

# Profile



**Name** : Dr. S. NAJMA

**Gender** : FEMALE

**Department** : BUSINESS ADMINISTRATION

**Educational Qualification** : M.BA., Ph.D., SET.,

S. NO.	DEGREE / DIPLOMA	SUBJECT / MAIN	NAME OF THE COLLEGE / UNIVERSITY
1.	Ph.D.	Marketing Management	Anna University, Chennai
2.	P.G.	MBA	Bharathidasan University
3.	U.G.	BBA	Bharathidasan University

## Additional Qualification:

S. NO.	DEGREE / DIPLOMA	SUBJECT / MAIN	YEAR	NAME OF THE COLLEGE / UNIVERSITY
1.	SET	Management	2016	Mother Theresa University, Kodaikanal.

## MANAGEMENT: SHIFT I

Teaching Experience at Holy Cross College : 3 Year and 3 Months

Teaching Experience outside Holy Cross College : 12 Year

**Total Teaching Experience** :15 Year and 3 Months

**Corporate Experience** : 5 years

### **E-lessons developed:**

<b>S. No</b>	<b>Title of e-lessons</b>
1.	Marketing Management
2.	Total Quality Management
3.	Business Law
4.	Industrial Relations

### **GUEST LECTURES PRESENTED**

- Dr.S.Najma presented a session on “Communication Skills, Interpersonal Skills & Resume Writing” in Three days programme jointly organized by Tamilnadu State Council For Science and Technology, DOTE Campus, Chennai and M.A.M School of Engineering, Trichy on “Science and Technology Capacity Building for Industrial Needs” for two days (19.9.2024 & 25,9.2024)
- Dr.S.Najma presented a session on converting innovation into start – up organized by Institution’s Innovation Council (IIC) and Department of Mechanical Engineering, M.A.M School of Engineering, Trichy on 29.8.2024.
- Dr.S.Najma handled a session on ‘Lean Start-Up and Minimum Viable Product/Business’ in a program organized by Department of Communication Engineering & Institution’s Innovation Council, M.A.M School of Engineering, Trichy on 27.7.2024
- Dr.S.Najma presented a session on ‘Build Your Personality for Career Growth’ in the Association Inauguration meeting organized by Department of Commerce (SF) Jamal Mohammed College Trichy on 16.7.2024.
- Dr.S.Najma presented a Guest Lecture on ‘Lean Start-Up and Minimum Viable Product/Business Boot Camp’ in the programme organized by Department of Computer Science and Institution’s Innovation Council, K.Ramakrishnan College of Engineering (Autonomous), Samayapuram, Trichirappalli on 21.6.2024
- Dr.S.Najma presented a Guest Lecture on ‘Restricting the Marketing of Unhealthy Foods to Children’ in the State Level Conference on ‘Alleviating Obesity: Vanishing the Weight of Life’ organized by the Department of Medical Surgical Nursing, M.A.M College of Nursing, Trichy with the approval of TNNMC on 14.6.2024.
- Dr.S.Najma presented a Guest Lecture on ‘Business Model Canvas’ organized by Department of Management Studies, M.A.M College of Engineering, Trichy on 30.4.2024
- Dr.S.Najma chaired a session on ‘How to plan for Startup and Legal and Ethical Steps’ at Capacity Development program organized by Institution’s Innovation Council, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu on 18.3.2024.

- Dr.S.Najma invited as a Jury for ‘Paper Presentation’ held at B-FEST organized by M.A.M Business School, Siruganur, Trichy on 1.3.2024.
- Dr.S.Najma invited as a Jury for the event ‘Connections’ held at the Inter-Collegiate Competition “COMZEST – 2024” organized by the Department of Commerce in Computer Applications, School of Management Studies, Holy Cross College (Autonomous), Trichy on 19.2.2024
- Dr.S.Najma presented a Guest Lecture on ‘Start – Up ideas for Budding Entrepreneurs’ organized by IIC, Department of EEE and Management Studies, K.Ramakrishnan College of Engineering, Samayapuram, Trichy on 24.08.2023.
- Dr.S.Najma chaired a session on ‘Negotiation and Networking’ at Women Entrepreneurship Development program organized by Institute Innovation Council and Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu sponsored by DST on 28.06.2023.
- Dr.S.Najma chaired a session on ‘Delegation of Authority’ at Women Entrepreneurship Development program organized by Institute Innovation Council and Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu sponsored by DST on 28.06.2023.
- Dr.S.Najma chaired a session on ‘Leadership Modes’ at Women Entrepreneurship Development program organized by Institute Innovation Council and Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu sponsored by DST on 28.06.2023.
- Dr.S.Najma chaired a session on ‘Break Even Analysis’ at Women Entrepreneurship Development program organized by Institute Innovation Council and Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu sponsored by DST on 23.06.2023.
- Dr.S.Najma chaired a session on ‘Start-up Entrepreneur’ at Women Entrepreneurship Development program organized by Institute Innovation Council and Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu sponsored by DST on 23.06.2023.
- Dr.S.Najma presented a Guest Lecture on ‘Capacity Building Programme on ‘Life Skills Development’ organized by PG & Research Department of Management, Srimad Andavan Arts & Science College (Autonomous), Trichy on 21.3.2023.
- Dr.S.Najma invited as a Jury for the event ‘Business Quiz’ held at the Inter-Collegiate Competition organized by Department of Commerce, Holy Cross College (Autonomous), Trichy on 8.3.2023.
- Dr.S.Najma chaired a session on ‘First Generation Entrepreneurs’ organized by Institute Innovation Council / Entrepreneurship Development Cell, Department of Business

Administration & IQAC, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu jointly with MIT square, Bangalore on 17.2.2023.

- Dr.S.Najma chaired a session on ‘Achieving Problem Solution Fit and Product Market Fit’ Entrepreneurs’ organized by Institute Innovation Council & Entrepreneurship Development Cell, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu on 07.01.2023
- Presented a Guest Lecture on ‘Legal ethics for successful startups’ organized by Institution Innovation Council & Start up Club, Cauvery College for Women (Autonomous) Trichy on 10.6.2022
- Dr.S. Najma acting as a visiting faculty and handling classes for MBA Twinning Programme in Pondichery University. (St.Joseph’s College, Trichy) from the year 2018 to till now.
- S. Najma acted as Resource person in Women Entrepreneurship Development Programme, 4 weeks online Training Programme organized by ED Cell, Cauvery College for Women, sponsored by DST and Delivered a Guestlecture on ‘Break Even Point’ on 22.02.2021.
- S. Najma acted as Resource person in Women Entrepreneurship Development Programme, 4 weeks online Training Programme organized by ED Cell, Cauvery College for Women, sponsored by DST and Delivered a Guestlecture on ‘Conducting Market Survey and online Data Collection for the identified business opportunities’ on 11.02.2021.
- S. Najma presented a Guest Lecture on ‘Personality Development and Team Building’ at Seethalakshmi Ramaswami College (Autonomous), Trichy on 16.12.2019
- S. Najma presented a Guest Lecture on ‘Personality Development and Team Building’ at St.Joseph’s College (Autonomous), Trichy on 26.09.2017.
- S. Najma presented a Guest Lecture on ‘Personality Development’ conducted by ED Cell, M.A.M College of Engineering, Trichy on 09.10.2014
- S. Najma presented a Guest Lecture on 'Marketing Mix' on 03.01.2014 and 'Market Research' on 07.01.2014 in the programme conducted by ED Cell, M.A.M College of Engineering, Trichy
- S. Najma presented a Guest Lecture on 'Perseverance' in the programme conducted by ED Cell, M.A.M College Engineering Trichy on 22.02.2013.
- S. Najma presented a Guest Lecture on 'Personality Development' and 'Who am I? (An exercise for self analysis), Interpersonal skills' in the programme conducted by ED Cell, M.A.M College Engineering Trichy, on 17.12.2012.
- S. Najma presented a Guest Lecture on ‘Market Survey – Demand Estimation –Tools and Techniques. How to conduct a market survey? 4 P’s of Marketing’ in the programme conducted by ED Cell on 27.02.2012.
- S. Najma presented a Guest Lecture on ‘Personality Development – SWOT Analysis – An exercise for Self Analysis II’ in the programme conducted by ED Cell, M.A.M College of Engineering on 17.02.2012

## **FACULTY DEVELOPMENT PROGRAMMES ATTENDED**

- Dr. S. Najma has actively participated in the Five Day-Faculty Development Programme on ‘AI TOOLS FOR SMART TECHING AND BLENDED LEARNING’ from 22.01.2024 to 27.01.2024 organized by the PG & Research Department of Commerce, Department of Commerce BPO and Department of Commerce Voc. (BFSI).
- Dr. S. Najma has participated in Faculty Development Programme on ‘Structural Equation Modeling Using SPSS & AMOS’ organized by Department of Business Administration, Holy Cross College (Autonomous), Tiruchirappalli-02 held on 25.08.2023.
- Dr. S. Najma has participated in one – day Faculty Development Programme on Structural Equation Modeling (Using AMOS & SMART PLS) held on 16.08.2023 at Shrimati Indira Gandhi College, Tiruchirappalli.
- Dr. S. Najma participated in 7 days National Level Online Faculty Deveolopment Program on ‘Outcome Based Education (OBE)’ in association with The Kerala State Higher Education Council organized by The Internal Quality Assurance Cell (IQAC) of SES College, Sreekandapuram, Kannur from 18<sup>th</sup> June 2023 to 25<sup>th</sup> June 2023.
- Dr. S. Najma has successfully participated in the International Lecture Series on Writing High Impact Journal Papers organized by Department of Economics, Kristu Jayanthi College (Autonomous), Bengaluru on 24<sup>th</sup> September 2022.
- Dr. S. Najma participated in 5 days Faculty Development Program on ‘Salesforce Essentials for Business Specialists’ conducted by ICT Academy from 20<sup>th</sup> June 2022 to 24<sup>th</sup> June 2022 at Shrimathi Indira Gandhi College, Trichy.
- Dr. S. Najma participated in Faculty Knowledge Sharing Program on ‘Creating Learning Activities to Engage Students’ organized by ICFAI Group at Trichy on 18.06.2019.
- Najma. S attended FDP on 'Attitude change requirement among faculty members' by Mr.Sujith kumar, Head-HR, Infosys organised by Training and Placement Department at MAMCET Auditorium on 09th February, 2013.
- Najma. S participated in an AICTE sponsored Short Term Course on "Research Methods in Management and Social Sciences" organized by the Department of Management Studies, IIT Madras, Chennai from 3rd February, 2013 to 7th February, 2013.
- Najma. S attended a Faculty Development Programme on “Good to Great” presented by Dr. Jacob Jeyakar, former Principal, Bishop Heber College, Trichy on 27.06.2012 at Edison Hall.

- Najma. S attended Faculty Development Programme on 'Research and Data Analysis using SPSS' organized by the Department of Management Studies, M.A.M College of Engineering and SPSS South Asia Pvt. Ltd. on 8th October, 2010.

### **PUBLICATIONS**

- Dr. S. Najma has published a book chapter titled 'Challenges and Opportunities for Women Entrepreneurs' in the book 'Entrepreneurial Opportunities for Women and Support Schemes published by Scientific International Publishing House in July, 2024 with ISBN No. 978-93-6674-753-8
- Najma, S. and Nashath Raffia. A 'Impact of Store Atmospherics on Indian Purchase Behaviour', *International Journal of Management Review*, Vol.1, No.1, 2014, pp.47-57.
- Najma, S. and Shameem.S 'Green Marketing and its Impact on Consumers' Attitude', *International Journal of Management Review*, Vol.1, No.1, 2014, pp.105-113.
- Najma, S. and Shameem.S 'Women Buying Behaviour and Factors Influencing Purchase Decision With Reference to Selected Consumer Durables', *International Journal of Management Review*, Vol.1, No.1, 2014, pp.170-179.
- Najma, S. and Shameem.S 'Consumers' Attitude Towards online shopping – A Study with reference to Tiruchirappalli City, Tamilnadu - India', *Sankhya International Journal of Management and Technology*, Vol. III, II(A), 2014, pp.354–356.
- Najma, S. 'The antecedents of store patronage behaviour in Indian kirana store', *Int. J. Business Innovation and Research*, Vol. 7, No.5, 2013, pp.554-571.
- Najma.S, 'Brand Preference for Fairness Creams – A study in Tanjore' *Cauvery Research Journal*, Vol.4, Issue 1&2, 2011, pp.18-21
- Najma.S, 'Brand Preference of Tea Among Consumers – A study in Coimbatore' *Cauvery Research Journal*, Vol.3, Issue 1&2, 2010, pp.24-27
- Najma, S. and Shameem.S, 'E-Learning in Higher Education – Challenges, Benefits & Future' *Cauvery Research Journal*, Vol.5, Issue 1&2, 2012, pp.48-49

**SEMINAR/ WORKSHOP/CONFERENCE ATTENDED AND PAPER PRESENTED**

Name of the Staff	Seminar/Workshop/ Conference With the Topic	Place and Duration
DR.S.NAJMA	Participated and presented a paper in the title 'Artificial Intelligence As Coach and Monitor' at the Two day International Conference on Artificial Intelligence – Adoption and Application in Business held on January 09 & 10, 2024 organized by Department of Commerce, Bishop Heber College (Autonomous), Trichy.	Bishop Heber College, Trichy – one day
DR.S.NAJMA	Participated in the webinar on “Scholarly Publishing v/s Predatory Publishing” on 22 <sup>nd</sup> January, 2022 organized by Dr.S.R. Ranganathan Library & Information Centre,Dr.N.S.A.M. First Grade College (A Unit of NITTE Education Trust (R) Mangalore) Affiliated to Bengaluru City University.	Online – one day
DR.S.NAJMA	Participated in the Professional Development Programme on “Recent Trends in Commerce” from 22 <sup>nd</sup> September 2021 to 5 <sup>th</sup> October 2021 organized by The Institute of Cost Accountants of India in association with the IQAC, Post Graduate and Research Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai & IQAC, Post Graduate and Research Department of Commerce, Srimad Andavan Arts and Science College, (Autonomous), Tiruchirappalli, Tamilnadu	Virtual Mode – 14 days
DR.S.NAJMA	Participated in National Level Webinar on "Career Opportunity as Chartered Accountant & Company Secretary" on 4 <sup>th</sup> January, 2022 Organized by Department of Commerce, Government College of Arts, Science & Commerce, Goa	Virtual Mode – One day
DR.S.NAJMA	Participated in National Level Webinar on “Contemporary HR Management Problems & Solutions” on 20 <sup>th</sup> December, 2021 organized by Department of Bank Management, The New College (Autonomous), Chennai	Virtual Mode – One day
DR.S.NAJMA	Participated in OneDay Online Training Programme On “Importance Of Positive Mindset During Pandemic” on 27 <sup>th</sup> June 2021 Organized by Primax Eduacademy, Bengaluru, Karnataka, India.	Virtual Mode – One day
DR.S.NAJMA	Participated in the <b>UGC-Sponsored Webinar on ACADEMIC LEADERSHIP</b> on 24.08.2021 organized by UGC – Human Resource Development Centre, Bharathidasan University, Tiruchirappalli, Tamilnadu	Virtual Mode – One day
DR.S.NAJMA	Participated in National Level Webinar on “Intellectual Property Rights” from 5.8.21 to 7.8.21 organized by PG & Research Department of Commerce & Department of Economics, St.Joseph’s College of Arts & Science (Autonomous), Cuddalore	Virtual Mode – Three days

DR.S.NAJMA	Participated in “A National Webinar - Re-Search, Innovate and Own it!!!” dated 21.06.2021 Entrepreneurship Development Cell organized in association with Institution's Innovation Council, Cauvery College For Women(Autonomous, Trichy	Virtual Mode – One day
DR.S.NAJMA	Participated in ‘National Webinar on Swachh India & Swasth India’ on 15th June 2021 organised by the N.CC, N.S.S and Red Cross Units along with IQAC , Anjuman-e-Islam’s Nehru Arts, Science And Commerce College Ghantikeri, Hubballi-Karnataka	Virtual Mode – One day
DR.S.NAJMA	Participated in ‘National Webinar on Intellectual Property Rights(IPRs)’ on 8th June 2021 organised by the Departments of Botany, Zoology, Library and Information Centre along with IQAC in Collaboration with Visvesvaraya Trade Promotion Centre (A Government of Karnataka Organisation), Bengaluru, Anjuman-e-Islam’s Nehru Arts, Science And Commerce College Ghantikeri, Hubballi-Karnataka	Virtual Mode – One day
DR.S.NAJMA	Participated in “National Webinar on Career Guidance and Counselling in Sports” on 14th June 2021. Organized by the Departments of Physical Education and Sports & Library and Information Centre Anjuman-e-Islam’s Nehru Arts, Science And Commerce College, Ghantikeri, Hubballi-Karnataka	Virtual Mode – One day
DR.S.NAJMA	Participated in ‘National Webinar on Yoga demonstration on the Occasion of International Yoga Day’ organised by the N.C.C SubUnit, N.S.S Unit and Department of Physical Education & Sports along with IQAC on 21st June 2021. Anjuman-e-Islam’s NEHRU ARTS, SCIENCE AND COMMERCE COLLEGE GHANTIKERI, HUBBALLI-580020, KARNATAKA	Virtual Mode – One day
DR.S.NAJMA	Participated in the 22 <sup>nd</sup> Edition of Online National Level Faculty Study Circle on the topic “Innovative Teaching Strategies for Digital Natives – Gen Z” on 26 <sup>th</sup> and 27 <sup>th</sup> May 2021 organized by Department of Commerce, Sivananda Sarma Memorial R.V.College	Virtual Mode – Two days
DR.S.NAJMA	Participated in the one-day online workshop on “Bloom's Taxonomy based Question Paper Design for Outcome Based Education in Economics” organized by Department of Economics in association with the Internal Quality Assurance Cell (IQAC) and Outcome Based Education Monitoring Council on 27.09.2021 under UGC PARAMARSH Scheme, Ayya Nadar Janaki Ammal College, Sivakasi Ayya Nadar Janaki Ammal College	Virtual Mode – One day
DR.S.NAJMA	Successfully completed six days national level Faculty Development Programme on “Digital Teaching Methods in Higher Education” from 23 <sup>rd</sup> August to 28 <sup>th</sup> August 2021 organized by PG & Research Department of Commerce with Computer Applications. Hindusthan College of Arts & Science, Coimbatore.	Virtual Mode – Six days
DR.S.NAJMA	Successfully participated in the three days online Faculty Development Programme on “Environmental Issues and Ethics”	Virtual Mode –
DR.S.NAJMA	Participated in National Webinar on “Transformation of Higher Education in India in Context of NEP-2020” held on 30 <sup>th</sup> September, 2021 organized by P.G. Department of Education, Fakir Mohan University, Balasore.	Virtual Mode –



	organised by the Department of Mathematics in association with IQAC from 17.09.2021 to 19.09.2021. Sengamala Thayaar Educational Trust Women's College (Autonomous) Sundarakkottai, Mannargudi, Tiruvarur (Dt),	Three days
DR.S.NAJMA	Participated in the Six Day Faculty Development Programme on "Research in Social Science" during 20.09.2021 – 25.09.2021 Organized by the Department of Economics and Centre for Research in association with the Internal Quality Assurance Cell (IQAC) during 20.09.2021 – 25.09.2021 under UGC PARAMARSH Scheme. Ayya Nadar Janaki Ammal College, Sivakasi	Virtual Mode – Six days
DR.S.NAJMA	Actively participated in the Webinar titled "CHALLENGES IN FINANCIAL COMMITMENT AFTER COVID" on 1st Day of MGR COVID-19 COWINWEWIN, organized by Department of Financial Planning on 14-06-2021 by Dr.M.G.R. Educational and Research Institute, Chennai	Virtual Mode – One day
DR.S.NAJMA	Actively participated in the "INTERNATIONAL SEMINAR ON NETWORK SECURITY AND CRYPTOGRAPHY" organized by the Department of Commerce, SRM Institute of Science and Technology, Ramapuram, Chennai-89 held on 26/06/2021.	Virtual Mode – One day
DR.S.NAJMA	Attended the National Webinar on Academic Writing: Do's and Don'ts organised by the Departments of BBA & BCA on 19th June 2021 Anjuman-e-Islam's Nehru Arts, Science, IQAC Initiative Commerce, BBA, BCA College & PG Centre, Ghantikeri, Hubli 580020, Karnataka	Virtual Mode – One day
DR.S.NAJMA	Attended the International Webinar on "Plan your Future" Organized by PG & Research Department of Commerce on 20 <sup>th</sup> September 2021	Virtual Mode – One day
DR.S.NAJMA	Attended the National Level Webinar on "Impact of Covid-19 on various sectors of the Indian Economy" on 26 <sup>th</sup> June 2021 Department of Economics, Anjuman-e-Islam's Nehru Arts, Science, Commerce, BBA, BCA College & PG Centre, Ghantikeri, Hubli 580020, Karnataka	Virtual Mode – One day
DR.S.NAJMA	Participated in the One Day National Level Faculty Development Programme on DYNAMICS OF IMPARTING EMPLOYABILITY SKILLS AND INDUSTRY READINESS IN THE CLASSROOM organized by the Department of Science and Humanities, Dr.N.G.P Institute of Technology, Coimbatore-641048, Tamilnadu on 21.06.2021	Virtual Mode – One day
DR.S.NAJMA	Participated in the webinar on "Cyber Frauds in Banking" organised by the School of Management and CCC Nehru Arts and Science College, Coimbatore held on 15.12.2021.	Virtual Mode – One day
DR.S.NAJMA	Participated in One day National Level Webinar on "Promotion of Academic Integrity & Prevention of Plagiarism" on 23 <sup>rd</sup> July 2021 Department of Library and Information Centre, Bhaurao Kakatkar College, Belgaum, Karnataka	Virtual Mode – One day
DR.S.NAJMA	Attended the Online National Level Workshop on "Motivational Story of Entrepreneur (How to be Your Own Boss) organized by	Virtual Mode –

	Institution's Innovation Council & Department of Commerce, Smt.Radhadevi Goenka College for Women, Akola on 24 <sup>th</sup> November, 2021	One day
DR.S.NAJMA	Actively participated in International Webinar on "Ethics Conscience for a New Business Take" Organised by Department of Business Administration, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamilnadu on 31.05.2021.	Virtual Mode – One day
DR.S.NAJMA	Participated in a State Level Webinar on "How to Write an Effective Funding Proposal?" organized by IQAC and Research & Development cell, Marudhar Kesari Jain College for Women, Vaniyambadi on 25.09.2021.	Virtual Mode – One day
DR.S.NAJMA	Participated in the National Webinar on "Gender and Nation in Partition Literature" Organized by the Department of English on 30th June 2021.Nehru Art and Science College, Coimbatore.	Virtual Mode – One day
DR.S.NAJMA	Attended the National Level Webinar on Research Methodology Organised by the Departments of BBA, BCA & PG Courses on 28th June, 2021. Anjuman-e-Islam's Nehru Arts, Science, Commerce, BBA, BCA College & PG Centre, Ghantikeri, Hubballi.	Virtual Mode – One day
DR.S.NAJMA	Participated in the online webinar on "Innovation Opportunities for Students/Faculties" on 29.5.21 by Entrepreneurship Development Cell in association with Periyar University – IEDP HUB & Institution Innovation Council, Adhiyaman Arts and Science College for Women, Krishnagiri	Virtual Mode – One day
DR.S.NAJMA	performed excellently in Online Quiz "ROAD SAFETY AWARENESS QUIZ" organized by the National Service Scheme, Idhaya College For Women, Kumbakonam, Thanjavur (Dt) on 10-3-2021.	Virtual Mode – One day
DR.S.NAJMA	actively participated in the Six Days Online National Workshop on "Integrating Technology in Learning Language Literature" Organized by Department of English, Vinayaka Mission's Kirupananda Variyar Engineering College, Salem from 20th September to 25th September 2021.	Virtual Mode – Six days
DR.S.NAJMA	Participated in the "Webinar on Adulterated Products" Organised by the School of Management and CCC of Nehru Arts and Science College, Coimbatore held from 03.11.2021	Virtual Mode – One day
DR.S.NAJMA	Participated in "International Symposium on MSME COVID-19: IMPACT CHALLENGES & OPPORTUNITIES" Organized by the Department of Business Administration on 28 SEP 2021. HINDUSTHAN COLLEGE OF ARTS AND SCIENCE	Virtual Mode – One day
DR.S.NAJMA	Participated in the INTERNATIONAL WEBINAR ON "MICROBES : THE GUARDIAN OF ECO-SYSTEM" Organised by ANJAC EXNORA, Ayya Nadar Janaki Ammal College, Sivakasi on 21st September 2021	Virtual Mode – One day
DR.S.NAJMA	Participated in Six-days National Level Online Faculty Development Program on "Intellectual Property Rights & Plagiarism" from 29 <sup>th</sup> June to 4 <sup>th</sup> July 2021 IQAC initiative, PG Department of Commerce, Shri.R.Kanthi	Virtual Mode – Six days

	Arts, Commerce and Science College, Mudhol, in association with VTTC, Govt. of Karnataka Organization,	
DR.S.NAJMA	Participated in one week virtual Faculty Development Programme on “Tools used in Digital Training and Learning held from 5.7.201 to 10.7.2021, IQAC Initiative, Department of Computer Science and BCA, Shri.S.R.Kanthi Arts, Commerce and Science College, Mudhol	Virtual Mode – One week
DR.S.NAJMA	Attended the National Webinar on “Yoga-Key to Positive Mental Health” held on 2 <sup>nd</sup> October, 2021 Deeksha Institute & Rehabilitation, Ghazipur (U.P)	Virtual Mode – One day
DR.S.NAJMA	Participated in the One Week National Online Workshop on “Robotic Process Automation Design &Development” Organised by Department of Electronics, St. Francis De Sales College, Nagpur from 20-24 September, 2021.	Virtual Mode – One week
DR.S.NAJMA	Successfully participated in National Level Webinar Conducted on 23 <sup>rd</sup> July 2021 on “EMPOWERING THE YOUNG MINDS THROUGH COMMUNICATION SKILLS” Department of English Under IQAC, Anjuman-e-Islam’s Anjuman Arts, Science, Commerce College and PG Studies, Dharwad, Karnataka.	Virtual Mode – One day
DR.S.NAJMA	Participated in the Workshop cum Faculty Development Programme on Intellectual Property Rights [Virtual Mode] on Overview of IPR –Economies & Legal Framework, Patents & Designs, Trademarks, Geographical Indicators, Copyrights, Scope of IPR for Educational Institutions, Academicians, Professionals for 14 <sup>th</sup> June 2021 to 18 <sup>th</sup> June 2021 [5 Days] Organised by the Internal Quality Assurance Cell [IQAC], Post Graduate & Research Department of Commerce, The New College [Autonomous] in association with the Internal Auditing & Assurance Standards Board [IAASB], The Institute of Cost Accountants of India.	Virtual Mode – Five days
DR.S.NAJMA	Actively participated in the International Level Webinar on Personality Development and Interpersonal Skills on 10 <sup>th</sup> July 2021 by Department of English & Postgraduate Centre, Y & M Anjuman Khairul Islam’s Poona College of Arts, Science & Commerce Camp, Pune	Virtual Mode – One day
DR.S.NAJMA	Participated in the National Webinar “SHADOW PANDEMIC- DOMESTIC VIOLENCE IN THE WAKE OF COVID-19” on 7 <sup>th</sup> September 2021 organised by PG & Research Department of Social Work, Cauvery College for Women (Autonomous), Tiruchirappalli-18.	Virtual Mode – One day
DR.S.NAJMA	participated in the One Day National Level Workshop on “Procedural Aspects in GST” held on 11-06-2021 Friday. DEPARTMENT OF COMMERCE, Parvathy’s Arts & Science College, Dindigul	Virtual Mode – One day
DR.S.NAJMA	Successfully participated in One Day National Level Webinar Conducted on 11 <sup>th</sup> August 2021 on “Techniques of Pursuing Good Research in Social Sciences” Department of Sociology, Anjuman Arts, Science, Commerce College and PG Studies,	Virtual Mode – One day

	Dharwad, Karnataka	
DR.S.NAJMA	Participated in the One day National Webinar on “Mutual Fund Dynamic” on 12 <sup>th</sup> August 2021, Department of Commerce, SRM Institute of Science and Technology, College of Science and Humanities, Ramapuram Campus, Chennai	Virtual Mode – One day
DR.S.NAJMA	Participated in the International Multi-disciplinary Webinar on “International Day of Non-violence” on 2 <sup>nd</sup> October 2021 Department of English and Postgraduate Centre, Poona College of Arts , Science & Commerce, Camp, Pune, Maharashtra, India	Virtual Mode – One day
DR.S.NAJMA	PARTICIPATED IN THE WEBINAR ON “SUSTAINABLE ENVIRONMENT FOR WILDLIFE: INDISPENSABLE”Held on October 05,2021organized by the Department of Mathematics PSGR KRISHNAMMAL COLLEGE FOR WOMEN,COIMBATORE	Virtual Mode – One day
DR.S.NAJMA	participation in a One-Day Webinar on National Education Policy 2020: Education Reforms Paradigm Shift in India organizedby Pandit Deendayal Upadhyaya Adarsha Mahavidyalaya (PDUAM), Eraligool, Karimganj-788723, Assam in association with Bharatiya Shikshan Mandal, Assam University Unit on July 30, 2021 through online platform.	Virtual Mode – One day
DR.S.NAJMA	Participated in the One Week National Online Workshop on “Robotic Process Automation Design & Development”organised by Department of Electronics, St. Francis De Sales College, Nagpur from 20-24 September, 2021	Virtual Mode – One week
DR.S.NAJMA	Participated in “A One Day International Workshop on Conceptualization of Business Analytics” on 24.09.2021 organized by Department of Commerce, Sri Ramakrishna College of Arts andScience, Coimbatore.	Virtual Mode – One day
DR.S.NAJMA	participated in National Level Webinar Conducted on 28th July 2021 on “THE EFFECT OFCOVID-19 ON SPORTS CAMPAIGN”Department Of Physical Education, Anjuman Arts, Science, Commerce College & P.G Studies, Dharwad Karnataka	Virtual Mode – One day
DR.S.NAJMA	Participated in the national level webinar on “Social Science Research & Statistical Data AnalysisUsing SPSS”Jointly organized by the P. G. Department of Commerce with Computer Application and Department of Business Administration on 12-07-2021.	Virtual Mode – One day
DR.S.NAJMA	Attended Two Week InternationalFaculty Development Programme On The Era Of Change -Recent Advancements Of Machine Learning In Terms Of AI &IOT Organised by Department of Computer Science and Applications, SRM Institute of Science and Technology, Ramapuram, Chennai from 12.07.2021 to 25.07.2021 in Online Mode.	Virtual Mode – Two Weeks
DR.S.NAJMA	Actively participated in the National Level Webinar on 26 <sup>th</sup> National Reading Day held on 19 <sup>th</sup> June 2021 bythe Department of Library and Information Science and The Department of English and Postgraduate Centre, Poona College of Arts, Science & Commerce, Pune	Virtual Mode – One day

DR.S.NAJMA	Participate In The Webinar On Effects Of Covid-19 On Mental Health On Dated 31/05/2021 by BABA Moni Ji Group Of Institutions, Punjab	Virtual Mode – One day
DR.S.NAJMA	A webinar on ‘Leadership Counts’ by Dr.N.Saravanakumar IAS, Secretary, Ministry of Agriculture, Government of Bihar, organized by Association of Principals of College of Bharathiyar University, Coimbatore on 10.04.2020	Online & one day
DR.S.NAJMA	An Online FDP on ‘Business Simulations’ by Mr.Samuel Johnson, AP, VIT, Chennai on 11.04.2020	Online & one day
DR.S.NAJMA	‘DHRONA – The Art of Teaching and Learning for the Nxt Gen’ – Online Faculty Development Programme hosted by D.G.Vaishnav College, Chennai on 12.04.2020.	Online & one day
DR.S.NAJMA	A webinar on ‘Impact of Covid-19 on Small Indian Businesses & Strategies to Rise up’ sponsored by ASSOCHAM on 15.04.2020	Online & one day
DR.S.NAJMA	Online course on “Creativity and Innovation for Personal and Professional Development” organized by AVS College of Arts & Science from 13.04.2020 to 16.04.2020.	Online & four days
DR.S.NAJMA	Webinar on ‘An Effective Research Paper Writing Skills’ organized by Bhagwan Mahavir College of Commerce and Management Studies, Bhagwan Mahavir University, Gujarat from 13.04.2020 to 16.04.2020.	Online & four days
DR.S.NAJMA	Online course on ‘Stress Management’ organized by Department of Management and Research, AVS College of Arts & Science from 13.04.2020 to 17.04.2020.	Online & five days
DR.S.NAJMA	Faculty Development Programme organized by Spoken Tutorial Project, IIT Bombay from 19.04.2020 to 24.04.2020 remotely at Sri Krishna Arts and Science College, Coimbatore.	Online & five days
DR.S.NAJMA	A webinar on ‘Role of Emotional Quotient on Professional Development’ organized by Bhagwan Mahavir College of Management on 19.04.2020	Online & one day
DR.S.NAJMA	Online Workshop on ‘Communication With Confidence’ conducted by VB Academy on 24.04.2020.	Online & one day
DR.S.NAJMA	International Faculty Development Programme on ‘Develop The Ability To Write Research Proposal’ organized by Adarsh AIMIT affiliated to Bengaluru Central University on 24.04.2020	Online & one day
DR.S.NAJMA	National Workshop on ‘Fine Tuning Research Planning Using Elsevier Tools: Science Direct, Scopus and Mendeley’ organized by K.J.Somaiya College Of Science and Commerce – Autonomous – Affiliated to University of Mumbai in Collaboration with Elsevier on 25.04.2020.	Online & one day
DR.S.NAJMA	One Day National Level Webinar on ‘Way forward for Banking – Impact of Covid’19 by Mr.Tanuj Poddar	Online & one day

	(Director – Banking & Finance, Financial Planning Academy) organized by Thakur College of Science And Commerce on 26.04.2020.	
DR.S.NAJMA	A webinar on ‘Employability Skills In Curriculum Design’ organized by Audisankara College of Engineering & Technology (Autonomous) on 26.04.2020	Online & one day

### **EXTRACURRICULAR ACTIVITIES:**

- Dr. S. Najma has participated and finished 5 Km Marathon conducted by Kaveri Hospitals in view of awareness towards Heart Deceases on 22<sup>nd</sup> September 2024.
- Dr. S. Najma has participated in 5 Km Marathon conducted by Holy Cross College (Autonomous), Trichy in view of awareness towards Menturation and has won II prize in staff category.
- Dr. S. Najma has participated and finished 5 Km Cyclothon conducted by Velan Hospitals in view of awareness towards Heart Deceases.
- Dr. S. Najma has participated in 5 Km Marathon conducted by Kaveri Hospitals in view of awareness towards Heart Deceases and has won cash prize.

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