

CHAPTER PUBLISHED

Name of the Book	Title of the Chapter	State/ National/ International Level/ Edited Book	Month and Year of Publication	Name of the Institution
Paradigm Shift in Education for 21 st Century.	National Education Policy 2020: Fostering Innovation and Creativity	National Level Conference	26 th February 2022	Sri GVG Visalakshi College for Women, Udumalpet.
New Age Marketing: Issues and Challenges	Recent Trends in Service Marketing	Edited Book	Yet to be Published in April or May 2022	Avadh University, Ayodhya.
Recent Trends in Commerce and Management	HRD Practices Across Nations	Edited Book	Yet to be Published in April or May 2022	NGM College, Pollachi.

PROCEEDINGS PARTICIPATED, PRESENTED AND PUBLISHED

Seminar/ Conference/ Workshop	Title of the Paper	State/ National/ International Level	Participated / Presented/ Published	Paper Presented On	Name of the Institution
Paradigm Shift in Education for 21st Century.	National Education Policy 2020: Fostering innovation and Creativity	National Level Conference	Participated and Presented	25 th and 26 th February 2022	Sri GVG Visalakshi College for Women, Udumalpet
E-Content Development Using Free ICT Tools	-	International Level Workshop	Participated	21 st October, 2021	TS Central State Library, Chandigarh & IZOR
Mutation Challenges in Commerce and Management Education	-	International Level E-Conference (REVAMP EDUCOM 2021)	Participated	23 rd -24 th July, 2021	Mangalore University, Mangalore
Impact of Climate Change on Agriculture and Sustainable Development	-	National Level Seminar	Participated	5 th June, 2021	Parul University, Vadodara
IPR in Research & Education	-	National Level Seminar	Participated	30 th April, 2021	Parul University, Vadodara
Asian Tiger and Indian Lion-Economic Growth and Development	-	International Level Seminar	Participated	5 th March 2019	NGM College, Pollachi
Leadership and Management Skills	-	International Level Workshop	Participated	11 th October 2018	NGM College, Pollachi

Financial Literacy Programme	-	-	Participated	23 rd August 2017	GVG College, Udumalpet
Changing Paradigm in Indian Business Vol.1., March 2017 ISBN 978-81-933882-0-4	A Study on Functioning of Handloom Units in Pollachi.	Two Days National Level Conference	Participated, Presented and Published	24 th and 25 th March 2017	NGM College, Pollachi
The Dynamics of Crowdfunding	-	National Level Seminar	Participated	23 rd December 2016	GVG College, Udumalpet
Online Marketing of Services in Globalization Era March 2017 ISBN: 978-81-929458-4-2	A Study on Students' Preference Towards Social Networking Websites in Udumalpet.	National Level Seminar	Participated, Presented and Published	15 th March 2016	Sourashtra College, Madurai
Research Avenues in social Science Vol.1., Issue.3., 2016 ISSN (O): 2395-4396	A Comparative Study on Customer Preference towards Housing Loan Offered by Banks in Udumalpet	International Level Conference	Participated, Presented and Published	4 th and 5 th Feb 2016	Sri Narayana Guru College, Coimbatore
Emerging Trends in Banking and Insurance Sector. June 2015 ISBN: 978-93-83213-05-4	Role of Banks in Achieving "Financial Inclusion".	National Level Seminar	Participated, Presented and Published	26 th Sep 2015	Bharathidasan University Constituent College, Perambalur

FDP / STTP / OTHER COURSES

Program Type	Program Name	Organizer	Date
FDP	Case Study Writing	AICTE Training and Learning (ATAL) Academy	25-10-2021 to 29-10-2021
SWAYAM	Human Resource Development	NPTEL	26-07-2021 to 23-10-2021
SWAYAM	Research Methodology & Statistical Analysis	IGNOU Chapter	15-02-2021 to 29-08-2021
Capacity Building Program	Basis of Research Methodology	ICSSR WRC & Dept. of Commerce – University of Mumbai	17-05-2021 to 22-05-2021
Certificate Program	Diversity, Equity and Inclusion in the Workplace	MUMA College of Business at University of South Florida	24-03-2021 to 19-05-2021
FDP	Recent Pedagogy & ICT Tools in Teaching & Research	Vindhya Institute of Technology & Science, Satna and Research Foundation of India	26-04-2021 to 30-04-2021
FDP	Open Source Tools for Research	Ministry of Education, PMMMNMT&T and Teaching Learning Center, Ramanujam College, University of Delhi	03-04-2021 to 09-04-2021

LECTURES / TALKS DELIVERED

Topic	Institute / Event Delivered in	Date
Success Through Entrepreneurship	Pollachi College of Arts and Science, Pollachi	22-07-2021
Today, a Commerce Student. What's Next?	Sri G.V.G. Visalakshi College for Women, Udumalpet	22-06-2021

AWARDS

Name	Awarded by	Date
I2OR National Eminent Academic Leader Award, 2020	International Institute of Organised Research	07-05-2021

POSTS HELD

Post	Event/ Committee	Period
Coordinator	IQAC – NAAC, Parul University	2021-present
Coordinator	Continuing Education Program (CEP), Parul University	2021-present
Event Mentor	Webinars at Department level (05 Nos.), Parul University	2021-present
Coordinator	Entrepreneurial Development Centre, Parul University	2021-present
Coordinator	Armed Force Motivation Cell, Parul University	2021-present
Event Organizer	Inter Departmental Meet – Juventus 2019	2018-2019
Member	Preparation of various criteria for NAAC Assessment	2018-2019
Member	International Seminar & Symposium	2017-2019
Member	Admission Committee	2015-2018
Member	Entrepreneurial Development Cell	2015-2019
Member	Placement Cell	2015-2016

SKILLS

Entrepreneurial: Silk Thread Jewellery, Artificial Jewellery, Craft-Work, Wedding Decorations.

Computer Skills: MS Office (Word, PowerPoint, Excel, Access), HTML, R, Page Maker, Photoshop, Tally.

ONLINE EDUCATOR

Channel Name	Description	Link
SharingMyKnowledge  Started on: June 2020	In this channel, I share lessons, solutions, strategies for exams such as NTA-UGC NET, SET (Paper-I & Paper-II of Commerce subject), and other competitive exams. Aspirants attempting the exams will find it helpful to prepare in a well-planned manner. I also share lessons on skill development to become an entrepreneur.	https://www.youtube.com/channel/UC4Q4IAWdhDKdzVuLDOJL8cA/about

DECLARATION

I declare that the information and facts stated above are true and correct to the best of my knowledge and belief.

PLACE:

Signature

DATE:

(S. SUBHASHREE)