

**STAFF PROFILE**

**NAME OF THE STAFF** : Dr. B. MENAKA  
**DESIGNATION** : ASSISTANT PROFESSOR  
**DEPARTMENT** : BUSINESS ADMINISTRATION



**1. CONTACT :**

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**2. ACADEMIC QUALIFICATION :**

Degree	College/University/Board	Year of Passing/ Awarded
Ph.D.,	Bharathidasan University	Awarded on 30.06.2021
MBA	Bharathidasan University	2014

**3. TEACHING EXPERIENCE :**

S. No.	Institution	Duration	No. of Years	
			UG	PG
1.	Urumu Dhanalakshmi College,Trichy	2015-2019	5	5
2.	Aiman College of Arts &Science for women, Trichy	2019-2020	1	1
3.	Nehru Memorial College ,Puthanampatti	Feb 2021 - Nov 2023	3	3

**4. RESEARCH EXPERIENCE : 7 years**

**5. AREA OF RESEARCH : FINANCE**

**6. RESEARCH GUIDANCE :**

Program of Study		Completed	Ongoing
Research	Ph. D.	--	--
	M. Phil.	--	--
Project	PG	06	--

**7. PUBLICATIONS :**

Journal(s)		Proceeding(s)		Book(s) / Chapter(s) / Monograph(s) / Manual(s)
International	National	International	National	
6	1			--

**8. PARTICIPATIONS :**

Events	International	National	State	Regional
Conference(s)	7	1	--	--
Seminar(s)	1	3	--	--
Workshop(s)	2	-	--	--
Symposium(s)	1	--	--	--

**9. PROFESSIONAL DEVELOPMENT :**

Orientation Programme(s)	Refresher Course(s)	Faculty Development Programme(s)	Short Term Course(s)	Online Course(s)
1	--	3	--	--

**10. EVENTS ORGANISED :**

S. No.	Name of the Programme	Role of Responsibility held	Name of the Resource Person	Date of the Event
1.	Culturals	CULTURAL CO-ORDINATOR	Mr. Subash, Actor from Tamil Industry.	27.02.2019

**12.DETAILED OF PUBLICATIONS :**

**(a) JOURNAL(S)**

<b>S. No.</b>	<b>Name of the author/s</b>	<b>Title of the paper with e-link</b>	<b>National/ International</b>	<b>Name of journal</b>	<b>Volume Page No &amp; Year</b>	<b>ISSN</b>
1.	Mother Teresa Womens Univeristy , Kodaikannal	A Study on Non-Performing Assets at Private Sector Bank in Tiruchirappalli District	International	Sustainability for business Initiatives, Ideas& Challenges	2016	
2.	Urumu Dhanalakshmi,college,kattur,trichy	A Study On Non-Performing Assets in Private Sector, Banks At Tiruchirappalli	International Conference on Business, Fnance and Management : Challenges in the Global Era	ICBFM- 2017	2017	
3.	Nehru College of Management	Contemporary Issues on Banking Sector	Sixth International conference on	Contemporary Issues in Agriculture, Engineering, Information, Technology Life Sciences &Humanities	2017	

4.	Bishop Heber college, trichy	A Comparative study of financial performance Analysis of Public and Private Sector Bank	International	Sustaining A Competitive Advantage In The Changing Business Scenario	2018	ISSN NO.0474-9030.
5.	Urumbu Dhanalakshmi, college, kattur, trichy	A Comparative study of financial performance Analysis of Public and Private Sector Bank	Two days International conference	Human Power in the Globalized ERA	2019	
6.	Jamal College, Trichy	A Study on Financial Performance Analysis of SBI and Hdfc Banks	International Journal	International Journal of Analytical and experimental model analysis	2019	ISSN NO. 08886-9367

### 13. DETAILS OF PARTICIPATION

(Conference(s) / Seminar(s) / Workshop(s) / Symposium(s))

S. No.	Name of the event(s)	Sponsored by	Conducted by	Place	Duration/ Date
Conference(s)					
1.	Sustainability for business : Initiatives, Ideas & Challenges	Mother Teresa Women's University	PG & Research Department Of commerce	Kodaikannal	01.09.2016

2.	<b>International Conference on business, Finance &amp; Management : challenges in the Global Era – ICBFM 2017</b>	<b>Urumu Dhanalakshmi College, Kattur</b>	<b>Urumu Dhanalakshmi College, Kattur</b>	<b>Trichy</b>	<b>20.01.2017</b>
3.	<b>XXXVIII Annual Conference of Association of Economist of Tamilnadu (AET)</b>	<b>Mannar Thirumalai Naickar College</b>	<b>Mannar Thirumalai Naickar College</b>	<b>Madurai</b>	
4.	<b>Sixth International Conference on Contemporary issues in agriculture, Engineering, information technology, life sciences, social sciences &amp; Humanities</b>	<b>Siam Technology College, Bangkok</b>	<b>Nehru College of Management</b>	<b>Coimbatore</b>	<b>28<sup>th</sup> to 4<sup>th</sup> Dec.2017</b>
5.	<b>International Conference on Sustaining a competitive advantage in the changing business scenario</b>	<b>Bishop Heber College, Trichy -17</b>	<b>Bishop Heber College, Trichy -17</b>	<b>Trichy</b>	<b>12<sup>th</sup> Sep 2018</b>
6.	<b>Two International Conference on Human power in the globalized Era</b>	<b>Urumu Dhanalakshmi College, Trichy</b>	<b>Urumu Dhanalakshmi College, Trichy</b>	<b>Trichy</b>	<b>11<sup>th</sup> &amp; 12<sup>th</sup> Sep.2019</b>
7.	<b>XXXIX Annual Conference of Association of Economists of Tamilnadu (AET)</b>	<b>Madras Christian College, Chennai</b>	<b>Madras Christian College, Chennai</b>	<b>Chennai</b>	<b>21<sup>st</sup> &amp; 22<sup>nd</sup> Dec 2018</b>
8.	<b>Vision 2020 – All India National Development Conference &amp; Sister Nivedita 150<sup>th</sup> Years Birthday Celebrations</b>	<b>Sri Ramakrishna College, Trichy</b>	<b>Sri Ramakrishna College, Trichy</b>	<b>Tamilnadu</b>	<b>20<sup>th</sup> May 2018</b>
<b>Seminar(s)</b>					

9.	Faculty Development Program	ICFAI Business School	IBS ICFAI Business School	Trichy	28 <sup>th</sup> July 2017
10.	GST & ITS Implication At cross Country	Urumu Dhanalakshmi College, Trichy	Urumu Dhanalakshmi College, Trichy	Trichy	6 <sup>th</sup> Sep 2017
11.	One Day Orientation Program on Being an Effective Teacher	Urumu Dhanalakshmi College, Trichy	Urumu Dhanalakshmi College, Trichy	Trichy	23 <sup>rs</sup> June 2018
12.	India – Srilanka Trade Relations – Ancient Periods to Modern Era	Indian Council of World Affairs	Periyar EVR college, Trichy	Trichy	21 <sup>st</sup> Feb.2020
13.	Faculty Development Programme on “ Curriculum Development Cell”	Internal Quality Assurance Cell (IQAC)	Nehru Memorial College, (Autonomous)	Trichy	10.12.2022
14.	National Seminar on Cripple of Crypto Currency	Tamil Nadu State Council for Higher Education	Nehru Memorial College (Autonomous)	Trichy	08.04.2022
15.	National seminar on Impact of covid -19 pandemic on Indian Economy Labour and Marginalised Community	Indian Council of Social Science Research (ICSSR)	St. Joseph’s College (Autonomous)	Trichy	24 & 25 <sup>th</sup> May 2022
16.	Two International Conference on Digital Transformation in Banking & Finance		Bishop Heber College (Autonomous)	Trichy	23 & 24 March 2022
<b>Workshop(s)</b>					
15.	Workshop On Research Methodology	Urumu Dhanalakshmi, Trichy	Urumu Dhanalakshmi, Trichy	Trichy	27 <sup>th</sup> Jan 2017
16.	Research Projects Funding Agencies and Proposal Writing	Training & Placement Cell Periyar EVR College, Tiruchirappalli – 23	Periyar EVR College, Tiruchirappalli	Trichy	28 <sup>th</sup> Feb 2018

17.	<b>Five days Online Faculty Development program</b>	<b>Holy Cross College, (Autonomous)</b>	<b>Holy Cross College, (Autonomous)</b>	<b>Trichy</b>	<b>October2021</b>
<b>Symposium(s)</b>					
18.	<b>National Symposium on Emerging Trends in Innovation in Academic Reseach</b>	<b>Indian Academic Researchers Association</b>	<b>Periyar Evr College, Trichy</b>	<b>Trichy</b>	<b>21<sup>st</sup> May 2016</b>