

RESUME



Name: N.STELLA

Designation: ASSISTANT PROFESSOR

Department: BUSINESS ADMINISTRATION

**Address: 87 A PERUMALKOVIL STREET, SENTHIMANGALAM,
THACHANALLUR VIA
TIRUNELVELI-627358**

PERSONAL DETAILS

Date of Birth : 13.04.1983

Qualification : MBA.,M.Phil.,UGC NET

Designation : Assistant professor

Department : Business Administration

Community : BC

Religion : Christian

Nationality : Indian

Mobile : 9994203262

Email ID : nstelladhina22@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
NET	Management		UGC	2008
M.phil	Management	-	Alagappa university	2008
MBA	Business Administration		Manonmaniam Sundaranar University	2005
B.com	Commerce	Rani Anna College for women	Manonmaniam Sundaranar University	2003

ACADEMIC IDENTITY

*VIDWAN ID	https://vidwan.inflibnet.ac.in/profile/289201
*ORCID ID	0000-0001-8571-7649
*SCOPUS ID	https://www.xisdxjsu.asia/viewarticle.php?aid=294
*RESEARCHER ID/ PUBLONS ID	https://publons.com/wos-op/account/login/
GOOGLE SCHOLAR LINK	https://scholar.google.com/schhp?hl=en&as_sdt=0,5

TEACHING EXPERIENCE

Date of Appointment	10.08.2020
Date of Retirement	31.08.2043
Teaching Experience	UG -16 years
	PG -2 year
	M.Phil.
Research	Guided M Phil: Guided Ph D: Guiding Ph Scholar:

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
BBA	Manonmaniam sundaranar university	24.06.2005	31.08.2013	8 years 2 months

	constituent college,sathankulam			
BBA & PGDHRD	Lady Doak College, Madurai	02.09.2013	05.06.2020	6 years 10 months

AWARDS RECEIVED	
1.	
2.	
3.	
4.	
5.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR

MEMBERSHIP		
S. No	Designation	Particulars
1.		
2.		
3.		
4.		
5.		

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE ()

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Faculty Induction programme	PANDIT MADAN MOHAN MALAVIYA NATIONAL	DELHI,20.06.2022 TO 19.07.2022

		MISSION ON TEACHERS AND TEACHING, RAMANUJAN COLLEGE, NEWDELHI	
2	One week online Faculty development on “Digital Marketing”	School of Management studies, Telangana	20 th -25 th July 2020
3	Faculty Development program on Research Methodology and Journal publishing	Rani Anna Govt college Tirunelveli	13 th -17 th July 2020
4	Ten days training on “Implementation of GST in Tally”	ManonmanianSundaranar University	1 st -10 th July 2020
5	NAAC Awareness	MarathwadaMitramandalinsitute	8 th may to 15 th may 2020

DETAILS OF RESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Data collection	Impact of social media marketing on working women’s buying behaviour in Madurai district	Manonmaniam sundaranar university

AREAS OF RESEARCH

Marketing

RESEARCH PROJECTS CARRIED OUT

S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	

PUBLICATIONS: BOOKS ()			
S. No	Title of the Book	Publication	Year

BOOK CHAPTERS ()			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No

PUBLICATIONS: SCOPUS INDEXED JOURNALS () WEB OF SCIENCE ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	Customer perception towards online buying	Xian shiyou university	1673064x, 17.,5.6 &

	behaviour of apparels among youngsters in Madurai city		

PUBLICATIONS: UGC LISTED JOURNALS ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	Customer perception towards online buying behaviour of apparels among youngsters in Madurai city	Xian shiyou university	1673064x, 17.,5.6 &
2.	Awareness of social media marketing among working women in Madurai city	KALA	0975-7945, 26,6.125

PUBLICATIONS: OTHER INDEXED JOURNALS ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1.	Sustainable Strategic Development Of Sugarcane Juice Producing Women Entrepreneurs In And Around Vilakuthoon, Madurai.	International Journal Of Research Culture And Society/	ISSN:24566683, 5.245
	A study on Retentionof Employees in Tie-Dye SungudiSarees Industries	International Journal of Scientific Research and Review	ISSN:24566683
	Impact of Social Media on Women buying behaviour in Madurai with special reference to Apparels	Roots- International Journal Of Multidisciplinary Researches	ISSN No: 2279 543X, October 2018,
	An Empirical Study on “Investor’s Awareness Towards Commodity Market with Specific Reference to Madurai City”	International Journal of Scientific Research and Review - Emerging Strides in Innovation and Skill Enhancement - Sustainable	ISSN NO:2349-8684, FEB-2018, VOLUME 4,ISSUE 8

		Development a key factor	
	A study on Effectiveness of advertising in Madurai with special reference to pothys	ICNFESMH-2017	ISSN No. 2279-543X May-18, Vol: VII, Issue 7, 160-165
	Role of CRM in Service Management	5 th International Conference on research trends in Engineering Applied Science and Management (ICRTESSM – 2017)	ISSN 2394-3386, Jul-17, VOL4, ISSUE 7, JULY 2017
	An Empirical Study on Marketing Mix of Small Scale Product of Women Entrepreneurs in Madurai district	ICRISEM-17	ISSN No. 2349-4476, Jul-17, Volume 5 Issue 7
			ISBN-978-93-86171-53-5, ISSN:O-2394-1537/P-2394-1529, Jul-17,

AS A RESOURCE PERSON (26)			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	BBA Association Inauguration	Don Bosco college, keeleral kovilpatti	Don Bosco college, keeleral kovilpatti, 25.7.2016
2.	Commerce association valedictory function	Sadhakathulla appa college	13.04.2017
3.	Guest lecture	Department of Business Administration Government Arts and science college, Sathankulam	16.07.2020
4.	Guest lecture	Department of Business Administration St.Mary's college(Autonomous) Thoothukudi.	07.04.2022
5.	BBA Dept Association valedictory	Sadhakathulla appa college	15.06.2022

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WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National () International ()			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Awareness of social media marketing among working women in Madurai city., International conference on service sector in India	Jamal mohamad college,Trichy	13.01.2021
2	Sustainable Strategic Development Of Sugarcane Juice Producing Women Entrepreneurs In And Around Vilakuthoon, Madurai.	National conference on “Sustainable Development and Social Innovation in Business	Lady Doak college,Madurai,31.01.2020
	Modern Business Practices –A Drive For Sustainability	International conference	Sri Paramakalyani college, Alwarkurichi 23.02.2018
	Sustainability in banking Industry	International Conference on Global Talent Management in digital Era	
	An Empirical Study on “Issues and Challenges of women self groups in Madurai District”	UGC Sponsered National Seminar on Working women: problems and prospects	Virudhunagar Hindu NadarSenthilkumaranNadar July 2017
	An empirical study on “Role of finance in disaster management in Madurai city”	International Conference on Managing Disaster – A strategic Perspective	Fathima college march 2016
	Commerce and Information technology”	National conference SCOTT Research Forum	13.04.2007

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
	“An empirical study on Role of social media and its impact on marketing”	Thiyagaraja school of Management	Feb-15, Madurai

	“Green Marketing”	Mohammad sathak college of arts & science,	
	“Functions and benefits of SBI Bank”	State level seminar on dynamics of commerce education in the globalised era	4 th march 2007

COUNTRIES VISITED

EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES

ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)

Coordinator, Zonal Centre Program on International B-Plan Championship, Indian Institute of Management, 2017-2018
Youth Red Cross Convenor in Lady Doak college from 2018-2019
NSS member ,Conducted camp for 7 days in Achampatti Village, Madurai, Conducted Camp For 7 Days In Kulamangalam Village, Madurai from 2015 to 2017
NSS additional program officer Conducted Camp For 7 Days In Vijayanarayanam,Tirunelveli in 2006 -2007
NSS additional program officer Conducted Camp For 7 Days In Vijayaramapuram,Tirunelveli in 2007- 2008
Rotaract club member from 2017 to 2020

Date: 29.07.2022

Name:

N.STELLA