

**Wavoo Wajeetha Women's College of Arts & Science  
Kayalpatnam – 628 204**

**Staff Profile**

|           |                               |                                      |
|-----------|-------------------------------|--------------------------------------|
| <b>1.</b> | <b>Name</b>                   | <b>S.A.RAHMATH AMEENA BEGUM</b>      |
| <b>2.</b> | <b>Qualification</b>          | <b>MBA.,M.PHIL.,MBA (HR)</b>         |
| <b>3.</b> | <b>Designation</b>            | <b>Head &amp;Assistant Professor</b> |
| <b>4.</b> | <b>Name of the Department</b> | <b>Business Administration</b>       |
| <b>5.</b> | <b>Date of Appointment</b>    | <b>22-06-2009</b>                    |

**Education details:**

| <b>S.No</b> | <b>Degree</b> | <b>Institution</b>                       | <b>University</b>                                 | <b>Year of Study</b> | <b>Title of Research</b>  |
|-------------|---------------|--|---|----------------------|---|
| 1.          | M.B.A         | Annamalai University,<br>Chidambaram     | Annamalai University,<br>Chidambaram              | 2010 -<br>2011       |   |
| 2.          | M.PHIL        | Vinayaka Misssion University,<br>Salem   | Vinayaka Misssion University,<br>Salem            | 2006-2007            | “Changing attitude of<br>Consumers from<br>BSNL Landline to<br>other Mobile services<br>at Kayalpatnam” |
| 3.          | MBA           | INC Tirunelveli.                         | . ICFAI University, Dehradun                      | 2004-2006            |   |
| 4.          | B.Com         | Sadakathullah Appa College,<br>Tiruneli, | Manonmaniam Sundaranar<br>University, Tirunelveli | 2001-2004            |   |

**Details Of Orientation Or Refresher Courses Or FDP Attended:**

| <b>S.No</b> | <b>Theme</b>                              | <b>University/<br/>Institution</b>                     | <b>Sponsor</b> | <b>Duration</b> | <b>Date</b>             |
|-------------|---|--|----------------|-----------------|-------------------------|
| 1.          | Students leader                           | MS University, Tirunelveli                             |                | One day         | 13 <sup>th</sup> Feb'08 |
| 2.          | Youth Co-ordinators                       | MS University, Tirunelveli                             |                | One day         | 07.08.09                |
| 3.          | FDP on The Professionalism<br>in teaching | Infant Jesus College of<br>Engineering, Keelavallanadu |                | One day         | 20.7.'12                |

|     |   |   |  |         |   |
|-----|---|---|--|---------|---|
| 4.  | Enhancing Employability Skills  | MS University, Tirunelveli                      |  | One day | 21.02.12                                    |
| 5.  | Workshop on personality development   | VOC college of arts & science, Thoothukudi      | MS University  | Two day | 14 <sup>th</sup> & 15 <sup>th</sup> Dec '09 |
| 6.  | National level seminar on Coastal environment – Post tsunami perspective      | Aditanar College of Arts & Science, Tiruchendur |  | One day | 14.10.'09                                   |
| 7.  | One day orientation cum workshop for students leader                          | Manonmaniam Sundaranar University, Tirunelveli  |  | One day | 13.2.'08                                    |
| 8.  | Seminar on Explore research agenda in management                              | Manonmaniam Sundaranar University, Tirunelveli  |  | One day | 1.3.'08                                     |
| 9.  | ICT Academy (FDP)   | Nesamony Memorial College, Marthandom           |  | One day | 2016  |
| 10. | ICT Academy (FDP)   | Sadakathullah Appa college, Tirunelveli         |  | One day | 2016  |
| 11. | Catalyst for corporate Development  |   | <i>Institute of Co., Secretaries of India, Madurai Chapter</i> | One day | 04.08.17                                    |
| 12. | NAAC forums: Outcome based education – An overview                            | VOC college of arts & science, Thoothukudi      | <i>IQAC cell</i>   | Two day | 14 <sup>th</sup> & 15 <sup>th</sup> Dec '18 |
| 13. | NAAC Accreditation – An overview  | Sadakathullah Appa college, Tirunelveli         |  | One day | 8 <sup>th</sup> Feb '19                     |
| 14. | Capacity Building programme on ICT enabled Effective Institutional Governance |   | <i>Master Soft ERP Solution</i>                                | One day | 24 <sup>th</sup> June '19                   |

### Details of Seminars, Conferences, Workshops, etc.,(With ISBN/ISSN):

| S.No | Type  | Theme   | Organized By  | Sponsor, ISBN/ISSN | Date   |
|------|---|---|---|--------------------|--|
| 1.   | International level Sustainable development on India's urban future                               | Empirical analysis of space competitors An Affirmative crisis at Kayalpatnam                        | FXDOMS FX engineering college, Tirunelveli                    |                    | 5.2.'15                                      |
| 2.   | National level seminar on Creating Entrepreneurship Awareness among SHG members (ICSSR sponsored) | Entrepreneurial transition from men to women an emerging fad among Kayalpatnam                      | Sadakathullah Appa college, Tirunelveli                       |                    | 18.2.'15                                     |
| 3.   | National level seminar on Marketing in Dynamic Business Environment                               | A study on gingles as an attractive promotional tool to watch advertisement in Kayalpatnam viewers. | St.Xaviers college of arts & Science, Palayamkottai           |                    | 29.1.'14                                     |
| 4.   | National level seminar on Social media – A new frontier for business (AICTE sponsored, New Delhi) | Women –Tisement the latest fad in social media  | Dr.sivanthi Aditanar college for engineering, Tiruchendur     |                    | 19.10.'13                                    |
| 5.   | National level seminar on Paradigm shift in HRM – The changing fact                               | Why this kolaveri? Where is labour welfare? A case study on omsakthi fire factory, Sivakasi.        | St.Xaviers college of arts & Science, Palayamkottai           |                    | 05.10.'12                                    |
| 6.   | National level seminar on Emerging trends in management   | Reality shows: The Latest FAD of Viewers at Kayalpatnam and   | St.Xaviers college of arts & Science, Palayamkottai           |                    | 6.3.'12                                      |
| 7.   | 7. National level seminar on Recent trends in testing and Evaluation                              | Recent trends in testing and Evaluation   | Sivanthi College of Education, Udangudi                       |                    | 28 <sup>th</sup> & 29 <sup>th</sup> Jan 2011 |
| 8.   | 8. 31 <sup>st</sup> Annual conference of Association of Economist of Tamil Nadu                   | Survival of land in new era at Kayalpatnam  | Aditanar College of Arts & Science, Tiruchendur               |                    | 9.1.'11                                      |
| 9.   | 9. National level seminar on Emerging Dimensions of service sector in the Indian context          | Winning customers through 3G Service Innovation   | St.Xaviers college of arts & Science, Palayamkottai           |                    | 18.2.'11                                     |
| 10.  | 10.International conference on Emerging paradigms in management (Hindu Business line sponsored)   | Managing Services Quality   | American college, Madurai                                     |                    | 15.3.'08                                     |
| 11.  | 11.State Level one day seminar on Nehru & India   | -   | Wavoo Wajeetha Women's College of Arts & Science, Kayalpatnam |                    | 3.10.'12                                     |
| 12.  | 12. National level seminar on FDI in Indian Retailing- A comparison to other markets              | -   | St.Xavier's college of arts & Science, Palayamkottai          |                    | 6.3.'09                                      |
| 13.  | Third National Conference on Recent   | A study on competency mapping   | NEHRU INSTITUTE OF MANAGEMENT                                 |                    |  |

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|-----|---|--|---|--|--|
|     | Advancements in Business Practices held on  | – focusing on training and development in DCW sahurapuram.               | STUDIES, COIMBATORE – 05.   |  | 21 <sup>st</sup> March 2014.                     |
| 14. | National Seminar on Research Online Purchase online (ROPO) Challenging survival of middlemen. | -  | St.Mary's College (Autonomous) Thoothukudi  |  | 4 <sup>th</sup> April 2014.                      |
| 15. | State level Seminar on Coastal Environment – Post Tsunamic Perspectives.                      | -  | Aditanar College of Arts and Science, Virapandianpatnam – 628216, Tiruchendur.        |  | 14 <sup>th</sup> October 2009.                   |
| 16. | A two days faculty development program on LEADERSHIP SKILLS LEVEL 2.                          | -  | ICT Academy of Tamilnadu, Chennai   |  | 5,6 <sup>th</sup> August 2016.                   |
| 17. | National level Workshop for Budding Managers.   | -  | Wavoo Wajeeha Women's College, Kayalpatnam.   |  | 21 <sup>st</sup> September 2013.                 |
| 18. | Enhancing the employability skills and personality development of students                    | -  | Department of youth Welfare, Manonmaniam Sundaranar university, Tirunelveli 2.        |  | 21 <sup>st</sup> February 2012.                  |
| 19. | Workshop on skill – Based subjects personality development and effective communication.       | -  | Manonmaniam Sundaranar university, Tirunelveli  |  | 14,15 <sup>th</sup> December 2009.               |
| 20. | Exploring Research Agenda in Management.  | -  | Department of Management studies, Manonmaniam Sundaranar University, Tirunelveli -12. |  | 01 <sup>st</sup> March 2008.                     |
| 21. | One day orientation workshop of student's leaders.  | -  | Manonmaniam Sundaranar University, Tirunelveli.                                       |  | 13 <sup>th</sup> February 2008.                  |
| 22. | One day workshop for youth coordinators.  | -  | Manonmaniam Sundaranar University, Tirunelveli  |  | 07 <sup>th</sup> August 2009.                    |
| 23  | Basic Statistical Analysis using SPSS.  | -  | Wavoo Wajeeha Women's College, Kayalpatnam.   |  | 05 <sup>th</sup> October 2013.                   |
| 24  | National level workshop on Case Analysis.   | -  | Wavoo Wajeeha Women's College, Kayalpatnam.   |  | 03 <sup>rd</sup> February 2015.                  |
| 25  | International conference  | Challenges of Women Entrepreneurs at entrepreneurial Society:Kayalpatnam | MS University, Abishegapatti  |  | 1 <sup>st</sup> & 2 <sup>nd</sup> September 2017 |

|    |                                 |  |   |  |   |
|----|---------------------------------|--|---|--|---|
| 26 | International Seminar           | Challenges of Women Entrepreneurs at entrepreneurial Society:Case study on ZFashions Kayalpatnam                         | Mangayakarasi College of Arts & Science   | ISSN 2320-4168   | 26 <sup>th</sup> August 2017                      |
| 27 | International conference        | Sustainability and Challenges of Ecopreneurs_ An overview &<br><br>Sustainable marketing strategy of ecopreneurs: A case | MS University, Abishegapatti  | ISSN 2320-5504<br><br>E-ISSN 2347-4793<br><br>ISBN 978-93-86638-50-2 | 14 <sup>th</sup> & 15 <sup>th</sup> December 2017 |
| 28 | National Seminar                | Entrepreneurship as a Dynamic Trend o Learning – A Conceptual Frame work   | Sadakathullah Appa college, Tirunelveli   |  | 8 <sup>th</sup> Feb'18                            |
| 29 | NAAC Forums                     | Outcome based Education-An overview  | VOC College, Thoothukudi  |  | 14 <sup>th</sup> 15 <sup>th</sup> Dec 2018        |
| 30 | University level Seminar        | NAAC Accreditation – An overview   | Sadakathullah Appa college, Tirunelveli   |  | 8 <sup>th</sup> feb 2019                          |
| 31 | UGC – National level Seminar    | The biggest failure of successful restaurateur – An empirical case of a restaurant in Kayalpatnam                        | Sadakathullah Appa college, Tirunelveli   | ISSN: 2347-7644  | 14 <sup>th</sup> feb 2019                         |
| 32 | National level workshop         | SEM, AMOS, PLS, LISREL   | MS University, Abishegapatti  |  | 25 <sup>th</sup> & 26 <sup>th</sup> feb 2019      |
| 33 | National Seminar                | 1.Effective Research Writing   | Sri Sarada College for Women, Tirunelveli   |  | 28 <sup>th</sup> Sep'18                           |
| 34 | National level workshop         | Research Methodology & SPSS in Social science  | Indian Academic Reseachers Association, Trichi, MS University, Abishegapatti - workshop |  | 12 <sup>th</sup> to 18 <sup>th</sup> Nov'18       |
| 35 | International level conference. | Branding of native specialty product: A case of Dummadai   | SRM University, Kattankulathur  | Scopus Indexed journal (processing)                                  | 20 <sup>th</sup> Mar'19                           |

**Details of visit as a resource person for guest lecture or seminars/Ph.D, Viva-voce Examination**

| <b>S.no</b> | <b>Institution</b>  | <b>Date/topics</b>              |
|-------------|---|---------------------------------|
| <b>1.</b>   | Govidammal College of Arts & Science, Tiruchendur                   | Services marketing              |
| <b>2.</b>   | Aditanar college, Tiruchendur                                       | Interview techniques            |
| <b>3</b>    | St.Xavier's college, Palayamkottai                                  | Impression management,          |
| <b>4</b>    | G.Venkateshwara Swamy Naidu college, Kovilpatti                     | Presentation skills             |
| <b>5</b>    | St.Xavier's college, Palayamkottai                                  | Digital signage                 |
| <b>6</b>    | St.Mary's college, Thoothukudi                                      | Personality development         |
| <b>7</b>    | St.Mary's College Thoothukudi                                       | Research online purchase online |
| <b>8</b>    | GVN College Kovilpatti  | Self motivation                 |
| <b>9</b>    | M.PED Sivanthi Aditanar college Tiruchendur                         | Celebrating Success             |
| <b>10</b>   | Govidammal College of Arts & Science, Tiruchendur                   | Love Selfie, Self Motivation    |
| <b>11</b>   | Govidammal College of Arts & Science, Tiruchendur                   | Self motivation                 |
| <b>12</b>   | Sri S.Ramasamy Naidu Memorial College, Sathur, Virudunagar District | Brand yourself                  |
| <b>13</b>   | TDMNS College, Vaagaikulam  | Excuses are not excused         |

**Membership in other Academic Agencies/bodies :**

| <b>S.No</b> | <b>Name of the Agencies</b>  | <b>Board</b>  | <b>Period</b>         |
|-------------|--|---|-----------------------|
| <b>1.</b>   | 1. St.Mary's College for women<br>Thoothukudi<br>2.St.Xaviers College<br>(Automomous) Tirunelveli. | <b>Board of studies</b>   | 2013-2015<br><br>2017 |
| <b>2.</b>   | <b>Question Paper setting &amp; Additional Examiner</b>  | 1)Manonmaniam Sundaranar University<br><br>2) Sadakathullah Appa College<br><br>Palayamkottai<br><br>3)St.Xaviers College, Tirunelveli. | <b>2009 Onwards</b>   |

| <b>Various Positions held</b>      |   |             |
|------------------------------------|---|-------------|
| <b>Name of the Committee</b>       | <b>Institution</b>                                  | <b>Year</b> |
| 1.Students Services Co-coordinator | Wavoo Wajeeha Womens<br>College of arts and science | 2009- 2012  |
| 2.Placement Cell officer           |   | 2014-2018   |
| 3.Soft Skill Trainer               |   | 2018-2019   |
| 4. Hindi tutor                     |   | 2013-2017   |
| 5.NAAC coordinator                 |   | 2016- 2019  |