

Dr. REVATHI BALASUBRAMANIAN

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CAREER OBJECTIVE

To become an Assistant Professor in an Esteemed institution and share my academic experiences with the students

WORK EXPERIENCE

- Working as Assistant professor in Jamal Mohamed college (Autonomous) (2024 - Till date)
- Worked as Assistant professor in National college (Autonomous) (2022 - 2024)
- Worked as Assistant professor in Urumu Dhanalakshmi college (2017 - 2022)
- Worked as Assistant professor in Dhanalakshmi Srinivasan Arts and Science college for women (2016 - 2017)
- Worked as Assistant professor in Shrimati Indira Gandhi College (2010 - 2015)
- Worked as purchase officer in Ramakrishnan college of Engineering & Technology (2009-2010)
- Worked in TCS as Senior Process Executive (2008 -2009)

EDUCATIONAL QUALIFICATION

CLASS/ COURSE	INSTITUTION/UNIVERSITY	YEAR OF PASSING	PERCENTAGE /CGPA
Ph. D (Management)	Urumu Dhanalakshmi College, Bharathidasan University, Trichy	2021	Commended
M.PHIL (Management)	Prist University, Thanjavur	2011	70
MBA (Management)	Coimbatore Institute of Management and Technology,Bharathiar University, Coimbatore	2008	67
B.Com (commerce & Management)	Avinashilingam University, Coimbatore	2006	67
XII	Girl's Higher Secondary school, Trichy.	2003	79
X	Nirmala Matriculation School, Pudukkottai.	2001	64

PROJECT TITLE

Ph. D Title - A study on Consumer Awareness of Green Marketing among College Teachers in Tiruchirappalli District

MBA Project - A Study on Customer Satisfaction of Salzer Rotary Switches in Coimbatore District

M.Phil. Dissertation - A Study on Customer Satisfaction on LG Television Sets in Tiruchirappalli District

TECHNICALSKILLS

- Diploma in Computer Application (2003)
- Diploma in Multimedia and Graphics in Avinashilingam Deemed University (2006)

DETAILS OF WORKSHOP ATTENDED

YEAR & DATE	ORGANISER	TITLE	NATIONAL/ INTERNATIONAL
19.05.2012	Bharathidasan University, Tiruchirappalli	“Effective Teaching Of Finance”	International
25.08.2012	National College, Tiruchirappalli	“Career Guidance”	National
20.03.2013 to 25.03.2013	Shrimati Indira Gandhi College, Tiruchirappalli	Entrepreneurship Training Workshop to College Teachers” Organized by IECD	National
26.09.2017	Periyar EVR College, Tiruchirappalli	“Research Methodology and Research writing”	International
01.02.2019	Imayam Arts and Science College, Thuraiyur	Statistical Packages for Social Sciences (SPSS-2019)	National

30.09.2018	Urumu Dhanalakshmi College, Tiruchirappalli	Consumer Awareness-an Emerging Force”	National
23.04.2022	Holy Cross Home Science College, Thoothukudi	Introduction to SPSS	National
10.01.2023	Anna University Chennai	Post Doctoral work	National
10.02.2024	National College, Trichy	Epitome on computerized Accounting	National
04.04.2024 & 05.04.2024	Madurai Kamaraj University	Outcome based Education	National
14.04.2024	Global Institute of Statistical Solutions	Writing Proposal for Funded Projects	National
18.05.2024	Kongu engineering College,Perundurai	Statistical Tools for Effective Data Analysisin Social Science Research	National

DETAILS OF SEMINAR /CONFERENCES ATTENDED

YEAR & DATE	ORGANISER	TITLE	NATIONAL/ INTERNATIONAL
17.02.2017	Dhanalakshmi Srinivasan Arts and Science College for Women, Perambalur	“Knowledge Management and its utilization”	National

14.03.2017	MAMB-School and MAM College of Engineering	“Green Marketing”	National
06.09.2017	Urumu Dhanalakshmi College, Tiruchirappalli	“GST and its Impact on Indian Economy”	International
04.12.2017	Nehru Group of Institutions, Coimbatore	GreenMarketing: Contemporary issues in Consumers Attitude towards Environment Friendly Products	International
11.09.2019 & 12.09.2019	Urumu Dhanalakshmi College, Tiruchirappalli	“Human Power in the Globalised ERA”	International
21.02.2020	Periyar EVR College, Tiruchirappalli	Factors affecting Green Marketing in India and Sri Lanka	International
07.06.2022	Urumu Dhanalakshmi College, Tiruchirappalli	"Challenge of Wireless Communication Services in Globalised Era"	National
02.09.2022 & 03.09.2022	Dhanalakshmi Srinivasan College of Arts & Science for women	Impact of NEP 2020 in Higher Education Institutions of Rural Sector	National
21.09.2022 & 22.09.2022	Jamal Mohamed College (Autonomous), Tiruchirappalli	Problems and prospects of distributing green Products	National

07.03.2024	Dwaraka Doss Goverdhan Dass Vaishnav College, Chennai	Navigating the Future	International
11.03.2024	NTR government Degree College for Women	Research Methodology & Project Report Writing	National
06.02.2024 & 07.02.2024	Sri Bharathi arts and Science college for Women, Pudukkottai	Impact on Digital System on Women Entrepreneur	National
23.02.2024 & 24.02.2024	Avinashilingam Institute For Home Science and Higher Education for women,coimbatore	Digital Transformation in Financial Services-Global Trends	International
06.06.2024	Government Degree College for Women,Jagtial, Telangana	Empowering Change ,Sustainable Practices for Green Future	National

FACULTY DEVELOPMENT PROGRAMME

YEAR & DATE	ORGANISER	TITLE
11.08.2011 to 13.08.2011	ICT Academy of Tamil Nadu and Bharathidasan University	“E-LITERACY”
11.05.2022 to 20. 05.2022	Amet University	Data Analysis Using SPSS
14.12.2022 to 22.12.2022	Amet University	Design and Development of industry led curriculum in Technical Era
02.01.2023 to 06.01.2023	PPG College of Arts & Science	Personality Grooming- Handling stress with Information Technology
15.05.2023 to 19.05.2023	Jeppiaar Engineering College, Chennai	Internal Quality Assurance Cell
05.06.2023 to 12.06.2023	National college, Trichy	Exploring Innovation in Personal and Institutional Development
24.07.2023 to 28.07.2023	Sri Kanyaka Parameswari arts and science college	Internal Quality Assurance Cell
25.07.2023	Shrimati Indira Gandhi college, Trichy	Teaching and Research Perspective of Finance

28.08.2023 to 01.09.2023	The Kingdom college, Bangalore	Research Skills and Quality Publication”
04.09.2023 to 11.09.2023	Adhiyaman Arts and science college for Women	Research to Publication
16.11.2023 to 27.11.2023	Vivekananda college of Arts and Science for Women, Tiruchencode	Dynamics of Research, Professional Ethics and Universal Human Values in Holistic Development
20.11.2023	Sacred Heart college	One day FDP Program on Advanced Artificial Tools for Educators
18.12.2023 to 21.12.2023	Dwaraka Dass Goverdhan Dass Vaishnav college	FDP on Opportunity to leverage the teaching skills in Digital and professional landscape
18.12.2024 to 27.12.2024	Sri Krishna arts and Science college, Coimbatore	Methodology mastery and funding success
22.01.2024 to 26.01.2024	Holy Cross College, Trichy	Digital Marketing
05.02.2024 to 09.02.2024	Danraj Baid Jain college, Chennai	Internal Quality Assurance cell
29.01.2024 to 02.02.2024	SIVET college	Innovative Teaching learning Pedagogy
05.02.2024 to 06.02.2024	Michael Job Memorial college of Education for Women, Coimbatore	Evaluating Strategies and classroom management

15.02.2024	National college, Trichy	Collaborative and Extension activities in Higher Educational Institutions
19.02.2024 to 23.02.2024	Mohammed Sathak college of Arts and Science	Advanced Research Methodology
19.02.2024 to 23.02.2024	St Joseph college, Trichy	Empowerment in Education
21.02.2024 to 27.02.2024	Pillai HO college of Arts and Science, Rasayanai	Digital Zenith Elevating Security and Nurturing Wellness
26.02.2024 to 01.03.2024	Sri Krishna arts and Science college, Coimbatore	Ensuring Research integrity
01.03.2024 to 07.03.2024	Aiman college of Arts and Science, Trichy	Gen Z Journey, challenges and Opportunities
04.03.2024 to 09.03.2024	Leveraging AI for smart Teaching	FDP on at Bishop Heber college, Trichy
04.03.2024 to 15.03.2024	Inculcating Entrepreneurial Values for Students	National Science & technology Entrepreneurship Development Programme (NSTEDB),DST,GoI at KG REDDY college of Engineering & Technology
11.03.2024 to 17.03 2024	Effective Teaching Pedagogy: Strategies for Engaging and Empowering Learners	CT University, Punjab

18.03.2024 to 29.03.2024	Inculcating Entrepreneurial Values for Students	National Science & technology Entrepreneurship Development Programme (NSTEDB), DST, GoI at KG REDDY college of Engineering & Technology
03.06.2024 To 10.06.2024	Management analytics	S.A.Engineering Collge,Chennai
05.09.2024 To 09.06.2024	A five days Faculty Development Programme	JamalMohamed College(Autonomous), Trichy

ORIENTATION/OUTREACH/TRAINING PROGRAMME/WEBINAR Attended

S.NO	TITLE OF ACTIVITY	DATE	ORGANISER
1.	Research Projects: Funding Agencies and Proposal Writing	28.02.2018	Periyar EVR College, Tiruchirappalli
2.	Orientation Programme on “Being an Effective Teacher”	23.07.2018	Urumu Dhanalakshmi College, Tiruchirappalli
3.	Special Outreach Programme on Swachh Bharat Mission	07.12.2018	Tiruchirappalli Corporation
4.	Neuro Tejas-NLP for Teachers Peak Performance	09.08.2019 & 10.08.2019	Nehru College of Management, Coimbatore
5.	RRC Programme Officers Meet and Peer Educators Training Programme	18.02.2020	Bharathidasan University, Tiruchirappalli

6.	Emerging Trends in Food Technology –A key to jobs in food industry	10.5.2020	Dhanalakshmi Srinivasan arts and science college for women, Perambalur
7.	Online Quiz	06.05.2020	Jamal Mohammed College, Trichy
8.	Dr.B.R. Ambedkar's Economic Thought and its impact on the financial Sector	14.04.2024	Indian Academic Researchers association
9.	National awareness Quiz on Test your immunity	08.05.2020	Sakthi Institute of Information and Management Studies
10.	webinar on 21 st century Education: hanging role of teachers	07.09.2022	UGC Sponsored
11.	A GUI Way to learn machine Learning	01.03.2024	Annai Vailankanni College of Engineering
12.	Webinar on Winning in digital age	21.02.2024	SRM institute of science & Technology
13.	Creating Safe Spaces	15.05.2024	HSBK Degree College
14.	Various Context of Indian Knowledge System	29.05.2024	Amar Shahid Rajabhau Mahakal Govt Collge,Sonkatch (Dewas)

DETAILS OF PUBLICATION

NAME OF THE PAPER	YEAR OF PUBLICATION	NATIONAL/ INTERNATIONAL	COLLEGE
A Study on Consumer awareness of Green Marketing in Tiruchirappalli District	25.09.2019	National	Jamal Mohamed College, Tiruchirappalli

Green Marketing: Awareness of Green Products by Consumers in India	08.01.2020	International	Bishop Heber College, Tiruchirappalli
Green Marketing: Consumer awareness of Green Products in India	23.01.2020	International	Jamal Mohamed College, Tiruchirappalli
"Opportunities and Challenges of Technology Enabled Banking System held	29.03.2022 & 30.03.2022	National	St. Joseph College (Autonomous), Tiruchirappalli
National education Policy 2020: challenges and Opportunities for Higher Education institution in India	27.12.2023	International	Dr NGP arts and Science college, Coimbatore

BOOKS PUBLISHED

- Marketing Management - ISBN-13: 978-93-5577-069-1 - Charulatha Publications
- Financial Management - ISBN-13: 978-93-5577-077-6 - Charulatha Publications

AWARDS RECEIVED

Women Educationist Excellence Award – 2023 Organized by Vivekananda College of Arts and Science for Women at 11th international conference on G20 Moving Towards Sustainable and inclusive Growth on 5th & 6th April 2023

MEMBERSHIP/ASSOCIATIONS

- Acted as External Viva Voce Examinations on 29.11.2023 at A.Veeriya Vandayar Memorial Sri Pushpam college(Autonomous),Poodi,Thanjavur
- Acted as a Resource person Cauvery College for women for Management Development Programme on Entrepreneur ship & Intellectual Property Rights on 07th Feb 2024
- Organized a Knowledge Enrichment Programme named Winning Skills to Succeed on 13.2.2024 (11.45 am) at Meeting Hall 1.Dr.K.Sumithra , Assistant professor, Department of Management studies, Bishop Heber college,Trichy Was the chief guest of the function

- Life Time Member in ERDA
- Acted as a Resource person Aiman College of Arts and Science for women on Personality Development on 25.06.2024 and 26.06.2024

EXAMINER AND QUESTION PAPER SETTER

EXAMINER UNIVERSITY/AUTONOMOUS COLLEGES	QUESTION PAPER SETTER
Bharathidasan University, Trichy	GRDamodaran College of Science, Coimbatore
Bishop Heber college, Trichy	Vivekananda College of Arts and Science for Women, Tiruchencode
	Dhanalakshmi Srinivasan arts and science college for women, Perambalur
	Dhanalakshmi Srinivasan university, Trichy

PERSONAL PROFILE

DATE OF BIRTH : 09-04-1986

SEX : Female

MARITAL STATUS : Married

NATIONALITY : Indian

HOBBIES : Drawing, Reading books.

LANGUAGES : English, Tamil

MOBILE : +91-8248946462, +91-7550355918

PERMANENT ADDRESS : No :1, New Mudhaliyar Lane
North Andal Street,
Trichy – 62000

DECLARATION

I hereby declare that the above-mentioned details are true to the best of my knowledge.

DATE:

PLACE:

(B.REVATHI)