

## **BIO-DATA**



Name : **T.R. Jeeva Priya**

Age and Date of Birth : 42 and 17<sup>th</sup> December 1974

Official Address : Assistant Professor  
Department of Business Administration  
Sourashtra College  
Madurai 625 004.

Residential Address : 212/60, South Masi Street,  
Madurai 625 001.

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Marital Status : Married

Languages known : English, Tamil, Hindi and Sourashtra

**Educational Qualifications** :

Degree	Year of Passing	Institution	Subjects	University
B.B.A.	1995	Sourashtra College, Madurai	Management	Madurai Kamaraj University
M.B.A.	1998	Thiagarajar School of Management	Management – Specialization in Marketing	Madurai Kamaraj University
P.G.D.C.A.	2002	Thiagarajar School of Management	Computer oriented	Madurai Kamaraj University
M.Phil.	2007	DDE, Madurai Kamaraj University, Madurai	Entrepreneurship	Madurai Kamaraj University
Ph.D.	September 2015	Madurai Kamaraj University	Management	Madurai Kamaraj University

**Additional Qualification** : Passed SLET Exam during May 2000**Work Experience** :

Organisation	Period	Designation	Courses Handled
Thiagarajar College, Madurai	1998 September to 2003 June	Lecturer	BBA and MMs
Sourashtra College, Madurai	2003 June to 2007 October	Lecturer	MBA
Sourashtra College, Madurai	15 <sup>th</sup> October 2007 to till date	Assistant Professor	BBA, MBA, M.Phil

**Orientation/ Refresher Programmes attended:**

S.No.	Programme	Organised by	Period
1.	Orientation Programme	Madurai Kamaraj University, Madurai	5-5-2010 to 1-6-2010
2.	Refresher Course	Madurai Kamaraj University, Madurai	1-3-2013 to 21-3-2013
3.	Refresher Course	Madurai Kamaraj University, Madurai	2-11-2016 to 22-11-2016

**Seminars/ Conferences/ Workshops participated:/Publications**

<b>S.No.</b>	<b>Title of the Paper</b>	<b>Organised by</b>	<b>Seminars/ conferences</b>	<b>Date</b>
0.	Research Methodology for Commerce and Management	N.M.S.S.V.N. College, Alumini Association, Madurai	Faculty Development Programme	28 <sup>th</sup> August 2004
1.	Customer Relationship Management	Dept. of BBA, Sourashtra College	State Level Seminar	19 <sup>th</sup> Dec 2007
2.	Impact of Globalisation on Indian Business Culture	Dept of BBA and Swadeshi Academic Council, TN at Mannar Thirumalai Naicker College, Madurai	National Seminar	5 <sup>th</sup> Jan 2008
3.	Globalisation and its impact on Organisational Culture	Dept. of Economics, Sourashtra College, Madurai	National Conference	25 <sup>th</sup> Feb 2008
4.	Change Management	Dept. of Management Studies, Sourashtra College, Madurai	National Seminar	8 <sup>th</sup> Mar 2008
5.	The Role of Teachers in Higher Education	Internal Quality Assurance Cell, Sourashtra College, Madurai	NAAC sponsored State Level Workshop	21 <sup>st</sup> Aug 2009
6.	Poverty Alleviation in Rural India – Programmes and Strategies	Dept. of Economics, Devanga Arts College, Aruppukottai	UGC sponsored Two Day National Seminar	24 <sup>th</sup> & 25 <sup>th</sup> Sep 2009
7.	Innovative Strategies in Human Resources with special reference to retention of employees	Dept. of Management Studies, KLN College of Engineering, Pottapalayam	National Conference	25 <sup>th</sup> Sep 2009
8.	Role of Educational Institutions in promoting Consumer Awareness	Research Centre for Consumerism, Dept. of Business Administration, Kalasalingam University	International Conference <b>Paper published ISBN NO. 978-81-905380-1-5</b>	28 <sup>th</sup> & 29 <sup>th</sup> Jan 2011
9.	Challenges and Opportunities faced by Indian Telecom Industry	Dept. of BBA, S. Vellaichamy Nadar College, Madurai	UGC sponsored International Seminar	25 <sup>th</sup> Aug 2011

10.	Foreign Direct Investment in Indian Telecom Industry	Dept. of Commerce and Research Centre, Sourashtra College, Madurai	UGC Sponsored National Seminar <b>Paper published ISBN 978-93-806860-6-6</b>	1 <sup>st</sup> and 2 <sup>nd</sup> Feb 2013
11.	Academic Research – Writing and Publishing Research Papers	OAA – MAVMM School of Management, Madurai	Faculty Development Programme	24 <sup>th</sup> Jan 2014
12.	Test Designing and Item Analysis	National Testing Service – India of Central Institute of Indian Languages of Thiagarajar College, Madurai.	Training cum Workshop	10 <sup>th</sup> to 12 <sup>th</sup> Feb 2014
13.	Marketing Strategies in Telecommunication Industry	Dept. of Management studies, Sourashtra College, Madurai	National Seminar <b>Paper published ISBN 978-81-904189-5-9</b>	28 <sup>th</sup> March 2014
14.	Redefined Role of Teachers	Sourashtra College, Madurai	UGC Sponsored Faculty Development Programme	5 <sup>th</sup> March 2016

### LIST OF PUBLICATIONS

Sl. No.:	Journal	Volume	Page No.:	Article Title
1	Research Centre for Consumerism, Dept. of Business Administration, Kalasalingam University	<b>Paper published ISBN NO. 978-81-905380-1-5</b>	<b>279</b>	Role of Educational Institutions in promoting Consumer Awareness
2.	Foreign Direct Investment in Retail Trade- Sourashtra College	<b>Paper published ISBN 978-93-806860-6-6</b>	<b>187</b>	Foreign Direct Investment in Telecom Industry
3.	Emerging Trends in Management- Sourashtra	<b>Paper published ISBN 978-81-</b>	<b>52</b>	Marketing Strategies in Telecommunication Industry

	College	<b>904189-5-9</b>		
<b>4.</b>	Shanlax International Journal of Management	<b>ISSN: 2321-4643</b> <b>4(1), July 2016</b>	<b>120</b>	A Study on Human Resource Management Practices in SMEs
<b>5.</b>	Shanlax International Journal of Management	<b>ISSN: 2321-4643</b> <b>4(2), October 2016</b>	<b>118</b>	Quality of work life among IT Sector Employees

### MINOR RESEARCH PROJECT

<b>S.No.</b>	<b>TITLE</b>	<b>Funding</b>	<b>Period</b>
1.	Human Resource Management- A Study among women employees in small Enterprises in Madurai District.	UGC- Rs. 1,05,000/- MRP- 5618/15 Jan-2015	2015-2017

### Subjects Handled

: Principles of Management

Human Resource Management

Cost Accounting

Financial Accounting

Other Activities:	1. NSS Co-Ordinator
	2. Served as Consumer Citizen Club co-ordinator.
	3. Examiner for Various Autonomous Colleges Business Administration Board and Madurai Kamaraj University.

I hereby declare that the above said informations are true to the best of my knowledge and belief.

T.R. Jeeva Priya