

## STAFF PROFILE

- 1) Name :A.Sabeena Mary
- 2) Designation :Assistant Professor
- 3) Department :Department of Business Administration.
- 4) Qualification :B.Com,MBA,PGDMM,M Phil.
- 5) Experience :Teaching :14 years
- 6) Area of Specialization (s) : Human Resource And Marketing.
- 7) E-mail : marysabeena40@gmail.com
- 8) Academic Qualifications :B.Com,MBA,PGDMM,M Phil.

<b>Exam Passed</b>	<b>Board/ University</b>	<b>Subjects</b>
High School	State	-
Higher Secondary or Pre-degree	State	Accounts Commerce
Bachelor's Degree	Bharathidassan University	B.Com
Master's Degree	Bharathidassan University	MBA

9) Additional Qualifications:

<b>Diploma/ Vocational/ Certification</b>	<b>Area of Specialization</b>	<b>Institution/ University/ Agency Name</b>	<b>Year</b>
PGDMM.	Marketing Management	Pondicherry University	2001-2002

10) Research Publications:

## International

**Author Name**, Co-author Name, Title of the Paper, *Journal Name* (Year) Volume, Page No.

Sl.no.	Year	Name of the Author/Authors	Title of the Paper	Name of the journal	Volume, Issue, Pg No.	ISSN NO.	Index
1.	April 2019	Mrs.A.Sabeena Mary MRS.A.Kaavya	A study on stress Mangement of IT sector Employees.		05, Issue 01, April 2019	2454- 9150	UGC CARE
2.	August 2020	Mrs.A.Sabeena Mary	A study on perception of students of higher education institutions towards online class during covid 19 lockdown	The International Journal of Analytical and Experimental Modal Analysis	P.No:521- 542	0886- 9367	UGC CARE

11) Participation in Seminar

<b>Sl. no</b>	<b>Month/Year</b>	<b>Topic</b>	<b>Institute</b>
1	18.5.2020	Effective research work using online platform during pandemic like COVID19	Dayananda sagar college of arts science and commerce
2	15.5.2020	IPR and IP management for innovation and start-ups	R.M.K. Engineering college
3	4.6.2020	Different approaches in management research	University of Mumbai, Thane sub campus in association with vivekanand education society institute of management studies and research and MES'S pillar college of education and research, chember
4	6.6.2020	Role of technology in customer experience during COVID-19	Sri Eshwar College of Engineering
5	19.5.2020	Thinfilm technology- Afascinating area for research and development	Nirmala college for Women(Autonomous), Red fields,Coimbatore-18.

12) Participation in Workshop

<b>S.No.</b>	<b>Year</b>	<b>Title</b>	<b>Name of the Organizer</b>
1	October 13, 2018	Outcome Based Education	Nirmala college for Women(Autonomous), Red fields,Coimbatore-18.
2	March 21 & 22 2018	Multimedia	Nirmala college for Women(Autonomous), Red fields,Coimbatore.
3	March 19 2020	“Innovative Eco-System, Incubation Centre and Start-Ups for Higher Education Institutions”	Nirmala college for Women(Autonomous), Red fields,Coimbatore
4	March 7 2020	Revised Guidelines For The Accreditation Process of NAAC	Nirmala college for Women(Autonomous), Red fields,Coimbatore

### 13.Participation in Faculty Development Programme

Sl. no	Month/Year	Topic	Institute
1	October 30 2019	Faculty Development programme on innovation Teaching Strategies	Nirmala college for Women(Autonomous), Red fields,Coimbatore.
2	5.6.2020 To 6.6.2020	Optimisation Techniques in Mechanical Engineering	Shadan college of Engineering &Technology
3	3.6.2020 To 5.6.2020	Cross cultural management mechanics in MNC's	Rise Krishna sai prakasam group of institutions
4	23.5.2020 To 26.5.2020	Computer intelligence in digital Era	PSG college of arts&science
5	28.5.2020 To 29.5.2020	Research publications in social sciences	Nirmala college of women(autonomous)
6	June 2021	Preparing e-content	Nirmala College for Women

### 14.Conference/ Seminar/ Workshop Organized

- SEON' 08, SEON'11 , SEON' 13,SEON'16 and SEON'19 Marketing Mela organized to make students know more about practicalities of marketing, planning, organizing, costing and event management skills.
- Was part of the organizing team of "Re- Engineering" Calibers' and PLEXUS-Intercollegiate Seminars and Competitions.
- Was instrumental in organizing "Brand India"-A seminar and Paper Presentation. The best papers were published as a book with ISBN number.
- Arranging for Industrial Visits to Britannia Industries-Bangalore and Perundurai, Ford ltd, Indo Shell Moulds Pvt.ltd., LGB Pasur, HMT Limited ,Jesmajo ,Pepsico India Holdings, Shanti Gears and Pricol ltd.
- Organised two outbound training programmes to Kotagiri, in association with Outreach Foundation.

- Part of the team organizing Tally classes for the BBA students.
- Arranging for Seminars, workshops, conferences and guest lecturers for the department on various topics both National and Regional Level.