

STAFF PROFILE



1. Name : **Dr. S. Baby Motcharakkini**
2. Date of Birth : **07.04.1982**
3. Designation : **Assistant Professor**
4. Department : **Commerce**
5. Area of specialization : **Marketing**
6. Date of joining in this college : **29.06.2010**
7. Residential Address : **3, Indira Nagar extension, Perriyakanganakuppam,
Cuddalore-2**
8. Mobile No. : **9944585032**
9. E.Mail ID : **babyleoraj@gmail.com**
10. Academic Qualification : **M.Com. B.Ed., M.Phil., Ph.D.,**

ACADEMIC QUALIFICATION:				
Degree / Course	Name of the University	Subject	Year	Division/ Grade Merit
B.Com	University of Madras	Commerce	2002	II
M.Com	Annamali University	Commerce	2005	I
M.Phil	Annamalai University	Commerce	2008	II
B.Ed	Tamil Nadu Teachers Education University	Commerce	2010	First class with Distinction
Ph.D	Bharathidasan University	Commerce	2021	-
PROFESSIONAL QUALIFICATION				
Orientation Course	Human Resource Development Centre –UGC-Pondicherry University.	--	20.04.2016 to 17.05.2016	‘A’

TEACHING EXPERIENCE:

Courses Taught	Subject	Name of the college / Institution	Duration
U.G.	Retail Marketing Management, EDP, Company Law	St. Joseph’s college of Arts & Science (Autonomous), Cud.	29.06.2010 to till date

RESEARCH GUIDANCE:

Sl.No	Academic Year	Course	No. Of Students
1	2017-18	M.Com	1
2	2018-19	M.Com	1
3	2019-2020	M.Com	2
4	2020-2021	M.Com	3
5	2021-2022	M.Com	2
6	2022 - 2023	M.Com	2

INVOLVEMENT IN DEPARTMENT AND INSTITUTE DEVELOPMENT

Sl. No	Name of the Positions	Programme and Institution	Duration
1	Staff secretary- Shift II	PG & Research Dept of Commerce, St.Joseph's College, cuddalore	Nov 2017 to Mar 2019
2	Staff in charge - IQAC	PG & Research Dept of Commerce, St.Joseph's College, cuddalore	June 2018 till date
3	Staff secretary- Shift II	PG & Research Dept of Commerce, St.Joseph's College, cuddalore	April 2021 to May 2022

SEMINAR / CONFERENCE / SYMPOSIA / WORKSHOPS / TRAINING**PAPER PRESENTED:**

Sl. No.	Title of the paper	Seminar	Date	Organizer and Venue
1	Situational Leadership and Empowerment	National Seminar on 'Innovative Management Practice'	10 th Jan' 2011	Annamalai university
2	Consumer Protection Act 1986 and its role in unfair trade practices	National Seminar on 'The Changing Paradigm of Consumer Protection'	9 th & 10 th Oct' 2014	Kanchi Mamunivar Centre – Puducherry
3	Emotional Intelligence Developing Strong people skill	International Conference on 'Innovative Management Strategies for Emerging Business Paradigms'	28 th Jan' 2012	Adaikalamatha Institute of Management, Vallam.
4	The Impact of Social Advertising on Society	International Conference on 'Emerging Trends in Social Commerce'	12 th & 13 th Sep' 2012	Madras Christian College
5	Effectiveness of Performance Appraisal System A Study with Reference to I – Net Solution BPO	International Conference on 'Competency Building Strategies in Business and Technology for Sustainable Development'	22 nd Feb' 2013	Sri Ganesh School of Business Management, Salem

6	A study on Employee Engagement in SHASUN Pharmaceuticals PVT LTD	International Conference on 'Redefining Business Horizons'	18 th & 19 th Sep' 2013	Madras Christian College
7	Challenges and Strategies of rural marketing in India	International Conference on 'Competency Building Strategies in Business and Technology for Sustainable Development'	25 th Feb' 2014	Sri Ganesh School of Business Management, Salem
8	Marketing Strategy of Customer Satisfaction Towards Milk Products	International Conference on 'Competency Building Strategies in Business and Technology for Sustainable Development'	20 th Feb' 2015	Sri Ganesh School of Business Management, Salem
9	Marketing Strategy of Customer Satisfaction towards milk products with special reference to Ponlait Co-Operative Society	International Conference on 'Innovating Marketing Strategies for Sustainable growth issues and Challenges'	16 th Sep' 2015	Sankara College of Science and Commerce, Coimbatore
10	Social Media and Its Impact on Consumer Behavior	2 nd International Conference "Current Strategies and Innovative Practices of Business and Banks in the Digital Epoch"	17 th Feb'2018	Department of B.Com Bank Management St. Joseph's College of Arts & Science (Autonomous), Cuddalore
11	A Study on External Challenges Faced by MSME's in Consumer Food	International Conference "MSME's and Unorganized Sector Prospects and Challenges in the Globalised era"	12 th Dec. '19	Dept of commerce, St. Joseph's College of arts & Science (Autonomous), Cuddalore
12	Marketing Strategies in the Context of MSME's Sector	International Conference "MSME's and Unorganized Sector Prospects and Challenges in the Globalised era"	12 th Dec. '19	Dept of commerce, St. Joseph's College of arts & Science (Autonomous), Cuddalore
13	Emerging Trends in Finance, Accounting and Management of Business	National Seminar on "Emerging Trends in Finance, Accounting and Management of Business"	28 th Feb '19	Krishnasamy College of Science, Arts & Management for Women, Cuddalore

14	Open Educational Resources (OER)	National Level – Virtual Faculty Development Workshop on “Open Educational Resources”	9 th Oct 2021	Department of commerce, (Corporate Secretaryship), Guru Shree Shantivijai Jain College for Women Vepery, Chennai
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SEMINAR ATTENDED:

Sl. No.	TITLE OF THE SEMINAR / CONFERENCE / SYMPOSIA / WORKSHOP	DATE	ORGANIZER AND VENUE
1	Staff Orientation programme on “Communicative English”	12.12.2012 to 21.12.2012	St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
2	Staff Orientation programme on “Teaching Methodology”	26.03.2013 to 28.03.2013	St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
3	Workshop on ‘Multiplicity of Paradigms in Social science Research - Critical Analysis of Trends and Issues’	09.04.2014 to 10.04.2014	Dept of Statistics, Periyar Arts College, Cuddalore
4	National Workshop on “Research Methodology”	03.02.2016 to 04.02.2016	Dept of commerce, St. Joseph’s College of arts & Science (Autonomous), Cuddalore
5	International Seminar On Industrial Needs for it Market and Career Guidance	10.03.2016	PG & Research Department of Computer Applications, St. Joseph’s College of Arts and Science,(Autonomous) Cuddalore-1
6	National Workshop on “Personality Development”	03.10.2016	Dept of commerce, St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
7	Staff Development Programme	24.11.2016	St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
8	2 nd International conference “Current strategies and innovative practices of Business and Banks in the Digital Epoch”	17.02.2018	Department of B.Com-Bank Management and BBA, St.Joseph’s College Of Arts & Science,Cuddalore.
9	National Level Faculty Development Programme on Project Proposal Writing and External Funding	06.04.2018	Dept of commerce, St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
10	National level Workshop on “Research Methods and Techniques in Humanities”	12.07.2019	Dept of commerce, St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
11	Faculty Development Programme on Student Exchange Programme	18.07.2019	Internal Quality Assurance Cell, St. Joseph’s College of Arts & Science (Autonomous), Cuddalore.

12	National Workshop on “Fundamentals of Statistics using Excel”	26.09.2019	Krishnasamy College of Science, Arts & Management for Women, Cuddalore
13	Staff Development Program “Self-Management, Inter-Personal & Presentation Skills”	21.10.2019	St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
14	National Webinar on “Impact of Lockdown on the Economy”	05.05.2020	Dept. of Economics, St. Xavier’s College for Women, Kerala
15	Webinar on “Web Series Programme on COVID-19 Virus”	10.05.2020	Nature Science Foundation, Coimbatore
16	Webinar on “Implication of Digital Transformation on Audit Procedures”	11.05.2020	Dept of Commerce, Sri Kanyaka Parameswari Arts & Science College for Women, Chennai
17	“National Level Finance Awareness Quiz”	13.05.2020	Department of Management Studies (MBA), Sandip Institute of Technology Research Centre, Nashik-MS
18	Webinar on “Good Teacher to Great Teacher”	14.05.2020	ICT Academy, Chennai
19	Webinar series on “COVID-19 Financial Crisis”	14.05.2020	Department of Commerce-Financial System, PSG College of Arts & Science, Coimbatore
20	Webinar on “Knowledge Gained through the Challenging Exercise of NAAC : Success Story”	15.05.2020	Internal Quality Assurance Cell, St. Joseph’s College (Autonomous), Tiruchirappalli
21	Online Webinar on “Effective Teaching Pedagogy”	15.05.2020	Department of Economics, Stella Maris College (Autonomous), Chennai
22	Two- Days Online Faculty Development Programme on “Project Proposals for Funding Agencies (UGC Stride & ICSSR Impress): Preparation and Submission Protocol”	16.05.2020 & 17.05.2020	Partician College Research Committee, Patrician College of Arts and Science, Chennai
23	Web Series on Combating COVID-19 Awareness Programme “COVID-19 Stress Management Through Yoga”	17.05.2020	Nature Science Foundation, Coimbatore
24	Webinar on “Coronavirus Pandemic Vs. Stock Market Volatility: Identifying Meaningful Investment Avenues”	17.05.2020	PG & Research Department of Commerce, Vivekananda College of Arts & Science for Women (Autonomous), Tiruchengode
25	Webinar on “National Digital Library of India User Awareness”	21.05.2020	National Digital Library of India with C Kandaswami Naidu College for Women, Cuddalore
26	International Webinar on “COVID 19 and Continuing Relevane”	23.05.2020	Department of Commerce, The American College, Madurai

27	International Webinar on “Unlocking the Happiness in the Time of Uncertainties”	25.05.2020	Faculty of Education, GLA University, Mathura
28	Webinar on “Career Opportunities and Challenges after COVID-19”	28.05.2020	Department of Business Studies, Vivek College, Bijnor
29	Webinar on “Examination reforms- The Art of Question Paper Setting”	29.05.2020	Park’s College (Autonomous), Tirupur
30	Two-Days National Level online Faculty Development Programme on “Covid-19 Pandemic: Socio-Economic & Cultural Impact on the Society”	29.05.2020 & 30.05.2020	PG & Research Department of History, Nirmala College for Women, Coimbatore.
31	Webinar on “The Characteristics of An Excellent Teacher in the Present Context”	30.05.2020	Department of Mechanical engineering, Jai Shriram Engineering College, Tiruppur
32	National Level Online Webinar organised by All India Researchers’ Association (AIRA) Mysore on “The Relevance of Multi-Disciplinary Research in Contemporary World”	31.05.2020	All India Researchers’ Association (AIRA), Mysore
33	Webinar on “Plan your financial future today”	02.06.2020	Dept. of Corporate Secretaryship, Ethiraj College for Women (Autonomous), Chennai
34	Webinar on “A Pathway to Academic Publications”	03.06.2020	Department of Mechanical Engineering Jai Shriram Engineering College, Avinashpalayam, Tiruppur
35	International Webinar on - A Perfect Webinar Of Future Scenario-2020: “Corporate Communication”	03.06.2020	Department of Management Studies, Dr. SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore
36	National Level Webinar on “Effective Communication Skills”	05.06.2020	PG and Research Department of Commerce, St. Joseph’s College of Arts and Science (Autonomous), Cuddalore
37	Webinar on “World Environment Day 2020 Time for Nature – Celebrate Biodiversity”	05.06.2020	PG and Research Department of Economics, Sacred Heart College (Autonomous), Tirupattur
38	Webinar on Health and Environment “World Environment Day 2020”	05.06.2020	Enviro Club and Department of Zoology, St. Joseph’s College of Arts & Science (Autonomous), Cuddalore
39	National Webinar on “E-Learning & Tools For Effective Teaching and Learning”	06.06.2020	Organized by PG & Research Department of Commerce, Voorhees College, Vellore, Tamil Nadu
40	Webinar on “Webinar Confronting the Pandemic through Dietary Immuno Boosters”	09.06.2020	Department of Women’s Studies, Alagappa University, Karaikudi

41	Webinar on “Social Entrepreneurship”	10.06.2020	Department of Mathematics, Rathinam College of Arts and Science (Autonomous), Coimbatore
42	International Webinar on “Impact of COVID-19 on Immigrants and Migrants”	10.06.2020	Department of Economics, Government Arts College for Men, Chennai
43	National Online Webinar on “Impact of COVID-19 and Economic Policy Announcements”	10.06.2020	Department of Economics, Dr. Zakir Husain College, Sivagangai
44	International Webinar on “Future Perspective”	10.06.2020 to 12.06.2020	Department of Management Studies, Nehru Institute of Information Technology and Management, Coimbatore
45	State Level Webinar on “COVID-19 & CONSUMER RIGHTS”	11.06.2020	PG and Research Department of Economics & Citizen Consumer Club, Erode Arts and Science College (Autonomous), Erode
46	National Webinar on “Role of IQAC in Higher Educational Institutions”	12.06.2020	IQAC Department, Badruka College of Commerce & Arts, Hyderabad
47	National Level Webinar on “Future of public sector Banking in India & Banker’s perspective on responding COVID-19”	13.06.2020	Department of Commerce (General) Shift –II, MAR Gregorios College of Arts & Science, Chennai
48	National Webinar Series on “Research Methodology”	12.06.2020 to 13.06.2020	Loyola College (Autonomous), Chennai
49	One Day National Online webinar on “Virtual National Level Panel discussion on the Present & Future Impacts by Covid-19- Multidisciplinary Perspectives.	14.06.2020	All India Researchers’ Association, Mysore
50	National Webinar on “Impact of Covid-19 on Indian Economy”	15.06.2020	PG and Research Department of economics, Erode Arts and Science College (Autonomous), Erode
51	One Day International Webinar on “Accelerating Education 4.0 using ICT tools – Post Covid Paradigm”	17.06.2020	Internal Quality Assurance Cell, St. Xavier’s College, Palayamkottai
52	Five-Days International Level online Faculty Development Programme on “New Age Teaching”	15.06.2020 to 19.06.2020	PG & Research Department of Commerce & IQAC, Patrician College of Arts and Science, Chennai
53	Webinar on “Outcome Based Education through Bloom’s Taxonomy: Stepping up the Learning Domain”	19.06.2020	Internal Quality Assurance Cell (IQAC) and Department of Commerce-IV, Rathinam College of Arts & Science (Autonomous), Coimbatore

54	National Level Webinar on “Impact of COVID-19 on India’s External Sector”	19.06.2020	PG & Research Department of Economics, The American College, Madurai
55	International Webinar on “Covid-19- Understanding Turbulences A Smart Way”	21.06.2020	Department of Economics, Sree Devi Kumari Women’s College, Kuzhuthurai
56	National Level Webinar on “Covid 19 Outbreak: Silver Linings in the Midst of Stormy Clouds”	22.06.2020	PG & Research Department of Commerce, St. Xavier’s College, Palayamkottai
57	online Faculty Development Programme on “E-Pathshala : A Platform for Online Learning”	22.06.2020.	Department of Commerce & Business Administration, Prince Shri Venkateshwara Arts & Science College, Gowrivakkam, Chennai.
58	National Level E-Quiz on “Women Empowerment In India”	22.06.2020	PG & Research Department of Economics, Kandaswami Kandar’s College, Velur
59	National Level online Faculty Development Programme on “Open Source Learning Platform : Moodle”	24.06.2020	Department of BCA, Ethiraj College for Women, Chennai
60	Webinar on “Project Proposals for ICSSR IMPRESS: Preparation & Submission Protocol”	25.06.2020	School of Management Studies, Sathyabama Institute of Science and Technology, Chennai
61	Two days Webinar on “Develop a Chatbot for Google assistant and get rewards from Google”	25.06.2020 to 26.06.2020	MCA Department, Nehru Institute of Information Technology and Management, Coimbatore
62	National Level online Faculty Development Programme on “Ladder Towards Basic Research and High Impact Publications”	26.06.2020	Department of Commerce - Computer Application, MAR Gregorios College of Arts & Science, Chennai.
63	Webinar on “Security for Critical Infrastructure – Is there a fail proof solution”	27.06.2020	MCA Department, Nehru Institute of Information Technology and Management, Coimbatore
64	Webinar on “Future of Accounting – Cloud Based Softwares”	28.06.2020	IQAC & Department of Commerce (Honours), Sri Kanyaka Parameswari Arts & Science College for Women, Chennai
65	Webinar on “Credentialing”	29.06.2020	MCA Department, Nehru Institute of Information Technology and Management, Coimbatore
66	National Webinar on “Impact of Lockdown due to COVID-19 on Forest and Environment in India”	29.06.2020	Department Kaktiya PG College, Jagdalpur (Bastar)
67	One day International Virtual Conference on “Opportunities and Challenges in Computer Science after COVID-19”	29.06.2020	DBF Dayanand College of Arts & Science, Solapur
68	One day Webinar on “Bone Health for Women”	01.07.2020	Sri Sarada College for Women (Autonomous), Salem

69	One Day Webinar on “Can Creativity and Innovation be Taught to Students?”	01.07.2020	Dept. of Economics, Bharathiar University, Coimbatore
70	Online MHRD’s Innovation Cell Lecture session-2 on “Entrepreneurs and Bank Credit with Special Emphasis on stand-Up India Scheme”	03.07.2020	Insitution Innovation Council, Vinayaka Mission’s Kirupananda Variyar Arts & Science College, Salem.
71	National Webinar “Issues and Implications of COVID-19 on the Banking and Financial Sector”	04.07.2020	Department of Commerce (Computer Applications) Sacred Heart College (Autonomous), Tirupattur
72	International Level online Faculty Development Programme on “Effects of Covid-19 on Global Economy”	01.07.2020 to 07.07.2020	PG & Research Department of Economics of Khadir Mohideen College, Adirampattinam, Thanjavur District, TamilNadu.
73	International Webinar on “New Normal in Economic Development of India”	13.07.2020	PG & Research Department of Economics, Holy Cross College (Autonomous), Tiruchirappalli
74	Online FDP on “Investor Awareness Program”	27.02.2021	Training & Placement Cell, Periyar E.V.R. College, Tiruchirappalli
75	Online FDP on “Trends in Teaching & Research Technique”	19.04.2021 to 21.04.2021	St. Joseph’s College of Arts and Science (Autonomous), Cuddalore
76	International Webinar on “Challenges and Opportunities in Higher Education during and after COVID-19 Pandemic”	22.05.2021	IQAC & Marathi Department, Rani Parvati Devi College of Arts & Commerce , Tilakwadi, Belagavi, Karnataka
77	Webinar on “How to Publish Research Papers in Scopus Journals”	28.05.2021	Shree Chandraprabhu Jain College, Minjur
78	National Level Webinar on “Problems and Prospects of Digital Marketing ”	31.05.2021	Department of Economics, Periyar Arts College, Cuddalore
79	National Webinar on “ Blended Mode of Teaching & Learning”	06.06.2021	Vidya Vikas Mandal’s Sitaram Govind Patil Arts, Science and Commerce College, Sakri
80	National Webinar on “ COVID-19 Management and Vaccination in India”	07.06.2021	PG and Research Department of Economics & Indian Economic Association., Erode Arts and Science College, Tamil Nadu
81	National Webinar on “ Human Rights Amid Covid 19; Choices and Outcomes”	11.06.2021	IQAC & Department of Political Science, Rani Parvati Devi College of Arts & Commerce , Tilakwadi, Belagavi, Karnataka.
82	Seven -Days International Level online Faculty Development Programme on “Facets of Teaching”	14.06.2021 to 20.06.2021	Tamil Nadu Teachers Education University, Chennai

83	National Webinar on “Empowering Women Through Entrepreneurship”	15.06.2021	Guru Nanak Centre for Research, Guru Nanak College, Chennai
84	Webinar on “Exploring Internet and Innovation”	18.06.2021	Department of Computer Science and Engineering, Chalapathi Institute of Engineering & Technology, Guntur
85	Online FDP on “Scientific Paper Writing for newbies: Nuances, tools and techniques”	19.06.2021	Guru Nanak Centre for Research, Guru Nanak College (Autonomous), Chennai
86	National Webinar on “Internet Security and Mobile Phone Security for Students and Households”	19.06.2021	Department of B.com Bank Management, Guru Nanak College (Autonomous), Chennai
87	National Webinar on “Challenges and Opportunities in Commerce and Management”	19.06.2021	Department of Commerce, Rani Parvati Devi College of Arts & Commerce, Tilakwadi, Belagavi, Karnataka
88	Seven -Days International Level online Professional Development Programme on “SPSS”	21.06.2021 to 27.06.2021	PG & Research Department of Commerce, Patrician College of Arts and Science, Chennai
89	National Webinar on “Chennai Biodiversity Past, Present & Future”	23.06.2021	Department of Information Technology & Guru Nanak Centre for Research, Guru Nanak College (Autonomous), Chennai
90	National Webinar on “Leadership & The Role of Youth in Nation Building”	23.06.2021	National Service Scheme, Guru Nanak College (Autonomous), Chennai
91	National Webinar on “Time Management and Procrastination”	25.06.2021	Department of HRM, Dr.M.G.R..Educational and Research Institute, Chennai
92	National Webinar on “Socio – Economic Impact of COVID- 19 on Indian Economy”	28.06.2021	PG & Research Department of Economics, Guru Nanak College (Autonomous), Chennai
93	National Webinar on “E-Learning: Opportunities & Challenges during Covid Era”	03.07.2021	Baba Moni Ji Group Of Institutions, Lehra Mohabbat, Distt. Bathinda.
94	Five Days National Level Webinar in “Green Finance”	06.07.2021 to 10.07.2021	School of Commerce, Guru Nanak College (Autonomous), Velachery, Chennai
95	National Level Webinar on “Opportunities for Students & Faculties – Early Stage Entrepreneurs”	07.07.2021	PG & Research Department of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi
96	International Faculty Development Programme (FDP) on “The Art of Doing Research”	12.07.2021 to 22.07.2021	Jyothi Engineering College, Thrissur, India & Christ (Deemed to be University), Bangalore
97	One Week International Faculty Development Programme on “Art of Effective Education During Pandemic Scenario”	23.07.2021 to 29.07.2021	Department of Pedagogical Sciences, Tamil Nadu Teachers Education University, Chennai

98	National Level Webinar on “Turn Challenges into Opportunities”	24.07.2021	PG Department of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi
99	National Level FDP on ‘ICT Tools for E-Content Making’	26.07.2021 to 28.07.2021	PG & Research Dept of Computer Science, St. Joseph’s College of Arts & Science (Auonomous), Cuddalore
100	National Level E-Workshop on “Research Methodology”	29.07.2021 to 31.07.2021	PG & Research Department of Commerce & Commerce and Economics, St. Joseph’s College of Arts & Science (Autonomous) Cuddalore
101	National Level Webinar on “Entrepreneurial Opportunities and Government Subsidies in the Post Covid Era”	30.07.2021	Department of Commerce, St. Xavier’s College (Autonomous). Palayamkottai
102	National Level Webinar on “Intellectual Property Rights”	05.08.2021 to 07.08.2021	PG & Research Department of Commerce & Economics, St. Joseph’s College of Arts & Science (Autonomous) Cuddalore
103	National Level Faculty Development Programme on “Mentoring Pedagogy and Teaching for Higher Education”	21.08.2021	Department of Commerce, Prince Srhi Venkateshwara Arts and Science College, Gowrivakkam
104	Three Days International Conference & Symposium on “Technology and Law in Cyber security : Contemporary Challenges and Solutions”	26.08.2021 to 28.08.2021	UniversitiGoGlobal (UGG) St. Francis De Sales College, Christian Minority Institution Managed by Archdiocese of Nagpur
105	National Level Webinar on “Strategies for Supporting Mental Health at Work Place”	11.09.2021	Department of HRM, Dr. MGR Educational and Research Institute, Chennai
106	One day National Webinar on “Gender Equity”	20.09.2021	Saint Francis De Sales College, Nagpur
107	National Level Webinar on “Current Trends in IT”	24.09.2021	Department of Computer Science, Dr.M.G.R. Educational and Research Institute, Chennai
108	National Webinar on “Prevention of Cyber crime with Emotional Intelligence”	24.09.2021	St. Francis De Sales College, Nagpur
109	ATAL Academy Five days online Advanced Faculty Development Program on “ Organizational Behaviour”	13.09.2021 to 17.09.2021	National Institute of Pharmaceutical Education and Research (NIPER),Hyderabad.
110	ATAL Academy 5 days Online Advanced FDP on "ROAD Response effectiveness, Organising self, Attitudinal shift and Decision making"	20.09.2021 to 24.09.2021	SRM Institute of Science and Technology.

111	National Webinar on “Climate Change and it’s Impact on Human Health”	08.10.2021	PG & Research Department of Economics, Kamaraj College, Thoothukudi
112	National Webinar on “Be Kind to your mind”	08.10.2021	Youth Red Cross Unit of Guru Shree Shantivijai Jain College for Women, Chennai
113	National Webinar on “ICT Tools: A New Vista in Teaching”	09.10.2021	Internal Quality Assurance Cell, Saiva Bhanu Kshatriya College, Aruppukottai.
114	National Level – Virtual Faculty Development Workshop on “Open Educational Resources”	09.10.2021	Department of Commerce (Corporate Secretaryship), Guru Shree Shantivijai Jain College for Women, Vepery, Chennai
115	National Webinar on “IIC Impact Lecture”	12.10.2021	Annai Violet Arts & Science College & IQAC, Chennai
116	International Conference on “Recent Advances and Applications of life Science”	28.10.2021 to 29.10.2021	Department of Biochemistry, Biotechnology, Foods & Nutrition of Marudhar Kesari Jain College For Women, Vaniyambadi
117	Two days National Webinar on “Teaching Methodologies”	29.10.2021 to 30.10.2021	IQAC Cluster India, Rajashee Shahu Science College Chandur Rly. Jagadamba Mahavidyala Achalpur City & Vinayak Vidnyan Mahavidyalaya Nandgaon Khandeshwar
118	Webinar on “Public Speaking”	30.10.2021	Department of HRM, Dr. MGR Educational and Research Institute, Chennai
119	National Webinar on “ Open Source ICT tolls for Effective Student Engagement in Learning”	30.10.2021	Department of Management and Computer Science, Shree Sangameshwar Education Society’s Sangameshwar College, Solapur
120	National Webinar on “Role of IQAC in Self Financing Colleges”	13.11.2021	IQAC of GSS Jain College for Women, Vepery, Chennai
121	Webinar on “HR Disruption Retooling the Corporate Learning to Create Future Ready Workforce”	15.11.2021	Department of HRM, Dr. MGR Educational and Research Institute, Chennai
122	National Level FDP on ‘Introduction to Mutual Funds Investing’	06.11.2021	Department of Business Administration, Vysya College, Salem.
123	National Webinar on “Personality Development and Communication Skills”	20.11.2021	Science Club, The Bhopal School of social Science, Bhopal
124	Online Five days International Faculty Development Program on “Writing and Publishing Research Papers in Scopus/web of science Journals”	22.11.2021 to 26.11.2021	St. Joseph’s College of Arts & Science (Autonomus), cuddalore-1

125	National Webinar on “Creating Entrepreneurial Culture and Mindset”	24.11.2021	Department of HRM, Dr. MGR Educational and Research Institute, Chennai
126	National Webinar on “Technology based startup’s and the ecosystem in India”	25.11.2021	Department of Business Economic, The New College (Autonomous), Rayapettah, Chennai
127	National Level Webinar on “Intellectual Property Rights (IPR’S) – Patent & Design Process”	26.11.2021	PG & Research Department of Economics, The New College(Autonomous), Chennai
128	International Online Quiz competition	29.11.2021	Red Ribbon Club, Jayaraj Annapackiam College for Women (Autonomous), Periyakulam,
129	International conference on “Emerging Trends in Banking, Finance, Marketing and Management”	29 &30.11.2021	Department of B.Com (Bank Management), Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai
130	National Webinar on “Economic Green Audit and Energy Audit in Higher Education Institutions for NAAC accreditation”	29.11.2021	Department of Economics Govt. of GOA College of Arts, Science & Commerce, Queppem, Goa
131	Online Faculty Development Program on “Consultancy and Corporate Training Enabled Services: Need of the Hour”	06.12.2021	St. Joseph’s College of Arts & Science (Autonomus), cuddalore-1
132	National Webinar on “Basics of Capital Market”	16.12.2021	Department of Commerce Govt. Degree College, Kishtiwari
133	Two days workshop program on “Role of Multivariate analysis in Research”	16.12.2021 & 17.12.2021	Research Cell of SDNB Vaishnav College for Women
134	National Webinar on “E-Commerce and Mobile Commerce”	10.01.2022	PG & Research Department of Commerce, Sacred Heart College (Autonomous), Tirupattur
135	National Seminar on “Yogic Management for Thyroid Problems”	21.01.2022	Department of Yoga & Well Being, Saveetha School of Law, SIMATS
136	National Online FDP program on “Essential Soft skills for Impactful Professional Career”	11.02.2022	Department of English, Indian Institute of Management and Commerce
137	International Course Online on “Research Ethics in Higher Education”	14.02.2022 to 17.02.2022	IQAC, Rani Anna Govt. College for Women, Tirunelveli
138	National Webinar on “ NEP 2020: Bridging the Gaps in Higher Education”	09.03.2022	IQAC, Kumararani Meena Muthiah College of Arts & Science, Chennai
139	FDP on “IPR & Patents”	12.03.2022	R & D Committee, Rajeev Gandhi College of Management Studies
140	Online Faculty Development Program on “Digital Initiatives of Govt. of India & MOOC Pedagogy”	25.03.2022	P.G Department of Computer Science &IT, S.L.Bawa D.A.V. College, Batala

141	Online Faculty Development Program on “Tools and Techniques for Literature Review”	25.03.2022	Internal Quality Assurance Cell, Shri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai.
142	National Webinar on “ Open Academic Resources”	26.03.2022	P.K.Das learning Resource Center & National Digital library of India club, Nehru Arts & Science College
143	National Webinar on “ Financial Empowerment Through Wealth Creation”	28.03.2022	S.K.Roy College, Katlicherra, Assam.
144	National Seminar on “ An Overview of Budget 2021-2022 & Tax Implications”	01.04.2022	Department of Corporate Secretaryship, Guru Shree Shantivijai Jain College For Women
145	Online Faculty Development Program on “Engaging with Scopus & WoS Academic Repositories for the purpose of the literature Review Process”	01.04.2022	Internal Quality Assurance Cell, Shri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai.
146	International FDP on “Combating the Global Pandemic through Motivation using Life Skills”	04.04.2022	Guru Shree Shantivijai Jain College For Women
147	Two days FDP program on “Plagiarism in Academic Research & Author Identifiers”	11.04.2022 & 12.04.2022	Department of Library & Information Science, Indian Institute of Management and Commerce.
148	One day Faculty Development Program on “The Philosophy and the Power of Higher Education – The Role of Teachers and the Contemporary Challenges”	23.04.2022	St. Joseph’s College of Arts & Science (Autonomous), cuddalore-1
149	National level Workshop on “ Personality Development”	19.05.2022 to 21.05.2022	PG & Research Department of Commerce, St. Joseph’s College of Arts & Science (Autonomous), cuddalore-1
150	International Seminar on “Emerging Trends in Financial Market and its impact on Business”	27.05.2022	IQAC & PG Department of Commerce, Madurai Jain College for Women, Vaniyambadi.
151	National Webinar on “ NEP 2020: Focusing on Higher Education and Research ”	28.05.2022	Indian Accounting Association, Indian Academic Researchers Association, Trichy.
152	Online Faculty Development Program on “Writing Quality Research Papers”	03.06.2022	Internal Quality Assurance Cell, Shri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai.
153	Two Days NAAC sponsored National Seminar on “ NAAC Accreditation and Consequences of the Pandemic”	27.09.2022 & 28.09.2022	Shirdi Sai Rural Institute’s Arts, Science & Commerce College, Rahata

154	International FDP on “Professional Progression in Commerce and Management”	14.12.2022 to 20.12.2022	Justice Basheer Ahmed Sayeed College for Women, Cheenai
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PUBLICATIONS:

Sl. No	Title of the paper	Title of Journal	Year	Volume, Number and Pages	ISSN
1	Challenges and Strategies of Rural Marketing in India	International Journal of Functional Management	Feb 2014	Vol: 2 Pp: 105-106	2319 - 1406
2	Social Media And Its Impact On Consumer Behavior	Emperor International Journal of Finance and Management Research	Mar 2018	Vol: IV Pp:251-256	2395-5929
3	A study on consumer satisfaction towards online shopping among college students in Cuddalore town	International Journal of Informative & Futuristic Research	Oct 2018	Vol : 6 Pg : 1 -7	2347-1697
4	Advertising Effectiveness on Fairness Cream - A study with Reference to Cuddalore town	International Journal of Management, IT & Engineering	Oct 2018	Vol:8 Pp: 200-206	2249-0558
5	A study on consumer’s Brand Preference towards Two – wheelers in Panruti	International Journal of Research in Social Sciences	Oct 2018	Vol : 8 Pp:269-274	2249-2496
6	Social Shopping- Opportunities and Challenges for New Era Marketers	International Journal of Research in Social Sciences	Dec 2018	Vol:12(1) Pp:24-31	2249-2469

Sl. No.	Title of the paper	Title of Journal	Year	Volume, Number and Pages	ISBN
1	Situational Leadership and Empowerment	Innovative Management Perspectives	2011	Pp: 127-129	978-81-920303-7-1
2	Emotional Intelligence Developing Strong people skill	Innovative Management Strategies for Emerging Business Paradigms	2012	Vol:1 Pp: 88-89	978-81-909038-1-3
3	The Impact of Social Advertising on Society	International Conference on Emerging Trends in Social Commerce	2012	Pp:143-154	978-93-81006-35-1
4	A study on Employee Engagement in SHASUN Pharmaceuticals PVT LTD	Redefining Business Horizons	2013	Vol: I Pp:178-186	978-93-81006-67-2
5	A Study on Customer Satisfaction Towards Milk Product With Special	International Conference On Business, Finance And	2017	Vol: I Pp:4-5	978-93-80-530-00-0

	Reference to Ponlait Milk Producers Union Ltd Pondicherry	Management Challenges In The Global Era			
6	Marketing Strategies in the context of MSME Sector	International Conference On MSMEs & Unorganized Sector- Prospects and Challenges in the Globalised Era	2019	Vol: I Pp:29	978819456502 4

AWARDS / DISTINCTIONS RECEIVED (INTERNAL / EXTERNAL)

Sl. No	Title of the Programme	Awards /Distinctions received (internal)	Date	Organizer / Venue
1	COMMET'11	Coordinator	25 th & 26 th Feb '2012	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
2	CHRISTIME'13	Member of organizing committee	19 th & 20 th Dec'13	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
3	7 th Students' Eye	Organising Committee Member	10.02.2014	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
4	8 th Students' Eye	Organising Committee Member	24.09.2014	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
5	9 th Students' Eye	Member of organizing committee	9 th Sep'2015	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
6	COMMET'16	Member of organizing committee	2 nd & 3 rd Mar'16	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
7	10 th Students' Eye	Organising Committee Member	17.12.2016	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
8	COMMET'17	Member of organizing committee	22 nd & 23 rd Feb'17	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
9	COMMET	Organising Committee Member	2 & 3.03.2017	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
10	COMMET	Coordinator	16 th Sep 2017	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
11	11 th Students' Eye	Member of organizing committee	21 st Feb' 18	Dept of Commerce, St. Joseph's college of Arts & Science

				(Autonomous), Cuddalore.
12	COMMET' 19	Member of organizing committee	15 & 16 th Feb '19	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
13	12 th Student's Eye	Coordinator	16 th Feb 2019	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
14	13 th Student's Eye	Member of organizing committee	22 nd August'19	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
15	International Conference	Member of organizing committee	12 th Dec.'19	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
16	COMMET' 22	Member of organizing committee	29 th April 2022	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
17	14 th Student's Eye	Member of organizing committee	30 th April 2022	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.
18	National Level Workshop on Personality Development	Coordinator	19 th May to 21 st May 2022	Dept of Commerce, St. Joseph's college of Arts & Science (Autonomous), Cuddalore.

Declaration

I hereby declare that the above information is correct and true to the best of my knowledge and belief.

Place:

Date:

Signature

(Dr. S. Baby Motcharakkini)