

FACULTY PROFILE

Name of the Department : Business Administration
Name of the faculty member : Mrs.S.A.Rahmath Ameena Begum



Vidwan URL: <https://vidwan.inflibnet.ac.in/profile/392548>

Present Designation : Assistant Professor & HOD

Gender : Female

Community : BC

Date of Birth and Age : 08.03.1984, 39years

Date of Joining the present post : 22.06.2009

Particulars of Educational Qualifications:

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades secured	Class obtained
UG	B.com	commerce	2004	Sadakathullah ppa College	Manonmaniam Sundaranar University	59	II
PG	MBA	Marketing IT	2006	ICFAI	ICFAI University	6.19 CGPA	I
		HR	2011	Annamalai University	Annamalai University	66	
Ph.D.		Entrepreneurship	pursuing	Manonmaniam Sundaranar University	Manonmaniam Sundaranar University		

Additional Qualification

Title of Ph.D. Thesis
pattern of natives of

, Kayalpatnam & Keelakarai"- Business Administration
Faculty/Discipline/Subject in which Ph.D. was awarded :

Academic Experience:

Name of the College	Govt/Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Wavoo Wajeeha Women's College of Arts and Science, Kayalpatnam	S.F	Assistant Professor & Head	22.06.2009		14		15
Total					14		15

Administrative/other Experience:

Name of the Organization	Designation	Nature of Work	Joining Date	Relieving Date	Experience		
					Years	Months	Days
Manonmaniam Sundaranar University	Senate Member		2019	2022	3		
Total					3		

Paper Published in Journals (Referred/Non-Referred)

S.No	Title of the Paper	Level (National/ International/ State/ Regional)	Journal with Issue No, Page No, Vol.No, ISSN & Impact factor	Date (dd-mm-yyyy)	Citation/ Scopus index/ Web of Science
1	Sustainable marketing Strategies Issues & Challenges	Second International Conference	ISBN 978-93-86638-50-2	Dec-17	
2	Entrepreneur: A Tax reformer in India	One Day International Conference on Tax Performance of Central Government in India	ISBN 978-93-89146-73-8	Aug-19	
3	Impact of Land Usage – A Case, Study on Cultural dynamics at Kayalpatnam	One Day International Conference on Vulnerability to Potential Impacts of Environmental Pollution: Adaptation and Risk Communication Strategies for Environmental Health	ISBN-13: 978-93-5577-299-2	21-Oct-22	
4.	<p>A study on competency mapping focusing on training & development in DCW Sahupuram” in Journal of Exclusive management Science,</p> <p>“Entrepreneurial transition from men to women- An emerging fad among Kayalpatnam”</p> <p>“Women-tisement the latest fad in social media ” – ISBN :</p>	<p>National level seminar on Creating Entrepreneurship Awareness among SHG members (ICSSR sponsored) organized by sadakathullah Appa college, Tirunelveli</p> <p>3rd National conference on Recent Advancements in Business practices</p> <p>International Journal of Recent Technology and</p>	<p>Vol 3 Issue 4 ISSN 2277- 5684</p> <p>ISBN 978-93-80686-29-5 shanlax publication</p> <p>ISBN : 978-93-80314-16-7</p> <p>ISBN 978-93-80657-17-2</p>	April 2014	<p>UGC Approval No.44120</p> <p>SCOPUS</p>

<p>978-93-80314-16-7</p> <p>“A study on competency mapping- focusing on training & development in DCW Sahupuram” ISBN 978-93-80657-17-2</p> <p>.Challenges of Women Entrepreneurs at entrepreneurial Society:Case study on ZFashions Kayalpatnam UGC Shanlax International Journal “ISSN:2320-4168 vol5 special issue.3 Sep’18 –UGC Approval No.44120</p> <p>Branding of Native Speciality Products: A Case of Dummadaï</p> <p>A Study On Entrepreneurial Culture In Kayalpatnam</p>	<p>Engineering (IJRTE)</p> <p>IJFANS International Journal of Food and Nutritional Sciences</p>	<p>ISSN:2320-4168 vol5 special issue.3 Sep’18 –UGC Approval No.44120</p> <p>ISSN: 2277-3878, Volume-8, Issue- 1C2, P-185-190</p> <p>2022; Volume 11 , Issue - 12 : Page: 5385-5390</p>	<p>3 Sep’18 –</p> <p>May 2019</p> <p>2022</p>	<p>UGC</p>
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Paper Published in Books

S.No	Title of the Book	Publisher Details	Book Name with Issue No, Page No, Vol.No, ISBN	Month & Year
1	Managerial Skill Development	Charulatha Publications, Chennai	978-93-89736-59-5	2019
2	Banking Practices	Charulatha Publications, Chennai	978-93-89970-79-1	Oct-20
3	Organisational Behaviour	Charulatha Publications, Chennai		20-Oct
4	Environmental Studies	Charulatha Publications, Chennai	-	Oct-20
5	Business Organisation	Charulatha Publications, Chennai	-	Nov-2019
6	Office Management	Charulatha Publications, Chennai	978-93-89051-95-7	Oct-19

Papers Presented in Conference/Seminar

Level	INSTITUTION	Level (National/ International / State/ Regional)	TITLE OF PAPER	Date (dd-mm- yyyy)
1. International level Sustainable development on India's urban future	FXDOMS FX engineering college, Tirunelveli	Presented paper	Empirical analysis of space competitors An Affirmative crisis at Kayalpatnam	5.2.'15
2. National level seminar on Creating Entrepreneurship Awareness among SHG members (ICSSR sponsored)	Sadakathullah Appa college, Tirunelveli	Presented paper	Entrepreneurial transition from men to women an emerging fad among Kayalpatnam	18.2.'15
3. National level seminar on Marketing in Dynamic Business Environment	St.Xaviers college of arts & Science, Palayamkottai	Presented paper	A study on gingles as an attractive promotional tool to watch advertisement in Kayalpatnam viewers.	29.1.'14
4. National level seminar on Social media – A new frontier for business (AICTE sponsored, New Delhi)	Dr.sivanthi Aditanar college for engineering, Tiruchendur	Presented paper	Women –Tisement the latest fad in social media	19.10.'13
5. National level seminar on Paradigm shift in HRM – The changing fact	St.Xaviers college of arts & Science, Palayamkottai	Presented paper	Why this kolaveri? Where is labour welfare? A case study on omsakthi fire factory, Sivakasi.	05.10.'12
6. National level seminar on Emerging trends in management	St.Xaviers college of arts & Science, Palayamkottai	Presented paper	Reality shows: The Latest FAD of Viewers at Kayalpatnam and	6.3.'12

7. National level seminar on Recent trends in testing and Evaluation	Sivanthi College of Education, Udangudi	Presented paper	Recent trends in testing and Evaluation	28 th & 29 th Jan 2011
8. 31 st Annual conference of Association of Economist of Tamil Nadu	Aditanar College of Arts & Science, Tiruchendur	Presented paper	Survival of land in new era at Kayalpatnam	9.1.'11
9. National level seminar on Emerging Dimensions of service sector in the Indian context	St.Xaviers college of arts & Science, Palayamkottai	Presented paper	Winning customers through 3G Service Innovation	18.2.'11
10. International conference on Emerging paradigms in management (Hindu Business line sponsored)	American college, Madurai	Presented paper	Managing Services Quality	15.3.'08
13. Third National Conference on Recent Advancements in Business Practices held on	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE – 05.	Presented paper	A study on competency mapping – focusing on training and development in DCW sahapuram.	21 st March 2014.
35. International level conference.	SRM University, Kattankulathur	Presented	Branding of native specialty product: A case of Dummadai	20 th Mar'19

36. International conference on startups & post covid 19 Indian Economy	MSDOMS, MSU	Presented (Online mode)	Student entrepreneurship : An empirical study on entrepreneurial intention among ug students at Kayalpatnam ISBN – 978 939 0082 483	27 th Aug'20
37.3 Days international E-Conference	Kamaraj College, Thoothukudi	presented	An empirical approach of reskilling in-service teacher at Wavoo Wajeetha Womens College, Kayalpatnam	09.11.2021-11.02.2021
International Conference ICSCE'23	Kamaraj College, Thoothukudi	presented	Study on identifying entrepreneurial determinants and challenges faced by women entrepreneurs at Kayalpatnam	28.02.2023

**Faculty Development Programme
Refresher/Orientation/Short Term Courses**

S.No	Faculty Development Programme Refresher / Orientation / Short Term Courses	Title of the Programme	Organizer	Venue & Duration (From Date - To Date)
1	FDP	FDP on The Professionalism in teaching	Infant Jesus College of Engineering, Keelavallanadu	20.7.'12
2	FDP	Workshop on personality development	VOC college of arts & science, Thoothukudi	14 th & 15 th Dec '09
3	Orientation	One day orientation cum workshop for students leader	Manonmaniam Sundaranar University, Tirunelveli	13.2.'08

4	FDP	Seminar on Explore research agenda in management	Manonmaniam Sundaranar University, Tirunelveli	1.3.'08
5	FDP	ICTACT (FDP)	Nesamony Memorial College, Marthandom	2016
6	Orientation	Characteristics of Active Professionalism	Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	19.06.2013
7	Orientation	Increasing Efficiency in Teaching through Reflections	Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	26.06.2014
8	Orientation	Effective Teaching	Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	14.03.2015
9	Orientation	Emotional Intelligence	Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	2.12.2015
10	Orientation	Teaching Methodologies	Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	15.06.2016
11	Orientation	Art of Teaching Pedagogy	ICT- Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	17.04.2017 & 18.04.2017
12	FDP	Outcome based Education	IQAC, Wavoo Wajeeha Womens College of arts & Science, Kayalaptnam	15.04.2023
13	Capacity Building Program	Week Capacity building	Manonmaniam Sundaranar University, Tirunelveli	15.12.2021 - 29.12.2021
14	FDP	days FDP on	Manonmaniam Sundaranar University, Tirunelveli	13.09.2022 – 15.09.2022

MOOC/SWAYAM/NPTEL/AICTE

S.No	MOOC/Swayam/NPTEL/AICTE	Title of the course	Period
1	NPTEL	Developing Soft Skills & Personality	8 weeks

Guest Lecture / Membership / Resource Person / Doctoral Committee Member /BoS / in various Programmes held in other Institutions

S.No	Title	Name of the Activity	Venue&Date (dd-mm-yyyy)
	College Name	Topics Given	
	Govidammal College of Arts & Science, Tiruchendur	Services marketing	2007
	Aditanar college, Tiruchendur	Interview techniques	2007
	St.Xavier's college, Palayamkottai	Impression management,	2009
	G.Venkateshwara Swamy Naidu college, Kovilpatti	Presentation skills	2010
	St.Xavier's college, Palayamkottai	Digital signage	2010
	St.Mary's college, Thoothukudi	Personality development	2011
	St.Mary's College Thoothukudi (Resource person)	Research online purchase online	April 2014
	GVN College Kovilpatti	Self motivation	29.06.2019
	M.PED Sivanthi Aditanar college Tiruchendur	Celebrating Success	7.11.2015
	Govidammal College of Arts & Science, Tiruchendur	Love Selfies	2017

	Goviddammal College of Arts & Science, Tiruchendur	Leadership skills for budding leaders	08.08.2017
	Sri S.Ramasamy Naidu Memorial College, Sathur, Virudunagar District	Brand yourself	04.01.2019
	St.Mary's College Thoothukudi (Resource person)	Moderator	13.09.2019
	TDMNS College, Vaagaikulam	Excuses are not excused	01.03.2019
	G.Venkateshwara Swamy Naidu College Kovilpatti (online mode)	Role of education institution in empowering women : Enrich, Enhance & Empower	19.09.2020
	St.Mary's College Thoothukudi (online mode)	Learn to Earn- The individual Behaviour	12.10.2020
	Sri Sankara Bhagavathi Arts & Science , College Komadikottai	Groom Dream	13.02.2020