

Dr. D.Deepa

Assistant Professor

Department of Management Studies

School of Business Studies



Email: drdeepamba@mkuniversity.org

Educational Qualifications

:M.B.A.,PGDCA.,PH.D

Professional Experience

: 10 years

FIELD OF SPECIALIZATION

- Human Resource Management
- HR Analytics
- Total Quality Management
- Organizational Development
- Managerial Economics
- Marketing Research
- Management Information System

RESEARCH SPECIALIZATION

- Service Quality
- Trait Theories
- Internal Marketing
- Green Management

Research Supervision:

Program	Completed	Ongoing
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Ph.D	1	7
M.Phil	4	

PROFESSIONAL EXPERIENCE

No	Institution	Position	From (date)	To (date)	Duration
1.	BPL Wireless Telecommunications Ltd.	Sales officer	Aug. 1998	Nov. 1999	1 year
2.	P.K.R.Arts college, Gobi.	PG Lecturer	Dec.1 999	Nov. 2000	1 year
3.	Fatima College, Madurai	HOD, PG Lecturer	Dec. 2000	Nov. 2005	5 years
4.	CVS Granites	Administrati ve Officer	Jan 2009	May. 2013	5 years
5.	Madurai Kamaraj University	Assistant Professor	July 2014	Till date	4 years

RESEARCH COLLABORATION (BOTH NATIONAL & INTERNATIONAL)

Name of the Collaborator	Institute	Collaboration Details	Collaboration Output (Papers/Patents/Research/Online)
CMA	Indian Cost Accountants of India	MoU 2016.	Papers, Journal

COMPLETED RESEARCH PROJECT

No	Title of the Project	Funding Agency	Total Grant	Year

ON-GOING RESEARCH PROJECT

No	Title of the Project	Funding Agency	Total Grant	Year

HONORS/AWARDS/RECOGNITIONS

- BEST PAPER AWARD -2018- By EAST (Environmental Advisory Sustainable Trust), Tirunelveli.
- Chaired Technical Session – International Conference – Mother Teresa University- September 2018
- Resource Person for Refresher Course- Madurai Kamaraj University –March 2018

PUBLICATIONS

Publications in Journal (peer-reviewed, UGC listed, refereed Journals)

S.No	Title	Author(s)	Journal	Year	ISSN
1.	A study on the Personal Attributes in servic Employees governing career success	Dr. P.Uma and Dr.D.Deepa	Global Journal of Management and Business studies – Research India Publication (Peer reviewed)	2013	ISSN 2248-9878
2.	Comparison of Expectation and Perception of sercvice quality in private sector Banks- Gap analysis	Dr. D.Deepa	Shanlax International Journalof Management UGC listed (Peer reviewed)	2015	ISSN 2321-4643
3.	Dimensions of HR practices in Banks-Factor Analysis	Dr.D.Deepa and Dr.J.Vijayadurai	IJBARRs SLAA Publication (Peer reviewed; Impact factor-5.471, indexed)	2015	ISSN2348-0653
4.	Impact of Economic reforms on FDI in India.	Dr.D.Deepa	Intercontinental Journal of Finance Research Review (refereed, peer reviewed, impact factor :4.236	2016	ISSN2347-1654S
5.	The Effects of women job sustainability post pregnancy with reference to Mumbai.	Prasadhini Gautam and Dr.D.Deepa	Shanlax International Journal of Management (Peer reviwed, Refereed, impact :2.082)	2018	ISSN 2321-4643

PAPER PRESENTED IN CONFERENCE/SEMINAR/WORKSHOP

Name of the Conference	Date	Place	Title	Author(s)
Total Quality Management	08.03.2003	Coimbatore	Quality Circles	D.Deepa
Innovative Pricing Methods	28.03.2009	Madurai		
Paradigm Shift in Contemporary Management Education	11,12.01.2010	Madurai	Econometrics	D.Deepa
Change Leadership	15.02.2011	Madurai	Human Capital	D.Deepa
Social Media for Service Sector	20,21.08.2014	Madurai	Health care sector	Dr. D.Deepa , K.Anandhi
New Dimensions of Management in Globalised Era	ssss30.01.2015	Madurai	Retailing Dynamics	Dr.D.Deepea
UGC SPONSORED Development Policy	15,16.12.2016	Madurai	Education	Dr.D.Deepea
E- India Synergizing Financial inclusion	23.9.2016	Chennai	Performance Management	Dr. D.Deepa
New Dimensions of Management in Globalised Era	29.01.2016	Madurai	Marketing Analytics	Dr.D.Deepea
New Dimensions of Management in Globalised Era	4.02.2017	Madurai		Dr.D.Deepea
Budding Trends in Multidisciplinary approach	8.9.2018	Kodaikanal	Green Management	Dr. D.Deepa
New Dimensions of Management in Globalised Era	9.02.2018	Madurai	Emotional Intelligence	Dr.D.Deepea

CONFERENCE/WORKSHOP/SEMINAR/TRAINING ORGANIZED

Type	Name	Date(s)	Place	Role Played	Funding Agency
International Conference	New Dimensions of Management in the Globalized Era	9th Feb. 2018	Madurai	coordinator	ICAI-MKU
National Conference	New Dimensions of Management in the Globalized Era	March 2017	Madurai	Organizing committee member	MKU
National Conference	New Dimensions of Management in the Globalized Era	February 2016	Madurai	Organizing committee member	MKU
National Conference	New Dimensions of Management in the Globalized Era	February 2017	Madurai	Organizing committee member	MKU
National Conference	New Dimensions of Management in the Globalized Era	January 2017	Madurai	Organizing committee member	MKU

MEMBERSHIP IN ACADEMIC BODIES

1. Member-Board Of Studies –Madurai Kamaraj University
2. Member-Board Of Studies- VVV College For Women, Virudhunagar.
3. Examiner – Central Valuation Board – Madurai Kamaraj University
4. External Examiner – Fatima College, Madurai
5. External Examiner – Sri Meenakshi Government Arts College For Women , Madurai
6. External Examiner – Ambika College, Madurai
7. Member – Examination Board – Avinashilingam Deemed University, Coimbatore
8. Member – Examination Board – SRM University, Chennai
9. Examiner – Jamal Mohamed College, Tiruchirapalli
10. Member – Selection Committee – Madurai Kamaraj University
11. Member – Enquiry Committee, Madurai Kamaraj University

MEMBERSHIP IN PROFESSIONAL BODIES

- General Body Member -Tamilnadu Centre for Entrepreneurs Development (TACED)
- Member - Madurai Management Association
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INTELLECTUAL PROPERTY RIGHTS (Patents)

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ADMINISTRATIVE EXPERIENCE

Role Played	Responsibilities	Period (Month & Year)
Women Empowerment Committee, MKU	Activities for Women staff, Enquiry Committee	2017-2018
Administrative officer, CVS Granites	Business Development and Consultancy	2008-2013



CONTACT

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