

**Profile**

**Name** (Fr./Dr./Mr./Mrs./Ms.) : Dr.VIDHYA BALASUBRAMANIAN

**Gender** : Male  Female

**Department** : Business Administration

**Educational Qualification** : MBA.,M.Phil (Management)., Ph.D



S.No.	DEGREE/COURSE	INSTITUTE/ UNIVERSITY
1	Ph.D (Management)	J.J College of Arts and Science, Pudukottai
1	M.Phil (Management)	Jamal Mohammed College, Trichy
2	MBA (Finance & Marketing) - Secured 16 <sup>th</sup> Rank of Anna University Chennai	V.S.B Engineering College, Karur
3	B.Com (Commerce)	Kongu College of Arts and Science, Karur

**Aided**  **Management**  **Shift I**  **Shift II**

Teaching Experience at Holy Cross College: 01 Years

Teaching Experience outside Holy Cross College: 07 Years

**Total Teaching Experience: 08** Years

**Positions Held** (VP / Dean/ HOD / Director/ Overall Coordinator etc.)

S. NO.	NAME OF THE POSITION	PERIOD
1.	DEPARTMENT SPORTS COORDINATOR	2022-2024
2.	DEPARTMENT PTM INCHARGE	2022-TILL DATE
3.	DEPARTMENT ASSOCIATION INCHARGE	2023- TILL DATE
4.	STAFF CLUB MEMEBER	FROM 2024 ONWARDS

## ***ACADEMIC ACHIEVEMENTS***

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- Secured **University Rank** in Master Of Business Administration, Anna University Chennai in the Cader of **16<sup>th</sup> Rank**.
- Received “**Certificate of Appreciation**” for the **100%Result** bought for the subject of “**Services Marketing and Retail Marketing**” for MBA during the service of working at KRCE.

### **PAPER PUBLISHED**

- Presented a paper on ‘Role of Insurance and Economic Development’ at Pavendar Bharathidasan College of Engineering and Technology, Trichy acknowledged the ISBN NO - 978-93-80530-62-8
- Presented a Paper on ‘Green Marketing Development and Challenges’ at Sri Ganesh School of Business Management, Salem. concede the ISSN NO - 2319-1406
- Presented a Paper on ‘Microfinance – Current Status, Emerging trends and Counteractive Measures for Poverty Alleviation’ at Adaikalamatha Institute of Management, Vallam. Thanjavur. acknowledged the ISSN NO – 2250-1940, VOLUME II
- Presented and published a paper on “A Study of Factors Influencing Claims in General Insurance Business In India” At Jamal Institute of Management, Trichy. Acknowledged the ISSN NO – 2249-1260, Special issue 3- “Journal Of Management Science”
- Presented and published a paper on “Service Marketing Strategies And Modern Trends in Indian Educational Sector” at Bishop Heber College, Trichy Acknowledged the ISBN NO – 978-93-80767-77-2.
- Presented Paper on “An Emerging trends in marketing of Organic food products”.
- Presented and published a paper on “An outline for the development of improved sanitation system in Rural India – Total sanitation campaign” JJ College of arts and science, Pudukkottai.
- Presented and published a paper on “Bitcoin as Digital Money – Its Growth, Effects and Future Sustainability in Indian Market” at Alagappa University Acknowledged the ISBN NO- 978-93-87865-15-0.
- Published the paper in UGC CARE LISTED JOURNAL OF “ANVESAK” in the title of “Organic food- A way Ahead to Lead a Healthy Life Style and its Sustainability in the Post Covid-19 Tune ISSN NO: 0378-4568. Vol 51.No.2 (II): July-December 2021.
- Published the paper in UGC CARE LISTED JOURNAL OF “KALYAN BHARATHI” in the title of “Perspectives towards Green, Smart and Organic foods (GSO)- Its Trends, Challenges and Nutritional Benefits to Lead a Healthy Life Style ISSN NO: 0976-0822. Vol 36.No.9 (I): July-December 2021.
- A Study on Impact of Buying Behavior towards organic food products on customer satisfaction with special reference to Tiruchirappalli District , International Journal of Management - Volume 11, Issue 12, December 2020. pp. 3869-3879., IISN NO. 0976-6502
- A Study on Consumer Perception influencing Buying Behavior towards organic food products with special reference to Tiruchirappalli District.
- Paper presented on International Conference On “ Challenges in Knowledge Era” at Jamal Mohammed College Trichy.

- Paper presented on International Conference On “ Emerging Trends in Service Sector” at Bishop Heber College Trichy.
- Paper presented on International Conference On “ Indian Economy - Strengths and Weaknesses” at Aiman College of Arts and Science ,Trichy.
- Paper presented on International Conference On “ Advances in Business Management” at J.J College of Arts and Science Trichy.
- Paper presented on International Conference On “ Digital Banking for Sustainable Development” at Alagappa University

**SEMINARS / CONFERENCES / WORKSHOPS ATTENDED:**

<b>NAME OF THE SEMINAR/CONFERENCE</b>	<b>PARTICIPATED /PRESENTED</b>	<b>SPONSORING BODY</b>	<b>INSTITUTE</b>
The Application of Structural Equation Model in Empirical Research	Participated	Nil	Dhanalakshmi Srinivasan Institute of Techonlogy
Behaviour Modification	Participated	NIL	Holy Cross College (Autonomous)
Research Methodology & Data Analysis using Statistical Package for Social Science (SPSS) & Analysis of Moments Structure (AMOS)	Participated	PRIMAX FOUNDATION	BISHOP HEBER COLLEGE (AUTONOMOUS)
MOOC'S and E-ContentDevelopment	Participated	Guru Angad Dev Teaching Learning Center under Ministry of Education PMMMMNMTT	29 the April to 5 <sup>th</sup> May 2023
Outcome Based Education	Participated	St.James College of Nursing and Pharmaceutical Science Chalakudy	Kerala State Higher Education Council 8 <sup>th</sup> March to 15 <sup>th</sup> March 2023

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