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

### **RESUME**

Name : Dr. B.DEEPA
 Date of Birth : 11.05.1983

3. Address

**Residential** Office

No. 12. Kamatchi Amman Nagar, Assistant professor

Mudaliyar street , Woriyur, Department of Business Administration

Trichy, Pin: 620003. Jamal Mohamed College (Autonomous),

Trichy - 620 020.

E Mail: deepapolite@gmail.com

**Mobile:** 9597935459

**4. Designation** : Assistant Professor

# 5. Educational Qualification

Qualification	Board / University	Year of Passing	Class
Ph.D(Mgt)	PRIST University, vallam, Thanjavur	7 <sup>th</sup> August 2017	COMMENDED
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	Govt Girls Higher Secondary School,Kulithalai	April 1999	II
H.Sc	Govt Girls Higher Secondary School,Kulithalai	April 2001	I

# **ONLINE COURSES:**

	From 04-06-2020 To
Of Higher Education	01-07-2020
One Month National Online Gender Sensitization And Capacity Building Programme On	From 13-07-2020 To
Gender Society, Economy And Polity	12-08-2020
Four Week Online Certificate Course On BASIC TECHNIQUES IN MICROBIOLOGY	From 1-06-2020 To 30-
(PHASE-I)	06-2020
Four Week Online Certificate Course On BASIC TECHNIQUES IN MICROBIOLOGY	From 13-07-2020 To
(PHASE-II)	13-08-2020
Four Week Online Certificate Course On BASIC TECHNIQUES IN MICROBIOLOGY	From 31-08-2020 To
(PHASE-III)	30-09-2020
Four Week Online Orientation Programme For Faculty In Universities /Colleges/Institutes	From 20-04-2022 To
Of Higher Education	27-07-2022

## ONLINE WORKSHOP/FDP

Name of teacher who	Title of the Program	Duration (from – to)
attended the program		(DD-MM-YYYY)
	The Faculty Development Program On Faculty To Administration	08-05-2020
	The Faculty Development Program On The Art Of Story Telling In Academic Writing	09-05-2020
	Five Days Online Faculty Development Program On "Evolution Of	From11-05-2020
	Teaching Learning Process-Post Covid 19"	To 15-05-2020
	Online FDP on Impact of Covid 19 & Social Security measures in the	18-05-2020
	unorganised sector in india.organised by shree chandraprabu jain college, Minjur	
	online workshop on personality development "unlearn to learn the skill	19-05-2020
	Online FDP on Importance of Empowerment for Teaching Gurus.	21-05-2020
Dr.B.DEEPA	Online Course On Companies Act 2013	25-05-2020
DI.D.DEEPA	Four Weeks Online Orientation Programme For Faculty In	From 04-06-2020
	Universities /Colleges/Institutes Of Higher Education	To 01-07-2020
	One Month National Online Gender Sensitization And Capacity	From 13-07-2020
	Building Programme On Gender Society, Economy And Polity	To 12-08-2020
	BASIC TECHNIQUES IN MICROBIOLOGY (PHASE-I)	From 31-08-2020
		To 30-09-2020
	BASIC TECHNIQUES IN MICROBIOLOGY (PHASE-II)	From 31-08-2020
		To 30-09-2020
	BASIC TECHNIQUES IN MICROBIOLOGY (PHASE-III)	From 31-08-2020
		To 30-09-2020
	ONLINE FDP ON "DIGITAL MEDIA SUPPORT FOR CAREER DEVELOPMENT"	23-01-2021.
	Four Weeks Online Orientation Programme For Faculty In	From 04-06-2022
	Universities /Colleges/Institutes Of Higher Education	To 01-07-2022

FDP on "First hand experience on SPSS-Introductory Module"	From 16 – 08 - 2022
organized by research foundation of India (RF)-care from	To 22-08-2022
A five days FDP on data analytics	From 16 – 05 - 2022
	To 20-05-2022
A five days FDP organised by department of Zoology, jamal	From24 – 01 - 2022
Mohamed college,trichy	To 29-01-2022
Faculty Development Programme on "E-Content Development"	
Organised by Jamal Mohamed	
College (Autonomous) from 30-06-2020 to 04-07-2020	

#### REFERESHER COURSES

Online interdisciplinary Two Week Refresher course on managing online classes & co -	From 13-07-2022 To 19-
creating MOOCS 16.0	05-2022
Orientation programme on MOOC's and E-learning, Department of Library, Jamal	29 <sup>th</sup> Jan ,2020
Mohamed College on	

Acted as Resources person/chair person(inside the college)

- i) COMTALENT in the topic of stockmock on 10th oct 2019.
- ii) Exobiz in the topic of short flim maker on 24th feb 2020.
- iii) COMFEMME 2020 in the topic of business quiz on 28th jan 2020
- iv) COMFEMME 2021 in the topic of Mime on 28th feb 2021
- v) Mind Spark 2021 in the topic of Mime,
- vi)Mind Spark 2021 in the topic of talent show,
- vi) Mind Spark 2022 in the topic of Business Quiz,
- vii) Exobiz in the topic of short flim maker on 24th feb 2020.
- viii)Exobiz in the topic of tabsmatch maker on 24th feb 2021.
- ix)Exobiz in the topic of mime on 24th feb 2022.
- x)Exobiz in the topic of mime on 24th feb 2023.
- xi) COMFEMME 2022 in the topic of ad sap on 20 th, March 2022

### **ORGANISED**

National Level Workshop on Export Procedure and Promotio	21-01-2020.
ONLINE FDP ON "DIGITAL MEDIA SUPPORT FOR CAREER DEVELOPMENT	23-01-2021.

### **Additional Qualification**

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

### 1. Experience

UG: 09 years & 2 month

Sl No	Designation	Institution	Date	Period
1	Assistant Professor	Jamal Mohamed College Trichy – 20	15.06.2009 – Till date	14 years

PG: Nil

**2. Areas of Specialization** : HR & Finance.

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

4. Subjects Taught: All management and commerce paper

#### **Other Activities:**

> Served as NSS volenteers 20 3-2005.

➤ Worked as library in charge 2009-2011

- ➤ Worked as test in charge 2010-2011
- ➤ Worked as test in charge 2013-2014
- Worked as vice president of BBA (Women) 2010-2011 and 2013-2014, 2019 -2022
- > Acted as organizing secretary of International Seminar on Global Competitiveness
- A Challenge for Sustenance and Excellence- organized by BBA&PG Department of commerce  $16^{th}$  &  $_{17}$  th Aug 2013.
  - ➤ Acted as organizing secretary of Employability Skill development programme- organized by BBA, September 2017.
  - ➤ Acted as intra department level workshop on employability skill developmentprogramme organized by department of BBA on 17-2- 2017.
  - ➤ Acted as Department Test in charge for the period of June 2017-2018, 2020-2021
  - Acted as faculty advisor of Leo club for JMC Women for the period of June 2009 to 2010
  - Acted as faculty advisor of fine arts club for JMC Women for the period of June 2018 to till date
  - ➤ Acted as Judge for different inter-departmental competition events conducted by different clubs and departments in the College.
  - Acted as external examiner for Bishop Heeber College, Trichy, Holy Cross College, Trichy, National College Trichy, Indira Gandhi College Trichy

- Acted as organizing Secretary of National Level seminar Export Procedure and Promotion on 21-02-2020
- ➤ Acted as organizing Secretary for intercollegiate Flair fest 2k22
- ➤ Acted as organizing Secretary for intradepartmental and inter department competitions Flair fest 2k22
- Acted as member of NIRF, CDC, from 2020 to till date
- ➤ Acted as placement in charge from 2020 to till date
- Developed More Than 16 E-Contents (Regression, Correlation, Retail Strategy, Cost Accounting, Management Accounting Financial Accounting, Human Resource Management, Business Activities, Trade Union, Discipline And Grievances Etc) youtube link: http://www.youtube.com/@deepsb7984, Jul 10,2013
- Acted as question paper setter for various colleges like thanthai rower College, Prist university, pondichery university, etc, Cauvery college for women etc

### **Details of Paper Presented: State Level Seminar**

Sl No.	Title Of The Paper	Name & Place Of The Seminar	Date	ISSN/ISBN NO
1.	Problems of healthcare sector due to workforce imbalance	State Level Seminar on Problems & Prospects of Service Sector in India	12 <sup>th</sup> Jan 2013	:ISBN:978-93- 81521-19-9
2.	Growth of Indian banking system towards financial inclusion	State level Seminar on financial inclusion A way of equitable growth	21 <sup>th</sup> Sep 2013	ISBN No: 978- 81-909104-0-8
3.	Mergers and amalgamation new regulations under companies act	State Level Seminar on Different Perspectives of Companies Act 2013 – Towards Corporate Excellence:	1 <sup>st</sup> Feb 2014	ISBN No:978- 81-909104-2-2

### **Details of Paper Presented: National Level**

Sl No.	Title Of The Paper	Name & Place Of The Seminar	Date	ISSN/ISBN
				NO

1.		National conference on management in the Age of Innovation -	25 <sup>th</sup> Jan 2011	ISBN No:978-81- 909104-0-8
2.	Emerging challenges in Indian	National Seminar On Recent Trends In Indian Economy – A Mgmt. Perspective	4 <sup>th</sup> Feb 2011	ISBN No:93-80- 394-18-X
3.	Emotional satisfaction and brand loyalty in hospital industry ISBN:93-81521-00-7	National Seminar On India An Emerging Economic Power	04 <sup>th</sup> Feb 2012	ISBN No:93- 81521-00-7
4.	Ethics in MSME in India	National Seminar On Problems & Challenges In The Mgmt. Of MSMEs.	25 <sup>th</sup> Feb 2012	ISBN: 978- 93-81521- 01-4
5.	Current Trends in the marketing strategies of life insurance corporation of India – a conceptual	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	ISSN: 0973-0303
6.	An Empirical Revise on Technological Change on	National Seminar on new vistas in employment relations in public and private sector undertakings organized by PG Department of commerce (Aided) Jamal Mohamed College, Trichy-20.	5th FEB 2015	
7.	Employee Engagement through	National Seminar on practical application of interest free financing for economic development	13th Jan 2016	ISSN NO: 0973-0303 JARJ
8.	techniques for Employee	National Seminar on Growth Strategies for Business Development in India	28, Sep,2016	ISSN:0973- 0303 JARJ
9.	Supervisor's Engagement, Organisational Conflict, Climate	National Seminar On marketing strategies of India product – Organized By Post Graduate Department Of Commerce(Aided) Jamal Mohamed college-trichy	19 <sup>th</sup> Jan ,2017	ISSN:0973- 0303 JARJ

# **Details of Paper Presented: Inter National Level**

1. Sustainability of greer benchmark	International Seminar on Global Competitiveness Challenge for Sustenance Excellence- organized by BBA&PG Department of commerce	Aug 2013 1940 JARJ
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2.	Current Requirement and relevance of	International Seminar on	16 <sup>th</sup> &th	ISSN N0: 0973-
۷.	employee engagement in the competitive corporate world - A conceptual frame work	Global Economic Revival: a Changing Scenario-organized by BBA&PG Department of commerce	Aug 2014	0303 JARJ
3.	Employee engagement and its Aassociated factors at GB Engineering Enterprises pvt.ltd Trichy- an Empirical Study.	International Conference on Advanced Management – Challenges in Knowledge Era	9 <sup>th</sup> Jan	ISSN N0: 0973- 0303 JARJ
4.	An Empirical study on driving on employee engagement in nationalized banks in India.	Two days International Seminar on Inclusive Economic Growth- organized by Post graduate department of commerce(SF- Women)	14th Aug	ISSN No :0973- 0303 JARJ
5.	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		ISBN 978-93- 85477-14-0 Bonfring
6.	An Empirical revise on Essential techniques for Employee Engagement in Medical Representatives in selected Districts at Tamil Nadu	Jamal Academic Research Journal – An Interdisciplinary, Volume – III, National Seminar on Growth Strategies for Business Development in India	28, Sep,2016	ISSN:0973-0303
7.	An Empirical Study on Four Factors Influencing on Employee Engagement at selected Agents of Insurance Company in Trichy District	IJMSS- International Online Journal	December 2016, vol no .04, Issue -12	ISSN: 2321-1784 _Impact Factor6.178
8.	An Empirical Study on Employee Engagement Rapport Between OC and TQM in GB Engineering Enterprises Pvt, Ltd Companies in Trichy	IJMSS- International Online Journal	January 01, 2017, vol no .05, Issue -1	ISSN: 2321-1784 _Impact Factor6.178
9.	An Empirical Study On Employee Engagement Relationship Between OCB, Talent Management And Psychological Contract In Cettinad Cement Industry	International journal of pezzottaite,"Entrepreneurship and Business Environment perspectives Conference organized by Srimad Andavar College Tiruvaikovil Trichy"	•	PEZZOTTAITE Impact Factor6.782

	Employee Engagement to Influence the Company's Productivity in	J	8&9 –Feb - 2017	Online Issn no: 23213612 Print Issn No:23213604 Impact factor: 4.532 International Journal of Commerce and Management Research (PIJCMR) Vol No-IV. Issue 4, Jan to March 2017
	selected in Indian cement sector	International Conference a global logic of Strategic Alliances in Commerce and Management organized by Bon Secure College, Thanjavur	December 2017	ISSN NO 2347- 9213 Vol-5, issue 3, Indian Journal of Current Research
	A study on online fund transfer towards customer satisfaction using relevant dimensions in		January, 2021	ISSN 0378-4568
13	"Knowledge Management Practices Of College Students"	Department Of Business Administration, Jamal MohamedCollege, Trichy- 20	12–10– 2022 And 13–10 - 2022	ICSSR SPONSER

# Details of Seminar / Conference / Workshops Attended

S. No	Name of the Seminar/ Conference / Workshop and place	International/ National /state level	Date (s)
1.	One Day State Level Seminar on Examination Reforms	UGC Sponsered, Jamal Mohamed College, Tiruchirappalli	12-03-2010
2.	One Day state level seminar on corporate governance in India-Challenges and prospects	PG and research department of commerce Jamal Mohamed College, Trichy -20	19-03-2010
3.	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 <sup>th</sup> &16 <sup>th</sup> - 04-2010
4.	Two days National Workshop on Research Publications in Commerce & Management	Bharathidasan University, Tiruchirappalli	24 <sup>th</sup> & 25 <sup>th</sup> 04- 2010
5.	Seminar on Creating competitiveness to excel in Higher Education	Organized by IQAC, Jamal Mohamed College, Trichy – 20	08-12-2010

6.	One Day state level seminar on investment opportunities and challenges	PG and research department of commerce Jamal Mohamed College, Trichy -20	12-01-2011
7.	One Day Workshop on International Financial Reporting Standards (IFRS)	Organized by Dept. of BBA Commerce (SF), Jamal Mohamed College, Tichy-20	1-10-2011
8.	One Day State Level Workshop On Stock Market Practices	Organised by Dept. of commerce Jamal Jamal Mohamed College, Tiruchirappalli	12-01-2012
9.	one days National Seminar on Examination Reforms	PG and Research Department of Commerce ,Jamal Mohamed College Trichy-20	24 -02-12
10.	Primax Workshop on SPSS Data Analysis –Trichy.	State level one day workshop organized by Primax, Bangalore.	21-02-2015
11.	One day state level workshop on Entreprenurship development One day state level	Organized by dept of BBA,Jamal Mohamed college, Trichy State level	24-02 2015
12.	Development One day state level workshop on stock market for beginers	Organized by dept of BBA,Jamal Mohamed college, Trichy State level	6-10-2015
13.	one day awarness cum training programme on "Shodhganga ETD Database	Organized by INFLIBNET CENTRE, university library of Bharathidasan University,, Trichy-24	6-11-2015
14.	Three days National workshop on SPSS AMOS USING statistical methods	National workshop Organized by Department of Youth Empowerment, Madurai Kamaraj University, Madurai	From 29/09/2016 To 1/10/2016
15.	State level Conference on Role of RBI in Rural Economic	State level Organized by Department Of Commerce AIMAN College of Arts &Science For Women	4/10/2016
16.	Six days national level workshop on using SPSS	State level Organized by Department Of Mathematics, Jamal Mohamed College, Trichy	From 20/10/2016 To 25/10/2016
17.	Faculty Development Program	organized by department of IQAC, Jamal Mohamed College Trichy	17-01-2017
18.	Employability Skill Development	One day workshop on Employability Skill Development Organized by Department Of BBA, Jamal Mohamed College, Trichy-20.	17-2- 2017
19.	One Day National Level Workshop On WrapPLS – A Statistical Tool for Analysis for Management, Commerce, Economics and Social Science Researchers	Organised by Department of Business Administration ,Directorate of Distance Education ,Madurai Kamaraj University ,Madurai -625 021	07.04.2017
20.	State Level Workshop On "Gst Principles And Practices"	One day workshop on Employability Skill Development Organized by Department Of BBA, Jamal Mohamed College, Trichy-20	11-01-2018

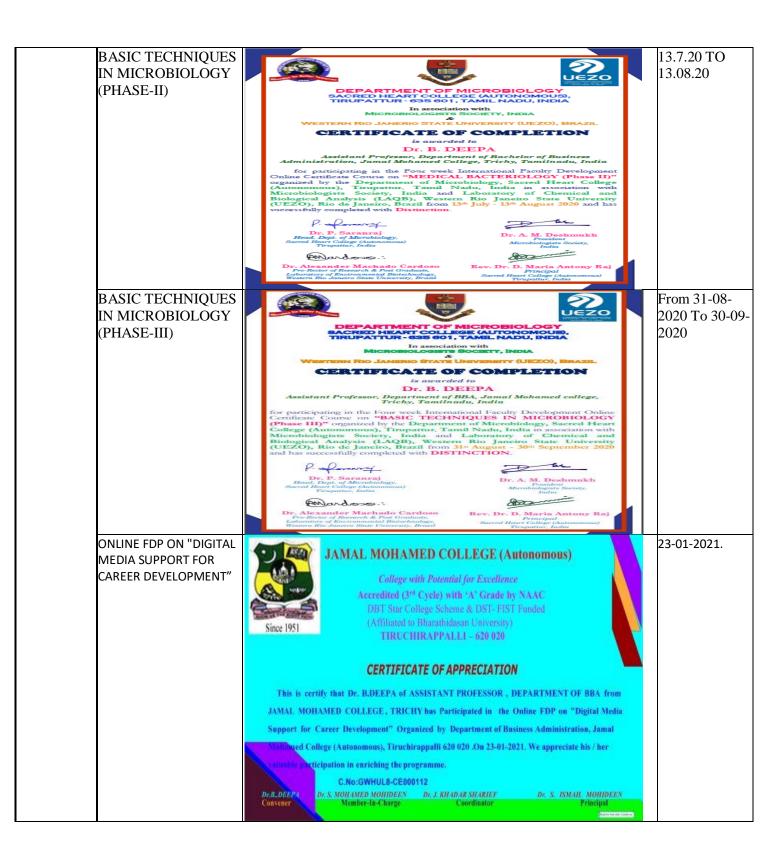
21.	one day workshop on "writing winnable project proposals	Organized by IQAC, Jamal Mohamed College, Trichy – 20	23-6-2018
22.	one day orientation programme for moral education instructors	Organized by department of Moral Education, Jamal Mohamed College, Trichy – 20	14-07-2018
23	A One Day National Conference On ADVANCEMENT IN BUSINESS DIGITAL ERA	Jamal Mohamed College, Trichy-20	28 -09 - 2018
24	One Day International Conference On NEW HORIZONS OF BUSINESS IN THE CHANGING GLOBAL ENVIRONMENT	Jamal Mohamed College, Trichy-20	23 -01 - 2019
25	A State Level Inter Colligate Commerce Meet	Jamal Mohamed College, Trichy-20	01- 03 - 2019
26	National Level Faculty Development Programme On "INDUSTRY 4.0 BUILDING THE DIGITAL ENTERPRISES	KAAMADHENU ARTS AND SCIENCE COLLEGE, SATHIYAMANGALAM, ERODE DISTRICT, TAMILNADU	10- 05- 2020
27	A One Day International Conference On "ADVANCEMENT IN BUSINESS IN THE DIGITAL ERA 2021"	Jamal Mohamed College, Trichy – 20.	17-02-2021
28	Two Day Workshop On Professional Development For Academic Leadership in Curriculum Design	Jamal Mohamed College, Trichy-20	18 - 01 -2019 19- 01 - 2019
29	One Day National Level Workshop On Export Procedures & Promotion – NWEP <sup>2</sup>	Jamal Mohamed College, Trichy-20	21- 02 - 2020
30	A Two Day National Seminar On "Great Initiatives Of State And Central Government Through Start Up(S) Programmes In Nurturing Entrepreneurial	Jamal Mohamed College, Trichy – 20.	21- 09- 2022 And 22- 09 - 2022
31	A Two Day National Seminar On "Knowledge Management Practices Of College Students"	Department Of Business Administration, Jamal MohamedCollege, Trichy- 20	12-10-2022 And 13-10-2022
32	Research Methodology using Smart PLS 4.0 and Bibiliometric Analysis	MUS India	17-10-2022 23- 10-2022

## ONLINE certificate courses and FDP

Name of teacher who attended the program	Title of the Program	Certificates	Duration (from – to) (DD-MM- YYYY)
Dr.B.DEEPA	The Faculty Development Program On Faculty To Administration	CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)  Nationally Accredited(    Cycle) with "A" Grade by NAAC  CERTIFICATE OF PARTICIPATION  CCW/BBA/Seminar/484  This is to certify that	08-05-2020
	The Faculty Development Program On The Art Of Story Telling In Academic Writing	CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)  Nationally Accredited (III Cycle) with "A" Grade by NAAC  CERTIFICATE OF PARTICIPATION  CCW/BBA/Seminar/397  This is to certify that	09-05-2020
	Five Days Online Faculty Development Program On "Evolution Of Teaching Learning Process-Post Covid 19"	E-Certificate No: EDPRIS70  BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY  CERTIFICATE OF PARTICIPATION  This is to Certify That  Dr. B. Deepa  of  Jamal Mohamed College, Autonomous Trichy  Participated in the Five Days Online Faculty Development Program on "EVOLUTION OF TEACHING LEARNING PROCESS — POST COVID 19"  Conducted from 11th May 2020 to 15th May 2020.  (Dr. R. Venkatesh Babu)  Convener, Deen Academics  BIHER  (Dr. J. Bhuminethan)  Registrer  BIHER  (Tr. Cherk the suthersticity of this e-certificate vicit wer sharestantis acts or read as causil to drasacademic/§ theoretical barralment.acts	From11-05- 2020 To 15-05-2020







A FIVE DAYFACULTY **FROM** JAMAL MOHAMED COLLEGE (AUTONOMOUS) DEVELOPMENT College with Potential for Excellence
Accredited (3rd Cycle) with 'A' Grade by NAAC
DBT Star College Scheme & DST-FIST Funded
(Affiliated to Bharathidasan University)
Tiruchirappalli, Tamil Nadu 16-05-2022 TO 20-05-2022 PROGRAMME ON DATA ANALYTICS JAMAL INSTITUTE OF MANAGEMENT PG & Research Department of Management Studies (Approved by AICTE, New Delhi) A FIVE DAY FACULTY DEVELOPMENT PROGRAMME ON **DATA ANALYTICS** 16th TO 20th, MAY 2022 **CERTIFICATE OF PARTICIPATION** This is to certify that Dr. B. DEEPA, Assistant Professor, Jamal Mohamed college (Autonomous), Tiruchirappalli, Tamilnadu, has participated in the "FIVE DAY FACULTY DEVELOPMENT PROGRAMME on DATA ANALYTICS" through online mode, organized by Jamal Institute of Jamal Mohamed College Management, (Autonomous), Tiruchirappalli-620 020 from 16th to 20th May 2022. Dr.M.A. Shakila Banu Dr.S.Ismail Mohideen Dr.U.Syed Aktharsha Organising Secretary Convener & Director (i/c) Principal Since it is E-Certificate, Signature not required 4 WEEK FROM INDUCTION/ORIENTATION Teaching Learning Centre, Ramanujan College 20-04-2022 University of Delhi PROGRAMME TO under the aegis of MINISTRY OF EDUCATION 19-05-2022 PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING This is to certify that Dr. B. DEEPA JAMAL MOHAMED COLLEGE, TRICHY successfully completed a 4-Week Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" from 20 April - 19 May, 2022 and obtained Grade A. Jyourer Prof. S. P. Aggarwal Dr. Sachin Tomer (Principal & Director) (Convener) TLC, Ramanujan College Ramanujan College TWO WEEKS REFERESHER **FROM** COURSE ON "MNAGING Teaching Learning Centre, Ramanujan College 13-07-2022 University of Delhi ONLINE CLASS MOOC.16.0 TO 27-07-2022 under the aegis of MINISTRY OF EDUCATION PANDIT MADAN MOHAN MALAVIYA NATIONAL MISSION ON TEACHERS AND TEACHING This is to certify that Dr. B. Deepa BBA, Jamal Mohamed College, Trichy has successfully completed online interdisciplinary Two-Week Refresher Course On "Managing Online Classes & Co- creating MOOCS 16.0" from 13 - 27 July, 2022 and obtained

Dr. Nikhil Kr. Rajput



## **DUTIES AND REPONSIBILITIES**

➤ Acted as MID - Department of Business Administration (SF – Women) from 2023

June onwards