

# DR.V.SUBHASHINI

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## Job Objective

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### **Professional Summary:**

- Hands-on experience at the graduation and post-graduation level education facility
- Able to handle syllabus at the undergraduate and graduate curriculum.
- Ability to teach, inspire and develop young people.
- Excellent written and oral communication skills
- Strong organizational skills and proficient with MS office tools

### **Work Experience:**

- Assistant Professor, SEP 2021 – Present, Dwarakadoss Goverdandoss VaishnavCollege Chennai
- Assistant Professor - June 2013 – August 2021 – K.C.S.Kasi Nadar College Of Arts&Science, Chennai -600021
- Assistant Professor - June 2009 – June 2013 - Sridevi College of Arts and Science, Ponneri, Pincode - 601201
- Worked as a schoolteacher and handled all subjects up to secondary level for the period - 1995 to 2005, in Sri Vignesh Vidyalaya Matriculation School, Porur, Chennai
- Acted as an external additional chief superintendent twice for university theory examination.
- Worked as an External examiner for Project Viva voce for University Examination.
- Question paper setter for various colleges.
- Produced 100% Result in various subjects.
- Participated in Workshop/Seminar /Conference/Faculty Development Programme
- Published Various articles with ISBN and ISSN.
- Presented video lectures on various subjects and uploaded in You Tube channel named as VS eLearning.
- Served in NAAC criteria related work in K.C.S college
- Served as Member in e-learning committee, Disciplinary Committee, Alumni committee, and cultural committee in K.C.S Kasi Nadar College of Arts and Science

## COMPUTER AND OTHER SKILLS:

- Completed **SWAYAM ARPIT ONLINE COURSE CERTIFICATION. ARPIT** Course for Career Advancement Scheme (CAS) promotion Refresher Course in Commerce with a “D” Grade in the Proctored Examination held in 16.02.2020, Shri Ram College of Commerce, University of Delhi.
- Able to handle the given assignments independently.
- Ability to work effectively in MS Word, Ms Excel, Power Point
- Completed Tally 9 - ERP in March 2011 – CSC
- Passed Typewriting – Higher – First Class

## MEMBERSHIP IN PROFESSIONAL BODIES

- **Member in Indian Academic Research Association(IARA)**

## AWARDS AND RECOGNITION

- Received BEST PAPER AWARD for the paper titled,“ A study on Growth and problems of women entrepreneurs in the present scenario “- National Conference on Social Inclusion & Gender Justice organized by Sri Devi Arts & Science College, Ponneri.
- **Received Women Faculty Award from Puducherry Research Institute of Management and Science (PRIMES 2022).**

## EDUCATIONAL QUALIFICATION:

DEGREE	INSTITUTION / UNIVERSITY
Ph.D.	Bharathidasan University, Tiruchirappalli
M.B.A(Finance)	University of Madras
M. Phil	Madurai Kamaraj University, Madurai
M.Com	University of Madras
B. Com	C.T.T.E College, Perambur, Chennai -600004

## **AREAS OF EXPERTISE:**

- Financial Accounting
- Management Accounting
- Financial Management
- Human Resource Management
- Financial Services
- Operation Management
- Service Marketing
- Cost and Management Accounting
- Guided in Preparing Project for Final Year BBA Students

## **DETAILS OF BOOK PUBLISHED**

<b>Title of the book published</b>	<b>Publication</b>	<b>Year &amp; ISBN No</b>
Advertising management and sales promotion	Thakur Publishers	2017 – ISBN No

## DETAILS OF ISSN PUBLICATION

Sr No	Title of the Paper published	Name of the Publication / Journal	ISSN/Impact Factor
1	A study on Employee morale in IT sector in Chennai city	NSM Journal Proceedings	ISSN 2349- 4883
2	The travel and tourism industry: A big contributor to Economy's growth	International Journal of Business Intelligence & Innovations	23484705- March 2018
3	Impact of GST on small and medium scale industries	SVNC Research Journal	ISSN 0976- 2949- DEC 2017
4	Impact of GST on small and medium scale industries	International journal of business intelligence and Innovations	ISSN 23484705- AUGUST 2017
5	Green Marketing and Awareness of Consumer towards Green Products with reference to Chennai City	Alochana Chakra Journal - Volume IX, Issue IX - SEPTEMBER 2020	ISSN NO:2231-3990
6	A study on challenges and opportunities of women entrepreneurs in Thiruvallur district of Tamil Nadu	NIMS Journal of management research	ISSN 2278- 2362
7	Green HRM: Trends and prospects, RDB Institute Papanasam	International seminar onChallenges of Business Leaders in the changing management world	ISSN 2348- 6724
8	An overview of cybercrimes in India	International Research Journal of Management and Humanities	ISSN 2347- 3274

9	A Study on Customer Satisfaction about quality of services provided by nationalised banks in Chennai	KALYAN BARATHI	UGC-CARE LIST GROUP I)ISSN NO. 0976-0822ISSN NO. 0976-0822
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### DETAILS OF MEMBERSHIP SERVED

S.NO	Membership Served	Whether at State Level/ National Level/ International Level/ Institution
1)	Steering Committee & Member of Editorial Board of the Strengthen India - Innovations & Sustenance - 2019.	National Conference on Strengthen India - Innovations & Sustenance, K.C.S Kasi Nadar College of Arts & Science - 2019.
2)	Steering Committee & Member of Editorial Board, of the E-Book on D 2 D Digitalisation to Demonetisation.	National Conference on D 2 D Digitalisation to Demonetisation, K.C. S Kasi Nadar College of Arts & 3Science on 22nd Feb 2018.
3)	Steering Committee & Member of Editorial Board, of the E-Book on Digital India milestones Opportunities and Challenges.	Department of commerce, corporate and Business Administration. K.C.S Kasi Nadar College of Arts & Science.
4)	Steering Committee & Member of Editorial Board, of the E-Book on Make in India – Opportunities and Challenges.	Department of commerce, corporate and Business Administration, K.C.S Kasi Nadar College of Arts & Science.
5)	Organising Secretary & Member of Editorial Board on Business Scenario in India – Opportunities & Challenges.	Department of Business Administration, K.C.S Kasi Nadar College of Arts & Science.

### ISBN PUBLICATION ARTICLES PUBLISHED

S.NO	Title of Article Published	Title of the	Organisers	Date	ISBN
1	Impact of demonetization in Indian hospitality and tourism Industry	National Conference on D2D – Digitalization and Demonetization	K.C.S Kasi Nadar College of Arts and Science	22.02.2018	9788193519202
2	Service sector And Technological Development	Fourth National Conference on Recent Trends in Computer Science	K.C.S Kasi Nadar College of Arts & Science	01.09.2017	9788193519202
3	Emerging Trends in Hospitality and Tourism	National Conference on Strengthen India - Innovations & Sustenance	K.C.S Kasi Nadar College of Arts & Science	04.10.2019	9788193519295

4	Stress Management based on Inclusive Employees	National Conference on India today- Opportunities & challenges	K.C.S Kasi Nadar College of Arts & Science	04.10.2018	9788193519240
5	Recent trends in Cloud Computing	Fifth National Conference on Recent Trends in Computer Science	K.C.S Kasi Nadar College of Arts & Science	28.09.2018	9788193519233
6	Pros and Cons Of Demonetization in India	National conference on A New Beginning of Financial System	Sri Devi Arts & Science college, Ponneri	01.02.2017	9788190787984
7	Development in Green HRM	International Seminar on Green HRM	Nehru Memorial College	12.08.2016	9788182860322
8	Impact of Information Technology in HRM	National conference on The Impact of Digital Management in Modern Business Scenario	Shree Chandra prabhu Jain College.	29.01.2016 30.01.2016 & 01.02.216	9788193086872

9	Managing Financial Innovation in Emerging markets in India	Innovation Management – perspective and Practices	Anna University, Tiruchirappalli	19.10.2015	9789380509730
10	Challenges faced by prevention of corruption in India	National seminar on Financial administration in India	University of Madras	19.12.2014	978-93-81992-53-1
11	A study on Growth and problems of Women entrepreneurs in the present Scenario	National Conference on Social Inclusion & Gender Justice	Sri Devi Arts & Science College	12.03.2014	9788190863186
12	Women Entrepreneurship in India- problems and Prospects	UGC Sponsored National conference on National paradigm for Corporate sustenance- planet, people and profit Management	Bharathidasan Govt college for women, Puducherry	25.07.2014& 26.07.2014	978-93-81992-45-6
13	Performance Management System	An Analysis of Performance Appraisal Methods	D.B. Jain College, Thoraipakkam	29.03.2014	9788191056150



## DETAILS OF PARTICIPATION IN WORKSHOP/ SEMINAR/ CONFERENCE

S. No	Title of the Workshop/ Seminar/ Conference	Organisers	Date
1	International Workshop on Research&Methodology-WORAM4.O	World Statistical Data Analysis Research Association	17 <sup>th</sup> September to 2 <sup>nd</sup> October 2021
2	State Level Technical Workshop on “ Intellectual Property Rights”	Tamil Nadu State Council for Science and Technology, Chennai & Department of Corporate Secretaryship of Patrician College of Arts & Science, Chennai	13.09.2019
3	Workshop on National Policy 2019	K.C.S Kasi Nadar College of Arts & Science	13.08.2019
4	One Day Conference - ICT Academy Bridge 2018 -	ICT Academy	28.03.2018
5	Investment Planning for young Investors	Alagappa Govt. Arts College	17.03.2018
6	Mental Health and stress management for Teachers	Crescent Institute of Science & Technology	07.03.2018
7	Seminar On “Goods & Services Tax, Insolvency & Bankruptcy Code And Demonetization	Sir Theagaraya College	11.3.2017
8	One day Workshop on Disaster Management programme and Awareness	National Disaster Management Authority of India.	01.10.2016
9	National Level Workshop on Innovation & Technology in Business Perspective	Annai Velankanni College for Women- Chennai	29.07.2016
10	Workshop on Open data and Open Development	H.T. Parekh Library, Institute for Financial Management and Research	15.05.2013 & 16.05.2013

**DETAILS OF PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME**

<b>S.NO</b>	<b>Title of the FDP</b>	<b>Organisers</b>	<b>Date</b>
1	International Faculty Development Programme on “Erudite leadership”- Transforming Higher Education Institutions(TWO WEEKS)	SPECIAL MINDS	09.10.2021 to 22.10.2021
2	Faculty Development Programme on “Emotional Intelligence”	ICT Academy, K.C.S Kasi Nadar College of Arts & Science	10.06.2019 & 11.06.2019
2	ICT Academy Bridge-2019	Royal Le Meridian	<b>31.1.2019</b>
3	Faculty Development Programme on “Sensory Based Communication”	Internal Quality Assurance Cell K.C.S Kasi Nadar College of Arts & Science	20.11.2018
4	International Faculty Development Programme	Sri Kanyaka Parameswari Arts & Science College for Women	02.08.2018
5	Faculty refresher programme on Do’s and Don’ts of Teachers	IQAC, K.C.S Kasi Nadar College of Arts & Science	13.06.18
6	Teaching techniques	ICT Academy, K.C.S Kasi Nadar College of Arts & Science	11.06.18 12.06.18
7	Bridge 2017 The Journey of Transforming India	ICT Academy	01.03.2017
	Faculty Development Programme “Changing	Amity global business school.	27.02.2013

8	Role of Teachers in Value Additions”		
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**DECLARATION:**

- I do here by confirm that the information given above is true to the best of my knowledge and belief.

PLACE: CHENNAI

(V.SUBHASHINI)