

**Dr.D. DEEPA**

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**1. Personal Details**

Date of Birth & Age : 19.05.1975  
Gender & Marital Status : Female / Married  
Community : BC  
Nationality : Indian  
Place of Birth : Madurai, Tamil nadu

**2. Educational Qualifications****2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	BSc	Avinashilingam Deemed University, Coimbatore	1995	73%	Special Education
Teacher Education	BEEd	Avinashilingam Deemed University, Coimbatore	1996	73%	Special Education
Post Graduate	MBA	Fatima College, Madurai	1998	70%	Marketing
NET	SLET	Barathidasan University	2000		Management

**2.2. Research**

Degree	Name of the University	Title of the Thesis	Date of Submission	Date of Award
PhD	Madurai Kamaraj University	A Study on Internal Marketing and Performance of Employees in Banking Sector with special reference to Madurai District.	28 February 2013	23 October 2013

### 3. Post-Doctoral/ Research Associate / Industrial Experience

Name of the University / Institute / Industry	Period of Work	Nature of Work
BPL Wireless Telecommunication Ltd., Madurai	1 year	Dealer Network Sales Officer
CVS Granites, Madurai		Administrative officer

### 4. Professional Experience

No	Name of the University / Institution	Position Held	From (Date)	To (Date)
1.	P.K.R. Arts College, Gobichettipalayam	Lecturer	6.12.1999	30.12.2000.
2.	Fatima college, Madurai.	Lecturer and HOD	3.1.2001	14. 11. 2005

### 5. Teaching

No	Year	Semester	Course Code	Course Title	Hours per Week
1	2022-23	I	DMS2213C DMS22A1S	Managerial Economics (PG) Principles of Management(PG)	6 3
1	2022-23	I	DMS22A1S	Principles of Management(PG)	3
2	2022-23	III	DMS223CC	Internal Human Resource Management(PG)	6
3	2022-23	II	DMS223CC	Management Information System	6
4	2022-23	IV	DMS223CC	Organizational Development	6

### 6. Design/Development of New Curricula and Courses

No	Description	Organization for which it was Developed	Level(PG/UG)
1.	Logistics Management	Madurai Kamaraj University	PG

### 8. Research Specialization / Field of Research

- Field 1 : HR Analytics
- Field 2 : Green Management

### 9. Research Publications

Type	International	National
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Papers Published in UGC-CARE Listed Journals		7
Papers in Refereed Journals (Not mentioned above)	5	7
Books Published	1	
Books Edited		1
Contributions to Book Chapters		
Editor of Conference/Seminar Proceedings	3	4
Papers Published in Conference/Seminar Proceedings	21	
Papers Presented in Conferences/Seminars	21	
Conference/Seminar/Workshop Attended	24	
Deposits in CCDC, PDB, etc.		

## 12. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD (Full-time)		3	1
PhD (Part-time)	7		1
MPhil Research Project (Full-time)	6		
MPhil Research Project (Part-time)	7		
MBA Projects/Dissertation	45		
MSc Internships/Summer or Winter Projects	44		

## 13. Funded Research Projects

### 13.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
1.	Green Management and Clean Technology in Granite Quarrying and Processing Units towards achieving Environmental Sustainability with special reference to Tamilnadu	RUSA	2 years	5,44,000

## 14. Reviewer in Journals

Name of the Journal	Publisher	No of Papers Reviewed
Jurnal Teknologi	Penerbit UTM Press Universiti Teknologi Malaysia Johor Bahru.	1
	Jurnal Sains Humanika, Malaysia.	1

## 16. Countries Visited

Name of the Country	Period	Purpose
Sri Lanka	3 days	Symposium

## 17. Honours / Awards / Recognitions

<b>Name of the Honours / Awards / Recognition</b>	<b>Awarding Agency</b>	<b>International / National / State / Institute Level</b>
Academic Excellence Award	Environmental Advisory for Sustainability Trust, Tirunelveli	State

### 18. Conferences / Seminars / Workshops Organized

<b>Level</b>	<b>Conference Title</b>	<b>Date(s)</b>	<b>Place</b>	<b>Role Played</b>	<b>Funding</b>
National	<ul style="list-style-type: none"> <li>○ <b>National Conference on “New Dimensions of Management in the Globalized Era”</b></li> </ul>	2015	Department of Management Studies, Madurai Kamaraj University - <b>2015.</b>	Coordinator	Madurai Kamaraj University
2.	<ul style="list-style-type: none"> <li>○ <b>National Conference on “New Dimensions of Management in the Globalized Era,</b></li> </ul>	2016			
3.	<ul style="list-style-type: none"> <li>○ <b>National Conference on “New Dimensions of Management in the Globalized Era,</b></li> </ul>	2017			
4.	<ul style="list-style-type: none"> <li>○ <b>National Conference on “New Dimensions of Management in the Globalized Era, Department of Management Studies, Madurai Kamaraj University-2017.</b></li> </ul>				
	<ul style="list-style-type: none"> <li>○ <b>International Conference on “New Dimensions of Management in the Globalized Era, Department of Management Studies, Madurai Kamaraj University-2018.</b></li> </ul>	2018			
5.	<ul style="list-style-type: none"> <li>○ <b>International Conference on “INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA”, Department of Management Studies, Madurai Kamaraj University-2019</b></li> </ul>	2019			

6.	<ul style="list-style-type: none"> <li>○ <b>International Conference on “New Dimensions of Management in the Globalized Era”,</b> Department of Management Studies, Madurai Kamaraj University-<b>2020</b></li>   <li>○ <b>International Conference on “INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA”,</b> Department of Management Studies, Madurai Kamaraj University-<b>2021</b></li>   <li>○ Webinar on <b>“Maximising Personal and Professional Excellence”</b> , Department of Management studies, Madurai Kamaraj University on</li>   <li>○ Workshop on <b>“Interview Skills”,</b> Department of Management studies, Madurai Kamaraj University on 11.02.2022</li> </ul>	2020			
		2021			
		2021			
		2022			

### 19. Invited Lectures / Resource Person

No	Institute / Organizer	Name of the Conference / Seminar / Workshop
	1. Resource Person – Resource Person –	Entrepreneurship Development Programme- 2015, Sri Meenakshi Government Arts College For Women - ICT Academy Of Tamilnadu, EDI, Chennai.

	<p>2. Resource Person – Session On Quality Standards – 2017</p> <p>3. Resource Person – Soft skill training – 2017</p> <p>4. Resource Person –</p> <p>5. Resource Person –</p> <p>6. Resource Person</p> <p>7. Resource Person –</p> <p>8. Resource Person –</p> <p>9. Resource Person</p> <p>10. Resource Session-Chair</p>	<p>Personality Development Workshop – 2016, Ayya Nadar Janaki Ammal College, Sivakasi.</p> <p>RUDESET, Madurai</p> <p>Annai Fatima Catering College, Poovandhi</p> <p>Refresher Course – march 2018, Madurai Kamaraj University, Madurai.</p> <p>Staff Development Programme-May 2018 Madurai Kamaraj University</p> <p>Leadership Training Programme in Feb 2019Fatima college, Madurai</p> <p>Career Guidance Programme, Feb 2019, MTN college, Madurai</p> <p>–“Faculty Development Programme” November 2019, Madurai Kamaraj University</p> <p>“Sustainability Through Business, Humanities And Technologies”, South Eastern University of Sri Lanka, November 2019, Sri Lanka.</p>
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	<p>11. Resource Person—“</p> <p>12. Resource person</p> <p>13. Webinar Resource Person</p> <p>14. Speaker on</p> <p>15. Resource Person Speaker</p> <p>16. Session Chair ICEABM 2021</p> <p>17. Chief Guest –</p> <p>18. Chief Guest –</p>	<p>Contemporary Issues Management” South Eastern University of Sri Lanka, November 2019, Sri Lanka</p> <p>– Soft Skill Development Workshop, South Eastern University, Sri Lanka, 15.11.2020 and 22.11.2020.</p> <p>“International Human Resource Management” , VHNS College, Virudhunagar on 03.09.2021.</p> <p>Faculty Development Programme on “Human values and Professional ethics” under UGC PARAMARSH scheme at ANJA College, Sivakasi on 22.09.2021</p> <p>“Human values and Professional Ethics” on 05.10.2021 at Kongu Arts and Science College, Erode</p> <p>SRM Institute of Science and Technology, at Chennai on 26th November 2021.</p> <p>Women’s Day, PKN college, Sivakasi, 08.07.2022</p> <p>1. Speaker – Independence Day Sri Kaliswari College, Sivakasi, 5.08.2022</p>
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## 21. Professional Development Programs / Faculty Development Programs Attended

Name of the Program
<ul style="list-style-type: none"> <li>• <b>“AICTE SPONSORED INDUCTION TRAINING PROGRAM”</b> held by the Department of Management Studies, JPR school of Management from 7.04.2003 to 19.04.2003, Chennai .</li> <li>• <b>“AICTE SPONSORED FDP ”</b> held by the Department of Management Studies, TAPMI, from 13.10.2003 to 17.10.2003, Mangalore.</li> <li>• <b>“UGC-HRDC ORIENTATION PROGRAM ”</b> held by MHRD from 25.11.2015 to 22.12.2015, Madurai kamaraj university.</li> <li>• <b>“UGC-HRDC REFRESHER COURSE”</b> held by MHRD-Department of Management Studies from 2.11.2016 to 22.11.2016, Madurai kamaraj university.</li> <li>• <b>“ONE DAY NATIONAL LEVEL WORKSHOP ON WARPPLS ”</b> held by Department of Youth Welfare Studies School of Youth Empowerment from 24.3.2017, Madurai kamaraj university.</li> <li>• <b>“ONE DAY TRAINING PROGRAM ON RIGHTS OF WOMEN ”</b> held by A Statistical Tool for Analysis for Management, Commerce from 07.4.2017, Madurai kamaraj university.</li> <li>• <b>“NATIONAL LEVEL TWO DAY WORKSHOP ON RESEARCH ANALYSIS AND INTERPRETATION ”</b> held by Department of Youth Welfar Studies, School of Youth Empowerment from 21.9.2017 to 22.9.2017, Madurai kamaraj university.</li> <li>• <b>“UGC-HRDC REFRESHER COURSE”</b> held by MHRD-Department of Management Studies from 6.11.2018 to 16.12.2018, Madurai kamaraj university.</li> <li>• <b>“STRENGTHENING THE QUALITY OF RESEARCH: WORKSHOP ON ADVANCE STATISTICAL MODELING AND ANALYSIS”</b> held in Thiagarajar School of Management from 22 to 24 February 2019</li> <li>• Faculty Development Programme organized by PMO-IEDP (Programme Monitoring Office- Innovation &amp; Entrepreneurship Development Programm from 21th Nov to 23<sup>rd</sup> Nov 2019 MKU Madurai.</li> <li>• State Level Workshop on “Global Ranking of Universities: Present Scenario on March 22, 2019, MKU, Madurai.</li> <li>• ONLINE COURSE ON TEACHING PEDAGOGIES-INNOVATIVE WAYS</li> </ul>



19-06-2020 to 25-06-2020 by GRABS Educational Charitable Trust

- Workshop on Rural Entrepreneurship Development (RED) Action Plan  
Mahatma Gandhi National Council of Rural Education, Hyderabad

Department of Higher Education, Ministry of Education, Government of India on.  
29.09.2020

- Seven day International Conference on “Emerging Trends in Research Methodology” by EAST Trust from 23.11.2020 to 29.11.2020

### 23. Membership in Academic Bodies (BoS, DC, External Examiner, etc.)

Name of the University / Institute / College
1. Member-Board of Studies – Madurai Kamaraj University
2. Member-Board of Studies - VVV College For Women, Virudhunagar.
3. Member-Board of Studies – Fatima College (Autonomous), Madurai.
4. Member-Board of Studies – Sri Meenakshi Govt. Arts College for Women, Madurai
5. Member-Board of Studies –SVN College, Madurai
6. Member-Board of Studies –Madurai Institute of Social Sciences, Madurai
7. Member – Editorial Board – Shanlax Publication, Madurai.
8. Advisory Committee member of Journal of Business Economics (JBE – ISSN: 2682- 6933) of Faculty of Management and Commerce of South Eastern University of Sri Lanka.
9. Examiner – Central Valuation Board – Madurai Kamaraj University
10. External Examiner – Fatima College, Madurai
11. External Examiner – Sri Meenakshi Government Arts College For Women , Madurai
12. External Examiner – Ambika College, Madurai
13. External Examiner – Jamal Mohamed College, Tiruchirapalli
14. Member – Examination Board – Avinashilingam Deemed University, Coimbatore
15. Member – Examination Board – SRM University, Chennai
16. Member – Admission Committee – Madurai Kamaraj University
17. Member – Internal Quality Assurance Cell, Madurai Kamaraj University.
18. Member – Internal Quality Assurance Cell, Fatima College, Madurai.
19. Member – Career Guidance Unit – South Eastern University, Sri Lanka

### 24. Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership
TACED - TamilNadu Council	State	Governing Body Member

for Entrepreneurship Development		
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## 25. Languages Known

Languages	Read	Write	Speak
Tamil	Yes	Yes	Yes
English	Yes	Yes	Yes

## 27. Involvement in Extension Activities other than Academic Works

1. Governing Body Member – Tamilnadu Council for Entrepreneurship Development – a Not for Profit Organization
2. Member – Enquiry Committee, Madurai Kamaraj University
3. Expert -Inspection Commission- Mannar Thirummalai Naicker College, Madurai.
4. Expert -Selection Committee - Mannar Thirummalai Naicker College, Madurai.
5. Expert -Inspection Commission- APA College, Palani.
6. Expert -Inspection Commission- PKN College, Sivakasi.

## 5. Research Publications

### 5.1. UGC-CARE Listed Journals

- **THE EFFECTS OF WOMEN JOB SUSTAINABILITY POST PREGNANCY WITH REFERENCE TO MUMBAI**, PrasadhiniGautam , Dr.D.Deepa**Shanlax International Journal of Management**, February- 2018, Volume 5, Page No: (69).  
Impact factor : 2.082
- **ENTREPRENEURS: SELF- MADE OR SUPPORTED? A STUDY WITH REFERENCE TO MADURAI DISTRICT**, Dr. D. Deepa, G. Priyanga, **International Journal of research in humanities, arts and literature(IJRHAL)**, 2019, Volume 7, Page No: 243-248.  
Impact factor :**3.7985**
- **IMPACT OF PRODUCT AND MARKET FACTORS ON CONSUMER BEHAVIOR : A STUDY ON PERSONAL COMPUTERS PURCHASE”**, Dr. D. Deepa, J.JerlinRajan**Journal of Emerging Technologies and Innovative Research**, 2019, Volume 6, Page No: . 202-207.  
Impact factor : 5.87
- **RETAIL INDUSTRY: GLOBAL CONTEXT**, “, Dr. D. Deepa, J.JerlinRajan,**InternationalJournal of Multidisciplinary Research” Kongunadu Publication**, 2019, Volume , Page No: .  
, Impact factor :

- **METRICS FOR LIFE-SKILL EDUCATION SYSTEM: IMPACT ASSESSMENT MODEL**, Dr. D. Deepa, D.Philominsubbathra, Journal of Emerging Technologies and Innovative Research, 2019, Volume 7, Page No: 304-305. , Impact factor :**5.87** Citations: 2
- **Work- Life Balance Among Woman Employees : A Comparative Study Between Private And Public Rector Banks**, Dr. D. Deepa, K. Vasawambal, LalbhaiDalpatbhai Institute Indology” Publication, January- March 2020 , Volume 42, Page No: 765. , Impact factor :
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## 5.2. Other Refereed Journals

- **A STUDY ON THE PERSONAL ATTRIBUTES IN SERVICE EMPLOYEES GOVERNING CAREER SUCCESS**, Dr.D.Deepa and Dr.P.Uma **GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS STUDIES” Research India Publication**, , January 2013, Volume :3, Page No: (7-15).
- **COMPARISON OF EXPECTATION AND PERCEPTION OF SERVICE QUALITY IN PRIVATE SECTOR BANKS- GAP ANALYSIS**, Dr.D.Deepa, Shanlax **International Journal Of Management**, Shanlax Publication, , July 2015, Volume :3, Page No: (28).
- **DIMENSIONS OF HR PRACTICES IN BANKS-FACTOR ANALYSIS**, : Dr.D.Deepa and, Dr.J.Vijayadurai , **“International Journal of Business Administration Research Review”**, , January 2015, Volume :, Page No: ().

Impact Factor: 5.471

- **IMPACT OF ECONOMIC REFORMS ON FDI IN INDIA**, : Dr.D.Deepa, **INTERCONTINENTAL JOURNAL OF FINANCE RESEARCH REVIEW**, , February 2017, Volume :5, Page No: (67-75).

Impact Factor: 4.236

- **GREEN MANAGEMENT IN MANUFACTURING SECTORS WITH SPECIAL REFERENCE TO TAMILNADU FOR SUSTAINABILITY**, Dr.D.Deepa, , **The International Journal for Economics and Business Management**, , , December 2018, Volume :8, Page No: (118).
- **LEADERSHIP STYLES AMONG EMPLOYEES IN INSURANCE SECTOR**, V.P. Nithin Das, Dr. D. Deepa, Dr.P.S ,Venkateswaran, **International Journal Of Mechanical Engineering & Technology (Aijmet)**, , February 2019, Volume :, Page No: (10.6879).

Impact Factor: 10.6879

## 5.3. Papers Published in Conference Proceedings

### 5.4.1. International

1. Dr.D.Deepa, HUMAN SKILLS IN EXECUTIVE EDUCATION, **International Conference on PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION, Fatima College, Madurai, 11,12. 01.2010**
2. Dr.D.Deepa, **INTERNATIONAL TRADE AND GLOBAL ECONOMY**, International Conference on GLOBAL ECONOMIC CRISIS AND INDIA, MannarTirumalaiNaicker college, Madurai.,
3. Dr.D.Deepa, **ASTUDY ON THE IMPACT OF SOCIAL MDIA ON ESI HEALTH CARE CENTRES**, International Conference on **SOCIAL MEDIA FOR SERVICE SECTOR, Fatima College, Madurai, 20,21.08. 2014**
4. Dr.D.Deepa, GREEN MANAGEMENT PRACTICES, International Conference on **"BUDDING TRENDS IN MULTIDISCIPLINARY RESEARCH**, Mother Teresa University, Kodaikanal, 8<sup>th</sup> and 9<sup>th</sup> sep. 2018
5. Dr.D.Deepa, HUMAN RECURSE ANALYTICS, International Conference on **"SERVICE OUTSOURCING: AN INNOVATIVE STRATEGY FOR GLOPAL COMPETING ADVANTAGE**, Mary Matha College Of Arts And Science, Theni., 21th august 2018
6. Dr.D.Deepa, OPPORTUNITIES AND CHALLENGES IN DEMONETIZATION & RE-MONETIZATION ON INDIAN ECONOMY: WITH SPECIAL REFERENCE TO ECONOMIC GROWTH AND DEVELOPMENT, international Conference on **"INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA**, , Madurai Kamaraj University, Madurai, 7<sup>th</sup> and 8<sup>th</sup> March 2019
7. A STUDY ON IMPACT OF SELF HELP GROUP ON CAPACITY BUILDING IN THENI DISTRICT, international Conference on **"INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA**, Madurai Kamaraj University, Madurai, 7<sup>th</sup> and 8<sup>th</sup> March 2019
8. CUSTOMER RELATIONSHIP MANAGEMENT AND INFORMATION & COMMUNICATION TECHNOLOGY ACCEPTANCE- A STUDY ON SERVICE INDUSTRIES, international Conference on **"INNOVATIVE STRATEGIES OF MANAGEMENT IN THE GLOBALIZED ERA**, Madurai Kamaraj University, Madurai, 7<sup>th</sup> and 8<sup>th</sup> March 2019
9. MARKETING EFFICIENCY ON CHILLY PRODUCTION WITH REFERENCE TO RAMANATHAPURAM DISTRICT OF TAMILNADU,INDIA, international Conference on **"8<sup>th</sup> ANNUAL INTERNATIONAL RESEARCH CONFERENCE(AIRC)**, South Eastern University of Sri Lanka, 26th November 2019
10. PROJECT MANAGEMENT- A THEORETICAL FRAME WORK, International Conference On **"Innovation& Emerging Trends In Global Business-Opportunities And Challenges"**, Hindustan College Of Arts& Science, Chennai. , 30<sup>th</sup> August 2019

#### 5.4.3. National

1. **INNOVATIVE PRICING METHODS**, National Conference on "REASONS FOR PRICE SPIRAL AND REMEDIAL MEASURES TO TAME IT, MTN College, Madurai., 28.03.2009
2. **CHANGE LEADERSHIP**,Fatima College, 15.02.2011
3. **A STUDY OF INTERNAL MARKETING APPROACH ON EMPLOYEES PPERFORE\MANCE**, National Conference on "NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA, Madurai Kamaraj University, Madurai, 29, 30.1. 2015
4. **HUMAN CAPITAL MANAGEMENT**, National Conference on "MANAGEMENT PRACTICES IN THE ERA OF GLOBALIZATION, SVN College, Madurai, 2.2.2016

5. **STUDY ON CUSTOMERS PERCEPTION USING SERVQUAL DIMENSIONS TOWARDS PUBLIC AND PRIVATE BANKS IN MADURAI CITY**, National Conference on “NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA, Madurai Kamaraj University, Madurai., 30.3.2016,
6. **IMPACT OF DIMENSIONS OF EMOTIONAL INTELLIGENCE ON JOB PERFORMANCE OF WOMEN MANAGER IN IT INDUSTRY**, National Conference on “NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED, Madurai Kamaraj University, Madurai ., 3.2.2017
7. **WORK LIFE BALANCE : A CONCEPTUAL FRAMEWORK**,National Conference on “Business Analytic- A Roadmap Innovation Entrepreneurship”Fatima college, Madurai,, on6.9.2019
8. **A STUDY OF SOCIAL ENTREPRENEURSHIP IN TAMILNADU**, National Conference on “prospects and challenges of startups in India,, Madurai Kamaraj University, Madurai.,1.22.2020

