

## FACULTY PROFILE



- 1. Name** : Dr. K.G. Nalina
- 2.Designation** : Head & Assistant Professor
- 3.Department** : Corporate Secretaryship
- 4.Date of Joining & Retirement** :10.09.2019 & 31.10.2036
- 5.Phone No** 9952333044
- 6.Email ID** : nalinakarthic0309@gmai.com
- 7. Educational Qualification** : M.Com., MBA., M.Phil., Ph.D., SET(MBA)
- 8. Professional Experience:**

Sl. No	College/Organization	Designation	Period From To	Total period	Nature of work
1.	Sourashtra College	Assistant Professor	10.09.2019 to till date	2	Teaching
2.	KLN College of Engineering	Assistant Professor	24.07.2006 to 18.09.2019	13	
3.	Sourashtra College	Lecturer	01.01.2005 to 21.07.2006	1.6	

### 9. Experience in Industry:

Sl.no	Name of the Organisation	Designation	Years of experience	Period of experience
1	Pandian Fragrances Private Ltd., Madurai	Marketing Executive	2 years 1 month	16.9.2002 to 23.10.2004
2	Arena Multimedia, Madurai	Center Head	1 year	15.11.2004 to 15.11.2005
3	Lovely Ads, Madurai	Consultant	3 years 7 months	28.2.2013 to till date
4	VAPS, Madurai	Trainer-Retail sales Associate	One day	6.3.2014
5	India post, Madurai	Soft Skill Trainer	4 years	Since 2014

**10. a. Title of Ph.D. Thesis**

: “A Study on Brand Management and Brand Equity Analysis on Consumer Durables with Special reference to Tamil Nadu”

**b. Faculty in which Ph.D. was awarded**

: Management Science

**c. Area of specialization in Ph.D.**

: Marketing

**11. List of refereed Journals published:**

Sl. No	Authors	Title of the Paper	Name of the Journal	Volume and issue No.	Year
1	K.G.Nalina N.Rajasekar	Measuring customer based brand equity in durable goods industry	Journal of Marketing and communication Citations:2 1.In book: The Routledge Companion to Contemporary Brand Management, Chapter: 3, Publisher: Routledge, Editors: Francesca Dall'Olmo Riley, Jaywant Singh, Charles Blankson 2.Consumer-based brand equity Sally Baalbaki and Francisco Guzmán in july 2016	Vol.4 Issue 1 ISSN 0973 2330	May-Aug 2008 Available on EBSCO Online database
2	K.G.Nalina N.Rajasekar	Determinants of customer based brand equity	Sona Global Management Review	Vol.3 Issue 3 ISSN 0973994 7	May 2009
3	K.G.Nalina	Identification of problems and suggestions for stress of employees in an industrial environment – Cement Industry	Pragyaa Journal of Management	Vol.4 Issue 1 & 2 ISSN 0975 9603	Dec 2013 Ulrich International Periodicals Directory,US A. Ulrich Index;B00BA F
4	K.G.Nalina A C Anbudevi	Measuring customer based brand equity in color television industry with special reference to Madurai, Tamilnadu	Pragyaa Journal of Management	Vol 3 Issue 1 & 2 ISSN 0975 9603	Jan-Dec 2012 Ulrich International Periodicals Directory, USA. Ulrich Index;B00BA F
5	K.G.Nalina Mr.B.Palanivelrajan	A study on consumers buying behavior towards in house brands against National	International journal of Management and Social Science Research Review	Vol 1 Issue 3 EISSN 2349 6746	Sep 2014 SJIF Factor:5.483

		brands in retail industry in Madurai.		ISSN 2343 6738	Previous UGC List No:48468
6	K.G.Nalina Mr.B.Palanivelrajan	Micro level empirical study on viral marketing in Madurai	International journal of Management(IJM) Citations:2 1.Inspira- Journal Of Modern Management & Entrepreneurship (JMME) 71 ISSN : 2231-167X, General Impact Factor : 2.3982, Volume 07, No. 04, October, 2017, Pp. 71-78 Viral Marketing: Impact On Business Organizations Dr. Monika Chopra* 2.Viral Marketing- Social Advertising Or Commercial Endeavour: An Experimental Research Dr. Madhulika Ajay Sonawane Associate Professor, School Of Management Studies, North Maharashtra University, Jalgaon,(M.S). India Prof. Dr. Pramod R. Chaudhari Dean- Commerce & Management, M.J.College Jalgaon In The Year May 2015	Vol. 6 Issue 1 ISSN 0976 6502(print) ASSN 0976 6510(online) Impact factor: 7.2230	Jan 2015 Thomson Reuter ID/Scopus ID:C8925-2016
7	K.G.Nalina Mr.B.Palanivelrajan	Innovative challenges in Digital Marketing – A competitive advantage	Published in Proceedings	ISBN no 978-93-80509-73-0	Jan 2016
8	K G Nalina S.N.R.Srikumar	"Social Media Analytics -A Path For Omni Channel Marketing"	PSNA journal of Business and System	Volume IV, Issue-1 ISSN no-2319-2909	Jan- Jun 2016
9	K G Nalina S.N.R.Srikumar	A Study on the Effect of Shopper Attributes towards Retail Format Choice Behavior on the In-House Brands Vs National Brands For Food and Grocery	ICRJMS. International Contemporary Research Journal in Management and Social Science	Volume: 2 march 2016 ISSN no:2394-7691	Mar 2016

		Retailing at Big Bazaar, Madurai, Tamilnadu, India			
10	K G Nalina	Empowerment of Social Entrepreneurship Disaster Management	<a href="http://www.engineeringandtechnologyinindia.com">www.engineeringandtechnologyinindia.com</a> Engineering & Technology In India	Volume 1:5	Dec 2016
11	K G Nalina B.Shanthi	Employee Engagement In Large Scale Manufacturing Organisation With Special Reference To Tyre Industry- Findings From Empirical Study	International Journal of Research in IT & Management Available online at : <a href="http://euroasiapub.org">http://euroasiapub.org</a>	Vol. 6, Issue 12, pp. 96~114 ISSN(o) : 2231-4334   ISSN(p) : 2349-6517	Dec 2016 Impact Factor: 5.96 Thomson Reuters Researcher ID: L-5236-2015 Scopus ID:4FC46937 C1
12	K G Nalina	Strategic shift in Digital Marketing- A Sustainable development in Indo Global business and technology	Shanlax International Journal of commerce	Vol 5 Special Issue 1 ISSN :2320-4168	Apr 2017 Impact factor 2.5
13	K G Nalina Mr.B.Palanivelrajan S. Priyadharshini	Challenges and Solutions of Digital Marketing	PSNA journal of Business and System	Vol – VII, Issue-I ISSN No:2319-2909 RNI No:TNE NG/2011/36418	Jan-Jun 2017
14	K G Nalina B.Shanthi	Women Entrepreneurship Development And Its Impact On Rural Areas In India	International Journal Of Current Engineering And Scientific Research (IJCESR)	<u>Volume 4 Issue 8 (Part-III)</u> <u>ISSN (Print): 2393-8374,</u> <u>(Online) : 2394-0697,</u> <u>Volume-4, Issue-8, 2017</u>	Aug 2017 JI factor:0.9

15	K.G.Nalina B.Palanivelrajan	Assessing the impact of customer preference towards NBFC with special reference to Bajaj Finserv, Tamilnadu'	International Research Journal of Management Sociology & Humanities.	<u>Volume - 9 ,</u> <u>issue - 1</u>	Jan 2018 Impact Factor* - 6.2311
16	K.G.Nalina B.Palanivelrajan	Women apparels market Research, trend and Analysis of consumer Behavior	International journal of research and analytical reviews (ijrar)	<u>www.ijrar.org</u> <u>(E-ISSN 2348-1269, P-ISSN 2349-5138)</u>	IJRAR February 2019, Volume 6, Issue 1 (e-issn 2348-1269, p- issn 2349-5138 impact factor: 5.75)
17	K.G.Nalina B.Palanivelrajan	Mobile Marketing service trends to watch in 2019 to get your business on board.	Volume 6, issue 01,Jan 2	<u>Journal of Management Research and analysis</u> ISSN:2394-2770	Jan 2019 Impact Factor:4.878
18	K.B.Sridevi K.G.Nalina V.Seema	International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-12, October, 2019	Information Technology Initiatives to Enable E-Marketing for Self-Help Groups	Published By: Blue Eyes Intelligence Engineering & Sciences Publication	October 2019 <a href="https://www.scopus.com/sourceid/21100889409">https://www.scopus.com/sourceid/21100889409</a> Retrieval Number L25341081219/2019©BEI ESP DOI: 10.35940/ijitee.L2534.1081219
19	K.G.Nalina B.Palanivelrajan	TEST Engineering & Management January - February 2020 ISSN: 0193 - 4120 Page No. 5922 - 5927	Statutory Provisions of Employees Health and Safety Measures of Food Industry with Special Reference to Bakery Foods, Madurai, Tamilnadu	Published by: The Mattingley Publishing Co., Inc.	January - February 2020 <a href="https://www.scopus.com/sourceid/12997">https://www.scopus.com/sourceid/12997</a>

20	K.G.Nalina K.Subbulakshmi	Journal of Critical Reviews ISSN- 2394-5125 VOL 7, ISSUE 11, 2020	Operative It Enabled Recruitment Sources In It Industry	Published by: Institute for Engineering research & Publication (IFERP)	July 2020 <a href="https://www.scopus.com/sourceid/21100920227#tabs">https://www.scopus.com/sourceid/21100920227#tabs</a> =0
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## 12. Faculty development program attended

Sl No	Date	Name of the Program attended	Title of the Program	Name of the Institute/University
1	08.07.2020 to 14.07.2020	7 days Faculty Development Program	Revival of health, fitness and entrepreneurial opportunities through physical education	Bharathiar University, Coimbatore
2	18.05.2020 to 03.06.2020	Two weeks Faculty Development Program	Managing Online Classes and Co creating MOOCS 2.0	Sponsored by MHRD and Ramanujan College, New Delhi
3	01.07.2020 to 07.07.2020	One-week Faculty Development Program	Academic Excellence in digital teaching and learning	DDE, Madurai Kamaraj University, Madurai
4	25.04.2020 to 02.05.2020	One-week International Online Faculty Development Program	Self, Society and Personal development	Universitas Hindu Indonesia and Grand Academic Portal (GAP)
5	10.06.2021	Faculty Development Workshop	Virtual Teaching & Learning: Novel Trends And Challenges	Kairalee Nikethan Golden Jubilee Degree College Bangalore-560038
6	01.06.2021 to 14.06.2021	Two Weeks Virtual National Faculty Development Programme	Industry Institute Interaction - A Holistic Approach Insight Out (Sunset Edition)	SRM Institute Of Science And Technology Faculty Of Science And Humanities

**13. Faculty Induction program/Orientation program:**

1	04.06.2020 to 01.07.2020	4 week Induction/Orientation Program for faculties of Higher Education	Orientation Program	Sponsored by MHRD and Ramanujan College, New Delhi
2	01.03.2021 to 03.03.2021	Data Analysis using SPSS	Online Orientation Program	Rama Devi Women's University Vidya Vihar, Bhubaneswar, Odisha P. G. Department Of Commerce

**14. Refresher courses attended:**

1	20.07.2020 to 01.08.2020	Two weeks Refresher Course	Research Methodology for faculty of Social Sciences	UGC-HRDC, University Of Hyderabad
2	06.08.2020 to 19.08.2020	Two weeks Refresher Course	Data Analysis Using statistical methods	UGC-HRDC, Dr.Harsingh Gour Vishwavidhyalaya, Sagar, Madhya Pradesh
3	25.06.2021 to 08.06.2021	Two weeks Refresher Course	Commerce and Management	Teaching Learning Centre, Ramanujan College University Of Delhi Under The Aegis Of Ministry Of Education Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching

**15. Short term course /Work shop attended:**

1	31.08.2020 to 05.09.2020	Short term Course	Using ICT in online teaching learning process	UGC-HRDC, Dr.Harsingh Gour Vishwavidhyalaya, Sagar, Madhya Pradesh
2	15.09.2020 To 21.09.2020	Work shop	Leadership development program	

**16. Other certificates:**

1	06.01.2020	National level online quiz	Financial Accounting	Sourashtra College, Madurai
2	21.06.2020	Participated in Yoga day	6 Th International Yoga day celebration	Sourashtra College, Madurai
3	06.05.2020	Online awareness test	Methodology for social sciences research	Sree Sankara Vidhyapeedam College, Valayanchirangara, Kerala
4	28.05.2021 to 30.05.2021	Training Program	Tally Prime	AXN Infotech

**17. Book Published:**

1	September 2020	ISBN: 978-93- 90291-03-8	Consumer Behavior	Published by: Dr.D.Y.Patil Vidhyapeeth ,Pune, Deemed University
2	August 2021	ISBN:978-93- 91684-00-6	Advertising and Sales Promotion	Published by :Isara solutions,New Delhi in online <a href="http://www.isarasolutions.com/book_details?id=179">http://www.isarasolutions.com/book_details?id=179</a>

**18. List of papers presented in National and International conference/Workshops attended:**

Sl no	Date	Name of the Institute	Name of the program
1	29.01.2021 to 30.01.2021	Koneru Lakshmaiah Education Foundation Demmed University, Guntur, AP	National Virtual Conference on “Innovative mechanisms & standards for Assuring Quality in Higher Education Institutions (IAQHEI)
2	24.01.2019	National College, Trichy	Mobile marketing Service trends to watch in 2019 to get your business on board –A conceptual study at National Conference on Services Marketing – Process, Practice and Potential
3	20.12.2018	Sri Krishna College Of Engineering, Coimbatore	How Corporate use mobile phone application for sustainable competitive advantage with special reference to Flip Kart at International conference on Management in Digital Era
4	24.2.2017	Sourashtra College	Strategic Shift In Digital Marketing -A Sustainable Development In Indo-Global Business And Technology
5	21.4.2017	PSNA College of Engineering	Challenges and solutions in Digital Marketing-a competitive advantage



6	6.10.2016	Anna University ,Madurai	Presented paper on Empowerment of Social Entrepreneurship on Disaster Management at International conference on Promoting Entrepreneurship in Innovative Construction Techniques`
7	29.4.2016	PSNA College of Engineering and Technology	Presented paper on Social Media analytics –A gateway for Omni Channel Marketing at National conference on Big data analytics for business
8	February 2016	Business Analytics for Managers.	Certificate Training on SPSS.
9	19.10.2015	Anna University Trichy	Presented paper on Innovative Challenges in Digital Marketing-A competitive advantage at International conference on Innovation Management`

10	1.10.2015	Fatima college	Presented paper on Brand preference towards Honda bikes in Jeevan Auto motor (P) Ltd., Madurai at National conference on Indian World class Manufacturing-The Road a head
11	8.1.2015 to 9.1.2015	Jamal Mohammed college	Presented paper on Micro level empirical study on Viral marketing at International conference on Advanced Management challenges in Knowledge era
12	12.2.2014	SVN college	Presented paper on An Indian Retail industry –A competitive edge at International Seminar on Challenges of Change Management
13	6.01.2013 to 9.1.2013	IIMB, Bangalore	Presented paper on Measuring customer based brand equity in color television industry at Tenth International conference on Management(AIMS)
14	6.01.2013 to 9.1.2013	IIMB, Bangalore	Presented paper on Micro level empirical study on viral marketing at Tenth International conference on Management(AIMS)
15	13.2.2012 to 14.2.2012	Anna University ,Madurai	Presented paper on A study on customer retention in Reliance Retail, Chennai at International conference on Contemporary emerging trends in Management
16	25.2.2012	Vellammal College of Engineering and Technology	Presented paper on Trends and challenges of retail outlets at AICTE sponsored National conference on Resource Management –A focus on inclusive growth
17	23.9.2011	Annai Mathammal Sheela College of Engineering	Presented paper on Airline industry-A competitive advantage in Global economy and development of Indian rural strategies at International conference on Challenges of Indian Business in Global economy
18	17.3.2011	Vellammal College of Engineering and Technology	Presented paper on Brand management and brand equity analysis on consumer durables at National conference on Managerial excellence
19	11.1.2010 to 12.10.2010	Fatima college	Presented paper on study on awareness and perception of students assessment system at KLN College of Engineering at International conference on Paradigm shift in contemporary Management education
20	2.12.2009 to 4.12.2009	Center for Entrepreneurship and Development	Attended Entrepreneurship awareness camp sponsored by Ministry of Finance and Technology
21	8.8.2009	Tamil Chamber of Commerce & Women Empowerment Forum	Participated in seminar on Women Entrepreneurship
22	8.3.2008	Sourashtra college	Presented paper on Positioning of brands at National seminar on Managing the future
23	18.2.2008 to 19.2.2008	Mother Teresa Women's University	Presented paper on Emerging trends in brand management at International conference on Researching for transforming the society
24	16.2.2008	PSNA College of Engineering and Technology	Presented paper on Opportunities for IT outsourcing in India at National conference on Information technology and Management
25	25.01.2007	Intellectual Property rights and business opportunity through innovation.	Participated in the seminar on Intellectual Property rights and business opportunity through innovation. Organized by Madditsia.
26	25.9.2007	RVS College of Arts and Science	Presented paper in E Commerce at National Conference on Recent developments in Commerce

27	17.2.2007	PSNA College of Engineering and Technology	Presented paper on Impact of E Commerce in Banking Sector at National conference on emerging issues and challenges in Management
28	21.2.2007	Madurai Management Association	Presented Paper in Global business leadership for excellence
29	22.2.2007 to 23.2.2007	University of Madras	Presented paper in Emerging trends in brand management at UGC sponsored National seminal on Management Rhetoric to research
30	18.5.2007 to 19.5.2007	IIM, Kozhikode	Presented paper on Challenges and opportunities of brand management and brand equity –A competitive edge at Conference on Global competition and competitiveness of Indian corporate
31	2.4.2007 to 3.4.2007	SRM University	Presented paper in Women entrepreneurship and employment at National conference on role of women for India ahead
32	5.1.2007	Sethu Institute of Technology	Participated in One day workshop on Patent Awareness
33	6.11.2006 to 7.11.2006	R L Institute of Management studies	Participated in Faculty Development Program for Arts and Science college teachers
34	24.09.2005 to 1.10.2005	Sourashtra college	Participated in Faculty Development Program on teaching methods and inter personal relationship

#### 19. Webinar:

Sl No	Date	Name of the Institute	Name of the program
1	05.06.2021	Velumanoharan Arts and Science College for Women, Karaikudi	Eco System Restoration-World Environment Day
2	05.06.2021	Ayya Nadar Janaki Ammal College, Sivakasi	Development of Leadership Skills
3	15.06.2021	SIVET College, Chennai	Artificial Intelligence with Chatbots
4	11.06.2021	GTN Arts College, Dindigul	Modern Trends in Research and Statistics
5	01.06.2021 to 03.06.3021	Idhaya College for Women	Innovations in Research
6	07.06.2021	Jayagovind Harigopal Agarwal Agarsen College, Chennai - 60	Filing Income Tax return related with Teaching profession-Assessment year 2021-2022
7	11.06.2021	Patrician College of Arts and Science, Chennai	Make your tax journey simpler and easier with DIY e-filing

#### 20. Details of academic activities /Subjects handled:

- Principles of Management
- General Law
- Industrial Law
- Company law and secretarial practice
- Banking law theory & practice
- Marketing Management
- Advertising and Sales Promotion
- Service Marketing
- Human Resource Management.