

JAMAL MOHAMED COLLEGE (AUTONOMOUS), TIRUCHY - 20
DEPARTMENT OF BUSINESS ADMINISTRATION (SF- WOMEN)

RESUME as on (01.02.2016)

- 1. Name** : B.DEEPA
- 2. Date of Birth** : 11.05.1983
- 3. Address**

Residential
No. 12 Kamatchi Amman Nagar,
Mudaliyar street
Woriyur
Trichy Pin: 620003

Office
Assistant professor
Department of Business Administration
Jamal Mohamed College (Autonomous),
Trichy – 620 020.

E Mail : deepaphd2015@gmail.com

Mobile : 9003682932

- 4. Designation** : Assistant Professor

5. Educational Qualification

Qualification	Board / University	Year of Passing	Class
M.Phil	Jamal institute of management, JMC, Trichy.	April 2009	DISTINCTION
M.B.A	Bharathidasan University Trichy.	April 2007	I

B.Com	S I G College, Trichy.	April 2005	II
SSLC	GGHSS,Kulithalai	April 1999	II
H.Sc	GGHSS,Kulithalai	April 2001	I

Additional Qualification

Qualification	Board / University	Year of Passing	%
PGDCA	GATES COMPUTERS KARUR	2008	FIRST
HDE.COM	TCPS, KULITHALAI	2003	FIRST

1. Experience

UG : 06 years & 8 month

PG : Nil

Sl No	Designation	Institution	Date	Period
1	Assistant Professor	Jamal Mohamed College Trichy – 20	14.06.2009 – Till date	6 years & 8 months

2. Areas of Specialisation : HR & Finance.

3. Languages known : Tamil, English, – Speak & Write

4. Subjects Taught :

UG :

: Financial Accounting, Cost Accounting Marketing, and Business Law
Computer Application in Business, Advanced A/c ,
Company A/c, Human Resource Management,
Organizational Behaviour, Soft Skills, Value Education, Banking
Practices, Principles Of Insurance, Financial
Management, Tally .ERP9, Management Information Technology,
Managerial Communication

Other Activities:

Served as NSS volunteers 2003-2005.

Worked as library in charge 2009-2010

Worked as library in charge 2010-2011

Worked as test in charge 2010-2011

Worked as vice president of BBA(Women) 2010-2011 and 2013-2014

Acted as organiser of mime state level management meet2015.

Now acted as Department Test in charge for the period of June 2015-2016

Details of Paper Presented: State Level Seminar

SI No.	Title Of The Paper	Name & Place Of The Seminar	Date
1.	Problems of healthcare sector due to workforce imbalance :ISBN:978-93-81521-19-9	State Level Seminar on Problems & Prospects of Service Sector in India	12 th Jan 2013
2.	Growth of Indian banking system towards financial inclusion	State level Seminar on financial inclusion A way of equitable growth	21 th Sep 2013
3.	Mergers and amalgamation new regulations under companies act 2013 ISBN:978-81-909104-2-2	State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence:	1 st Feb 2014

Details of Paper Presented: National Level

SI No.	Title Of The Paper	Name & Place Of The Seminar	Date
1	Emerging challenges in Indian economy	National Seminar On Recent Trends In Indian Economy – A Mgmt. Perspective	4 th Feb 2011
2	Emotional satisfaction and brand loyalty in hospital industry ISBN:93-81521-00-7	National Seminar On India An Emerging Economic Power	04 th Feb 2012
3	An Empirical investigation in service quality from the customers perspective	National Seminar On Service Sector In The Globalisation Era	22 nd Feb 2012
4	Corporate social responsibility and ethics in MSME in india :ISBN: 978-93-81521-01-4	National Seminar On Problems & Challenges In The Mgmt. Of MSMEs.	25 th Feb 2012

5.	current trends in the marketing strategies of life insurance corporation of India – a conceptual framework: ISSN NO:0973-0303	A one day National Seminar on marketing strategies for make in India products and services - organised by Post graduate department of commerce(SF-Women)	24th JAN 2015
4.	An empirical revise on technological change on employee performance in selected manufacturing industry	National Seminar on new vistas in employment relations in public and private sector undertakings or ganised by PG Department of commerce (Aided) Jamal Mohamed College,Trichy-20.	5th FEB 2015
5.	An Empirical Study of Driving Employee Engagement through culture and communication and commitment in Nationalized Banks in India. ISBN NO:	National Seminar on practical application of interest free financing for economic development	13th Jan 2016
6.	Sustainability of green IT a global benchmark ISSN NO:2250-1940	International Seminar on Global Competitiveness – A Challenge for Sustenance and Excellence-organised by BBA&PG Department of commerce	16 th & 17 th Aug 2013
7.	current requirment and relevance of employee engagement in the competitive corporate world - A conceptual frame work	International Seminar on Global Economic Revival : a Changing Scenario-organised by BBA&PG Department of commerce	16 th & 17 th Aug 2014
7.	An Empirical study on driving on employee engagement in nationalize banks in India. ISSN:0973-0303	Two days International Seminar on Inclusive Economic Growth-organised by Post graduate department of commerce(SF-Women)	13th & 14th Aug 2015
	Employee engagement and its associated factors at GB engineering enterprises pvt.ltd Trichy- an empirical study ISBN NO:	International Conference on Advanced Management – Challenges in Knowledge Era	8 th & 9 th Jan 2015

10	An Empirical Study on focus of employee engagement of Innovative Marketing Strategies to assist preeminent five characteristics of SMEs selected companies in Iran ISBN NO:	International Seminar on innovative marketing strategies for sustainable growth- issues and challenges organized by Department of Commerce CA&PA on 16th Sept 2015	16th Sept 2015
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Details of Paper Presented: Inter National Level:

Details of Seminar / Conference / Workshops attended

S l. N o .	Name	Venue	Date
1	One Day State Level Seminar on Examination Reforms	UGC Sponsered Jamal Mohamed College, Tiruchirappalli	12 th March , 2010
	One Day state level seminar on corporate governance in India- Challenges and prospects	PG and research department of commerce Jamal Mohamed College, Trichy -20	19 th March 2010
3 3	One Day state level seminar on investment oppurtunities and	PG and research department of	12th Jan 2011

	challenges	commerce Jamal Mohamed College, Trichy -20	
2	Two days National Level Seminar on “Quality Enhancement in Teaching, Research and Extension in Higher Education Institutions – Prospects and Problems	Jamal Mohamed College, Tiruchirappalli	15 th & 16 th APRIL, 2010
3	Two days National Workshop on Research Publications in Commerce & Management	Bharathidasan University, Tiruchirappalli	24 th & 25 th April, 2010
4	Seminar on Creating competitiveness to excel in Higher Education	Organised by IQAC, Jamal Mohamed College, Tiruchy – 20	8 th December 2010
5	one days National Seminar on Examination Reforms	PG and Research Department of Commerce ,jamal mohamed college trichy-20	24th Feb 2012
6	One Day Workshop on International Financial Reporting Standards (IFRS)	Organised by Dept. of BBA &Commerce (SF), Jamal Mohamed College, Tiurchy	1 st October 2011

7	One Day State Level Workshop on Stock Market Practices	Organised by Dept. of Commerce, Jamal Mohamed College, Tiruchirappalli	12 th January 2012
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10.	Primax Workshop on SPSS Data Analysis –Trichy.	State level	21 th Feb 2015
11.	One day state level workshop on Entreprenurship development	Organized by dept of BBA,Jamal Mohamed college , Trichy State level	24 th Feb 2015
12	One day state level workshop on stock market for beginners	Organized by Dept of BBA,Jamal Mohamed college , Trichy	6 th , OCT 2015
13.	one day awarness cum training programme on “ Shodhganga ETD Database	Organized by INFLIBNET CENTRE, university library of Bharathidasan university , Trichy-24	6 TH NOV 2015

Details of Incharge / Membership in committee for autonomous programme implementation:

- Working as a Tutor In charge and discharging all obligations connected therewith.

