

D.D.G.D. VAISHNAV COLLEGE (AUTONOMOUS)

1	Name	Dr.S.P.Deepika
2	Designation	Assistant Professor
3	Department	BBA
4	Employee Id	EC05017
5	Date of Birth	26.05.1992
6	Gender	Female
7	Date of Appointment in this institution	19.07.2018
8	Experience in this institution	4 Years
9	Official Mail Id	deepeka@dgvaishnavcollege.edu.in
10	Blood Group	A+ve

11 EDUCATION DETAILS (from highest qualification):					
S.No.	Degree	Institution	University	Year of study	Grade/Class
1	Ph.D (Business Administration)	Hindustan Institute of Technology and Science	Hindustan Institute of Technology and Science (deemed to be University)	2014-2018	-
2	MBA	Hindustan Institute of Technology and Science	Hindustan Institute of Technology and Science (deemed to be University)	2012-2014	1 st class with Distinction
3	BA	Anna Adarsh College for Women	Madras University	2009- 2012	1 st class with Distinction

12 Details of ORIENTATION/REFRESHER COURSES attended:				
S.No.	Orientation/Refresher	University/Institution	Duration	Date (from-to)
1	Curriculum Design and Development	Dr.MGR Educational and Research Institute	4 Days	14.02.2021-18.02.2021
2	Education	Teaching Learning Centre, Ramanujan College,	2 Weeks	17.01.2021-01.02.2021

		University of Delhi		
3	Principles of Management	NPTEL, IIT Kharagpur	12 Weeks	July – October, 2021

13 Details of SEMINARS, CONFERENCES, WORKSHOPS, FDPs etc. attended:					
S.No	Type (Regional/National/International)	Theme (Workshop/Conference/Seminar/FDP)	Organized by	Duration	Date
1	National	FDP on Design and Development of Industry led Curriculum in Technological Era	AMET University (deemed to be)	9 Days	14.12.2022 – 22.12.2022
2	International	FDP on Professional Progression in Commerce & Management	Justice Basheer Ahmed Sayeed College for Women	7 Days	14.12.2022 – 20.12.2022
3	National	FDP on ICT – Tools: A New Vista in Teaching	Sona college of Arts and Science, Salem	1 Day	07.10.2022
4	National	FDP on National Education Policy	St.Peter's Institute of Higher Education and Research	7 Days	19.09.2022 - 25.09.2022
5	National	FDP on Role of Teachers under National Educational Policy 2020	Seth Jai ParkashMukandLal Institute of Engineering and Technology, Haryana	1 Day	17.09.2022
6	International	FDP on Innovative Teaching and Learning Methods	Patrician College of Arts and Science	6 Days	11.07.2022 – 16.07.2022
7	National	PDP on Effective and Quality Research Writing - Phase III	Patrician College of Arts and Science	7 Days	13.06.2022 – 19.06.2022
8	National	Webinar on Experiential Learning as Envisaged in NEP-2020	Guru AngadDev Teaching Learning Centre, SGTB Khalsa College, University of Delhi	1 Day	19.06.2022
9	National	Seminar on Transforming Quality of Teaching by Adopting and	Sri Ramakrishna College of Arts and Science	2 Days	21.04.2022 – 22.04.2022

		Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020			
10	National	Training on National IP Awareness Mission - IP Awareness/Training program	Government of India, Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade, Intellectual Property Office, India	1 Day	05.04.2022
11	International	Symposium on Recent Trends in IT	CSI – VSIT, Vidyalankar School of Information and Technology, Mumbai	5 Days	28.02.2022 – 04.03.2022
12	International	Conference on Transforming Business Through Digitalization: Insights, Tools And Techniques	SRM Institute of Science & Technology, College of Science & Humanities, College of Management, Ramapuram	1 Day	25.02.2022
13	National	Webinar on Financial Empowerment through Wealth Creation	Maharaja Agrasen Institute of Technology, New Delhi	1 Day	16.02.2022
14	National	Workshop on Wellness and Learning: A Holistic Approach Towards Leading a Meaningful Life	Guru AngadDev Teaching Learning Centre, SGTB Khalsa College, University of Delhi	1 Day	12.02.2022
15	National	Webinar on Financial Empowerment and Career Options in Securities Market	Smt. Maniben M.P. Shah Women's College of Arts and Commerce	1 Day	16.02.2022
16	National	Webinar on Financial Empowerment Through Wealth Creation	Department of Management Studies, SCAD College of Engineering and Technology, Cheranmahadevi	1 Day	11.01.2022
17	National	FDP on Developing Resilience through Innovations in	SRM Institute of Science and Technology, Kattankulathur	6 Days	21.01.2022 - 26.01.2022

		Management Teaching and Research,			
18	National	FDP on Innovation Management	All India Council for Technical Education, Nelson Mandela Marg, VasantKunj, New Delhi	5 Days	21.01.2022 to 25.01.2022
19	National	PDP on Recent Trends in Commerce	The Institute of Cost Accountants of India in association with the Internal Quality Assurance Cell [IQAC], Post Graduate & Research Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College [Autonomous], Chennai & Internal Quality Assurance Cell [IQAC], Post Graduate & Research Department of Commerce, SrimadAndavan Arts and Science College [Autonomous], Tiruchirapalli, Tamilnadu.	14 Days	22.09.2021 – 05.10.2021
20	National	FDP on Investor Education & Awareness	Sraddha Academy for Financial Education in association with the Internal Quality Assurance Cell and Department of B.Com Accounting and Finance & Information System Management, AnnaiVeilankanni's College for Women, Chennai	1 Day	29.11.2021
21	National	Faculty Development Webinar on Quality Enhancement in Higher Education - Demystifying Online Teaching -	Internal Quality Assurance Cell and the PG and Research Department of Commerce, The Standard Fireworks Rajaratnam College for Women, Sivakasi.	1 Day	29.09.2021

		Learning Process			
22	National	Webinar on Impact Lecture Series - Session I	SaradhaGangadharan College, Puducherry	1 Day	28.09.2021
23	National	FDP on Scholarly Writings	AyyaNadarJanakiAmmal College, Sivakasi	3 Days	23.09.2021 - 25.09.2021
24	National	Webinar on Women Empowerment through Women Entrepreneurship	Guru shreeshantivijaijain College for women	3 Days	22.09.2021 – 24.09. 2021
25	National	FDP on Blended mode of teaching and learning	AyyaNadarJanakiAmmal College, Sivakasi	3 Days	21.09.2021 - 23.09.2021
26	National	Webinar on Teacher's e-Kit: A Four Quadrant Approach for Development of OERs for Higher Education	Guru AngadDev Teaching Learning Centre, SGTB Khalsa College, University of Delhi	1 Day	09.09.2021
27	National	Conference on Empowering Educators	The Institute of Company Secretaries Of India	1 Day	07.09.2021
28	International	Conference on Issues and Challenges in Doctoral Research (ICICDR-2021)	Amity University, Harynan	1 Day	25.08.2021
29	National	FDP on From Research to Publication	Guru Shree Shantivijai Jain College for Women	8 Days	18.08.2021 – 25.08.2021
30	International	Conference on Modern Techniques and Practices	Tapti Education Society's Bhusawal Arts and Science College	1 Day	04.09.2021
31	National	Webinar on Young Startups - A Way Forward	St. Mary's College (Autonomous), Thoothukudi	1 Day	28.08.2021
32	National	FDP on Mentoring Pedagogy and Teaching for Higher Education	Prince Shri Venkateshwara Arts and Science College	1 Day	21.08.2021
33	National	Webinar on The Importance of Data Visualization	Guru AngadDev Teaching Learning Centre, SGTB Khalsa College, University of	1 Day	10.08.2021

			Delhi		
34	National	Webinar on Mutual Fund Dynamic	SRM Institute of Science & Technology, College of Science & Humanities, College of Management, Ramapuram	1 Day	12.08.2021
35	National	Webinar on How to Manage Performance while Remote Working	Women's Christian College	1 Day	05.08.2021
36	National	Webinar on Personality Enrichment	Mar Gregorios college of Arts and Science	1 Day	30.07.2021
37	International	PDP on Research analysis for Social Sciences	SRM Institute of Science & Technology, College of Science & Humanities, College of Management, Ramapuram	5 Days	13.07.2021 – 17.07.2021
38	International	FDP on Research and innovation	SRM Institute of Science & Technology, College of Science & Humanities, College of Management, Ramapuram	5 Days	05.07.2021 – 09.07.2021
39	National	Workshop on Creation of Research ID's	Patrician College of Arts and Science	1 Day	03.07.2021
40	National	FDP on Data Analytics For Innovative Research	Sri KanyakaParameswari Arts & Science College For Women	5 Days	17.05.2021 – 21.05.2021
41	National	Webinar on Understanding Technostress & Balancing Strategies	National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu in association with Department of Business Administration, D.G. Vaishnav College (Autonomous)	1 Day	20.03.2021

14 Details of Papers published in CONFERENCES/attended Conferences:					
S.No	Type (Regional/National/)	Name of the Conference	Name of the paper presented/Attended	Organized by	Date

	International)				
1	International	Applied Science, Engineering, Technology and Management – AICASET M	A Study on Academia Industry Interface in Indian Scenario	Alpha College of Engineering	23.09.2022
2	International	Entrepreneurship, Innovation and Startup-ICEIS 22	A Study On Customer Gratification Towards Service Quality Of Low Cost Airlines In India	Periyar University, Salem	06.09.2022 & 07.09.2022
3	National	Digi Banking Trends 2022	Usage of Wireless Technology in warehouses for tracing goods at logistics companies in Kerala	Sona College of Arts and Science, Salem	29.04.2022
4	International	Transformation in Commerce Post Covid (2.0)	Supply Chain Management Practices in Small Scale Enterprises	Sri Kanya ka Parame swari Arts & Science College for Women	28.05.2021
5	International	Retailing and Branding – Brand Sculpting Corporate Identity	Emerging Trends in Service Apartment Industry – Chennai Scenario	Madras University	29.05.2019
6	International	Intelligence, Innovation and Inclusion (3i) - Best practices for global Excellence	1. Traditional versus New wave of Small Players in Tourism Sector: A Study among Travel Agents in Chennai 2. Sustainability of Serviced Apartment Industry in Chennai: Issues and Challenges 3. Sustainability of Traditional Healthcare Practices – A Study on ITWWS, Thandarai Village	Pondicherry University	11.03.2016
7	International	Transnational Entrepreneurs and International SMEs	Service(d) Apartments Industry in India: A Study on	IIM, Bangalore	23.05.2015

		in Emerging Economies	issues, growth prospects and best practices for Internationalization		
8	International	International Conference on Marketing	Emerging Destinations for Service Apartment in India	ITM Business School	18.01.2015
9	International	Retail Franchising – A Gateway for Growth	A Study on Brand Promotional Strategy and Best Practices of sub Marine Sandwich Shop – with special reference to Chennai	Madras University	March 2014

15 Details of visit as a RESOURCE PERSON:					
S.No	Type (Guest Lectures, Workshops, Conferences Or Seminars/ Ph.D, Viva-voce Examination)	Title	Institution Name	Date	

16 Details of publication of Articles/ Chapters written in EDITED BOOKS:				
S.No	Book Name	Title of Articles/Chapters	Name & Address of the Publisher	Month & Year of Publication
1	Transnational Entrepreneurship: Issues of SME Internationalization in the Indian Context	Service(d) Apartments Industry in India: A Study on issues, growth prospects and best practices for Internationalization	Springer, Singapore	26.06.2019

17 Details of individual/collaborative MAJOR/MINOR research project undertaken:						
S.No	Title of the Project	Name & Address of the	Funding Agency	Fund Sanctioned	Period	Duration

		Collaborating Faculty				

18 Details on RESEARCH GUIDANCE:					
S.No	Type (FT/PT)	Name of the candidate	Title of the Dissertation	University	Status

19 Details of papers published in JOURNALS:							
S.No	Journal Type (National/International)	Name of the Journal	Title of the article	Name of the Co-authors	VolNo, IssueNo, Page Nos. ISSN No/DOI	Month and year of Publication	Impact Factor/SCI/Scopus (if any)
1	International	Journal of Asiatic Society of Mumbai	Usage of Wireless Technology in warehouse for tracing goods at logistics companies in Kerala	Dr.N.Madhumi thaa	Volume VI	September , 2022	UGC Care
2	International	Utkal Historical Research Journal	A Study on Supply Chain Management Practices in Small Scale	Dr.N.Madhumi thaa	Volume XXXIV	May, 2021	UGC Care

			Enterprises				
3	International	International Journal of Pure and Applied Mathematics (IJPAM)	Strategies adopted by Serviced Apartments for Customer Attraction and Retention in Emerging Market	Dr.M.K.Badrinarayanan	Volume 118, Issue 21A	June, 2018	Scopus
4	International	International Journal of Pure and Applied Mathematics (IJPAM)	Strategic Aspects of Serviced Apartment Industry in Chennai - Growth and Challenges	Dr.M.K.Badrinarayanan	Volume 118, Issue 22A	June, 2018	Scopus
5	International	International Journal of Exclusive Management (IJEMR)	A Study on the Emerging Opportunities and Scope of Serviced Apartments in Tamilnadu	Dr.M.K.Badrinarayanan	Volume 6, Issue 08	August, 2016	Impact factor: 5.76
6	International	Bonfring International Journal of Industrial Engineering and Management Science	Revenue Management and Dynamic Pricing Practices at the Gateway Hotel, Chennai	Ms.S.Hemalatha	Volume 6, Issue 3	June, 2016	Impact factor: 0.541
7	International	- International Journal of Marketing &	Online Travel and Tourism Startups in India: Business	Dr.M.K.Badrinarayanan	Volume 3	January, 2015	Impact factor: 3.43

		Financial Management	Models & Growth Challenges				
8	International	International Multidisciplinary Research Foundation	Emerging Destinations for Service Apartment in India	Dr.M.K.Badrinarayanan	Volume 1	January, 2015	Impact factor: 2.75

20	Details of AWARDS received:		
S.No	Title of the Award	Awarding Agency / University / Government	Month/Year
1	Best Faculty	Chennai Softech	2022
2	Pillars of India	ESN Publications	2021

21	Details of MEMBERSHIP IN EDITORIAL BOARD/ACADEMIC AGENCIES/BODIES:			
S.No	Name of the Journal/Magazine/Agency	Position in the Board	ISBN/ISSN No.(if any)	Year

22	POSITIONS HELD in this institution:		
S.No.	Institution/Department Level	Position	Duration
1	Department Level	Media Club Coordinator	2021 till date
2	Department Level	Managing Editor- 1.Epitome – Department Magazine 2. The Zenith – Department Newsletter 3. Magnifico – Entrepreneurial Handbook of the Department	
3	Department Level	Class Teacher for Batch 2021 – 2024 ‘C’ Section	2021 till date
4	Department Level	Quality Initiatives – Coordinator	2022
5	Department Level	Certificate Course Coordinator	2022

		(E-Entrepreneurship & Innovation and Creativity for Business	
6	Department Level	NIRF & Other Ranking Teams – Member	2021 till date
7	Department Level	Naan Mudhalvan (Dept. level Coordinator)	2022