

## PROFILE



Name : **Dr.S.SUBATHRA**  
Gender : Female  
Department : COMMERCE  
Designation : Assistant Professor  
PG & Research Department of Commerce  
Holy Cross College (Autonomous)  
Tiruchirappalli – 620 002.  
Educational Qualification : M.Com., M.Phil., B.Ed., Ph.D., SET

S.No.	Degree / Diploma	Subject / Main	Name of the College / University
1	U.G.	Commerce	Holy Cross College, Trichy
2	P.G.	Commerce	Annamalai University, Chidambaram
3	M.Phil.	Commerce	Annamalai University, Chidambaram
4	B.Ed.		Indhra Gandhi National Open University
5	Ph.D.	Commerce	Periyar E.V.R.College, Trichy.
6	TNSET	Commerce	Mother Teresa Women's University

### Technical Qualification:

Certificate Course	Tally ERP 9	RSK Technologies, Trichy
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### Management Staff:

Teaching Experience at Holy Cross College: 3 years and 10 Months

Teaching Experience outside Holy Cross College: 11 Years

**Total Teaching Experience: 14 Years & 10 Months.**

### Book Publication:

S.No.	Year	Title	Authors	Published by
1	May 2019	Women Owned Small Business	Dr.S.Subathra Dr.C.Paramasivan	IARA Publication, K.K Nagar, Tiruchirappalli-21 ISBN: 978-81-935441-9-8

### Patent Registration:

S.No.	Grant Date	Design Number	Patent for	Approved by
1	13.01.24	6336264	Smart Stress Detection device	UK Design pattern, Comptroller-General of Patents, Designs

				and Trade Marks, Intellectual Property Office
2	15.03.24	6343491	Device for instantaneous monitoring and analysis of inventory	UK Design pattern, Comptroller-General of Patents, Designs and Trade Marks, Intellectual Property Office
3	05.04.24	6355492	ONLINE BANKING SECURITY MONITORING DEVICE	UK Design pattern, Comptroller-General of Patents, Designs and Trade Marks, Intellectual Property Office

#### Journal Publications:

S.No.	Topic	Journal's Name	Publication Detail
1	Schemes for Women Entrepreneurs	SELP Journal of Social Science	Vol. VI, Issue 26, Oct – Dec 2015, pp : 70-75, ISSN No. : 0975-9999
2	A Study on schemes for Women Entrepreneurs in Information & Communication Technology	Yazhini Publications, Cuddalore District.	Myths & Realities of Business in the Digital Era, Feb.2016, pp: 383- 387, ISBN No. 978-93-80622-44- 6
3	Institutional Assistance for Women Entrepreneurship in Tamilnadu	Research Explorer	Vol.IV, Issue 13, July-Dec 2016, pp: 73-78, ISSN No. : 2250-1940
4	Profile of Women Entrepreneurs in Tiruchirapalli.	International Journal of Trend in Research & Development	Vol.3(6), Nov-Dec 2016, pp: 507- 510, ISSN No. : 2394-9333, <a href="http://www.ijtrd.com">www.ijtrd.com</a>
5	Growth of Women Entrepreneurship in MSME in TamilNadu	International Journal of Current Research	Vol. 8, Issue, 12, pp.43229-43233, Dec. 2016, ISSN NO. : 0975- 833X, <a href="http://www.journalcra.com">www.journalcra.com</a>
6	Women Empowerment and Entrepreneurship through TAHDCO in Tiruchirappalli district	Research Explorer	Vol.V(14),Jan-June 2017,pp:67- 72,ISSN No. :2250-1940 (Print)

7	A Study on Impact of Women Owned Business on Socio-Economic Empowerment of Women in Tiruchirappalli District	SHANLAX Publications, Madurai	Fostering Scientific Temper in Business Research, April 2019, pp. 19-33, ISBN 979-93-88398-99-2
8	A study on Financial Performance of Women Owned Business in Tiruchirappalli District	Primax International Journal of Commerce and Management Research	Indian Economy – Strengths and Weaknesses, Aug.2019, pp.44-53, ISSN:2321-3604, Imp.Fac: SJIF 7.184
9	A Study on Financial Performance of IOB with Reference to Ratio Analysis	JCT Journal UGC Care List online Publication	A Journal of Composition Theory, Dec. 2019, Vol. XII, Issue: XII,ISSN No.: 0731-6755, Imp. Fac.- 5.7
10	A Study On India's Trade Development Through India-Sri Lanka Bilateral Trade Relations	Studies in India Name Places (UGC Care List online Publication)	ISSN: 2394-3114, Vol.:40, Issue:12, Impact Factor:5.3 Feb. 2020
11	Impact Of Covid-19 Lockdown On Status Of College Students In India	Research Explorer	Volume VIII, Issue 29, Oct-Dec.2020, ISSN: 2250-1940 (P) 2349-1647 (O) Impact Factor: 3.655 (CIF), 2.78 (IRJIF), 2.62 (NAAS)
12	Role of Banks in the Growth of Women Owned Small Business in India	Kala, The Journal of India Art History Congress (UGC Listed)	Vol. 27, N, No. 1(IX), 2021, ISSN: 0975-7945
13	Impact of COVID-19 on Non-Performing Assets of SBI and HDFC Bank – A comparative Study	Anvesak, A bi-annual Journal (UGC Care Group – 1)	Vol. 51, No. 01(XVII), ISSN: 0378 – 568, January – June 2021
14	Editorial Volume of Book	Impact of Mobile Banking on Customer's Satisfaction in Tiruchirappalli Town	Blue Duck Publications, Banking Innovation Edited by Dr. C. Paramasivan, July 2023, pp. 266-281, ISBN 978-93-939996-89-3
15	Strategies to Meet Challenges in Human Capital Development and Human Resource Management during Industry 4.0	A Special Issue in International Conference on Global Contemporary issues and unlocking innovations in business Industry 4.0 - Organised by Virudhunagar Hindu Nadars' Senthikumara Nadar College.	Dr. BGR Publications Special Issue: IJBER: e-ISSN: 2455-3921, Page no. 139 - 146

**Conference/Seminar/Workshop/ Training Programme attended - Academic & General:***(Last five years)*

<b>S.No</b>	<b>Date</b>	<b>Title/Topic</b>	<b>Seminars / Conference / Symposium / Workshop</b>
1	22.02.2012	Online Money Transfer Service in the Globalisation ERA (Paper Presented)	National Seminar on Service Sector in the Globalization Era. JMC, Trichy
2	12.09.2014	Work Life Balance (Paper Presented)	State Level Seminar on HR practices in India, Srimad Andavan Arts & Science College, Tiruchirappalli.
3	27.02.2015	Women Empowerment through Social Entrepreneurs. (Paper Presented)	UGC sponsored National Seminar on Social Entrepreneurship – A Drive for Sustainability. Periyar EVR College, Trichy.
4	16.02.2016	A Conceptual study on Women Entrepreneurship (Paper Presented)	International Seminar on Emerging Trends in Global Business. Nehru Memorial College, Puthanampatti.
5	17.02.2016	A Study on Schemes for Women Entrepreneurs in Information & Communication Technology (Paper Presented)	National Conference on Myths & Realities of Business in the Digital Era. Jamal Mohamed College, Trichy.
6	21.05.2016	Women Entrepreneurship (Paper Presented)	National Symposium on Emerging Trends in Innovation in Academic Research. Publication Division, BDU in Association with IARA, Trichy.
7	24.06.2016 & 25.06.2016	Entrepreneurial Opportunities in Indigenous and Export Industries for Women and Youth (Participated)	Two days National seminar on Women Entrepreneur Association of Tamilnadu. St.Joseph College, Trichy.
8	22.04.2017	Women Empowerment and Entrepreneurship through TAHDCO in Tiruchirappalli district (Paper Presented)	International Symposium on Emerging Trends in Rejuvenating Academic Research.IARA,Tiruchirappalli
9	26.09.2017	Research Methodology & Research Writing (Participated)	One day International workshop on Research Methodology and Research Writing, Periyar EVR College, Tiruchirappalli.

10	28.02.2018	Funding Agencies & Proposal Writing (Participated)	One day Capacity Building Programme on Research Projects: Funding Agencies and Proposal Writing, Periyar EVR College, Tiruchirappalli.
11	21.04.2018	Quality Enhancement in Academic Research (Participated)	International Conference on Quality Enhancement in Academic Research, (IARA), Jamal Mohammed College, Trichy.
12	20.02.2019	A Study on Impact of Women Owned Small Business on Socio-Economic Empowerment of Women in Tiruchirappalli District (Paper Presented)	National Seminar on Fostering Scientific Temper on Business Research, Periyar EVR College, Tiruchirappalli.
13	21.04.2019	Ethical Issues in Academic Research (Participated)	International Conference on Ethical Issues in Academic Research, IARA, Jamal Mohammed College, Trichy
14	20.07.2019 & 21.07.2019	Training on SPSS (Participated)	Two Day Hands on Training on SPSS (Workshop), IARA, Trichy.
15	07.08.2019 & 08.08.2019	A Study on Financial Performance of Women Owned Business in Tiruchirappalli District (Paper Presented)	Two Day International Conference on Indian Economy-Strengths and Weaknesses, Aiman College of A & S for Women, Trichy.
16	16.09.2019	Tally with GST (Participated)	Oneday Workshop on Tally with GST, National College (Autonomous), Tiruchirappalli.
17	11.01.2020	A Study on Financial Performance of IOB with Reference to Ratio Analysis (paper Presented)	National Conference on Challenges to Indian Business, Aiman College of Arts and Science for Women, Trichy.
18	22.01.2021	Role of Banks in the Growth of Women Owned Small Business in India (Participated and Paper Presented)	International Conference on Emerging Trends in Banking & Financial Technology, Department of Commerce, SRM Institute of Science & Technology, Trichy
19	16.3.2021 & 17.03.2021	Impact of COVID-19 on Non-Performing Assets of SBI & HDFC Bank- A Comparative	International Conference on The Impact of COVID Pandemic in the Universal Tertiary Sector, PG and Research

		Study (Participated and Paper Presented)	Department of Commerce, Holy Cross College (Autonomous), Trichy-2.
20	24.03.2021	Virtual Faculty Development Programme on Funding Opportunities for Research (Participated)	Centre for Research and Development, CMS College of Science and Commerce, (Autonomous), Coimbatore.
20	03.07.2021	Webinar on “Cryptocurrency and Bitcoin” (Participated)	Department of Commerce & Management, St. Joseph Univeristy, Nagaland
21	20.01.2022 to 22.01.2022	Three Days online Workshop on “Innovation Ecosystem” (Participated)	IARA and Tiruchirappalli, IAA, Tiruchirappalli.
22	04.03.2022 To 09.03.2022	FDP on the Overview of Capital Market (Participated)	Bombay Stock Exchange Broker’s Forum in association with Dr. Ambedkar Law University, Chennai
23	09.03.2022 & 10.03.2022	FDP on Data Analysis (Participated)	FDP organized by Thiagarajar School of Management, Madurai
24	28.05.2022	One day National Webinar on NEP 2020: Focusing on Higher Education and Research (Participated)	IARA, Tiruchirappalli in association with IAA, Tiruchirappalli.
25	15.06.2022 to 21.06.2022	One week online FDP on Framework and Preparation of AQAR (Participated)	IARA, Tiruchirappalli and West Bengal State University and Arumugam Pillai Seethai Ammal College, sivagangai District.
26	15.09.2022	Workshop on Teacher’s Conference – Empowering Educators (Off-line) (Participated)	Institute of Company Secretaries of India and Bharathidasan University, Tiruchirappalli.
27	30.09.2022	Online Workshop on Research Publications in Indexed Journals (Participated)	IARA & IIA Tiruchirappalli Branch
28	30.10.2022	Oneday Workshop on Research Profile Management (off-line) (Participated)	PG & Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirappalli in association with IARA, Tiruchirappalli

29	27.11.2022	Online International Conference on Accounting and Taxation in Digital and ICT Era (Participated)	Indian Academic Researchers Association and Srinivas University, Karnataka
30	06.02.2023 to 10.02.2023	Online International FDP on Sculpting a Research Manuscript for an Authentic Publication in Care listed journals (Participated)	Social Work Department, Holy Cross College, Trichy
31	08.03.2023 to 15.03.2023	7 Day National Level Online FDP on Outcome Based Education (Participated)	St.James College of Nursing and St. James College of Pharmaceutical Sciences, Chalakudy in association with The Kerala State Higher Education Council.
32	13.03.2023	Challenges and Issues on Digital Marketing (Paper presented)	One day International Conference on Research in Business, Management and Finance, PG & Research Department of Management Studies, Bishop Heber College (Autonomous), Tiruchirappalli.
33	16.09.2023 to 18.09.23	International Online Workshop on Academic Writing – Ethical Issues (Participated)	International Online Workshop on Academic Writing – Ethical Issues organized by Global Institute of Statistical Solutions (GISS)
34	19.09.23 to 26.09.23	7 Day National Level Online FDP on Emerging Trends & Challenges in Commerce & Management Education (Participated)	National Level Online FDP on Emerging Trends & Challenges in Commerce & Management Education organized by Department of Commerce with International Business, Hindusthan College of Arts & Science (Auronomous), Coimbatore.
35	29.09.23	One-day National Seminar on Entrepreneurial Opportunities for women and Support Schemes(Participated)	One-day National Seminar on Entrepreneurial Opportunities for women and Support Schemes organized by PG & Research Department of Economics, Holy Cross College (Autonomous), Tiruchirappalli.
36	04.10.23 to 11.10.23	One Week International Virtual FDP on Innovative Teaching and	One Week International Virtual FDP on Innovative Teaching and Learning Pedagogies organized by School of

		Learning Pedagogies (Participated)	Management Studies, Sathyabama Institute of Science and Technology, Chennai.
37	28.10.23	One Day Workshop on Emerging Trends in Accounting Education and Research (Participated)	One Day Workshop on Emerging Trends in Accounting Education and Research organized by PG and Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirappalli.
38	26.12.23 to 30.12.23	5 Days online workshop on SPSS in Research (Participated)	5 Days online workshop on SPSS in Research organized by Star International Foundation for Research and Education, Namakkal
39	22.01.24 to 26.01.24	5 Days Virtual FDP on Digital Marketing (Participated)	Department of Commerce in Computer Applications, Holy Cross College (Autonomous), Tiruchirappalli.
40	22.01.24 to 27.01.24	5 Days Virtual FDP on AI Tools for Smart Teaching and Blended Learning (Participated)	PG & Research Department of Commerce, Department of Commerce BPO, Department of Commerce Voc. (BFSI), Holy Cross College (Autonomous), Tiruchirappalli.
41	24.01.24	One Day National Conference (Hybride Mode) on 'The Evolving Landscape: Exploring Possibilities and Challenges for the Girl Child in a dynamic World (Participated)	Women's Studies Centre (funded byUGC), Holy Cross College (Autonomous), Tiruchirappalli.
42	28.02.24 & 29.02.24	Two days International Conference on Achieving Sustainable women empowerment through education, Employment and Entrepreneurship. (Paper Presented and Participated. Title: An Empirical Study on Challenges faced by Women Entrepreneurs in Viralimalai)	PG and Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirappalli.
43	01.03.24 to 07.03.24	Six days National level Virtual FDP on Gen Z College Journey:	PG Department of Commerce and Department of Commerce with Computer Application with Institution's Innovation



		Challenges & Opportunities (Participated)	Council, AIMAN College of Arts and Science for Women, Trichy 620021.
44	16.05.24 to 18.05.24	Online workshop on Proposal Writing and Funding Opportunities (Participated)	Thanthai Periyar Government Arts and Science College, Tiruchirappalli and Indian Academic Researchers Association, Tiruchirappalli.
45	29.05.24 to 31.05.24	Three days International Online Workshop on Research Publication and Promotion (Participated)	Indian Accounting Association, Tiruchirappalli Branch and Indian Academic Researchers Association, Tiruchirappalli.
46	18.07.24 & 19.07.24	A Study on Opportunities and challenges of Micro Industries in the Era of Industry 5.0 (Participated and Paper Presented)	ICSSR sponsored National Conference on Industry 5.0: A New Prospect for Business and Industrial Transformation, PG & Research Department of Commerce, St. Joseph's College (Autonomous), Tiruchirappalli
47	24.07.24 & 25.07.24	Strategies to Meet Challenges in Human Capital Development and Human Resource Management during Industry 4.0 (Participated and Paper Presented)	Two day International Conference on Global Contemporary issues and unlocking innovations in business Industry 4.0 - Organised by Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar.
48	26.08.24 to 30.08.24	Five days Faculty Development Programme on Research Methodology and Analysis through SPSS (Participated)	Pencil Bitz Academy (Empowering Innovation Through Expert Research Services) Registered under Ministry of MSME, India.

### E-Lessons Developed:

S.No.	Title of e-lessons
1	Types of services in Services Marketing
2	Residential Status of an individual
3	Computation of taxable income under the head Income from Salary

### Membership Obtained:

S.No.	Year	Type	Professional Body
1	2019	Life Member	Indian Accounting Association, Tiruchirappalli Branch
2	2020	Life Member	Indian Academic Researchers Association, Tiruchirappalli Branch

3	2024	Life Member	Education Research and Development Association, Tiruchirappalli Branch
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**Academic Awards / Prizes:**

S No.	Year	Title of the Award/Certificate	Award/Certificate Provided By
1	2017	Best Research Scholar Award	Indian Academic Researchers Association, Trichy.
2	2024	Best Paper Presentation (Title: An Empirical Study on Challenges faced by Women Entrepreneurs)	PG and Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirappalli.
3	2024	Sterling Paper Published	Holy Cross College (Autonomous), Tiruchirappalli.

**Acted as Resource person/Symposium Co-ordinator/Organising Joint secretary/Executive Committee Member:**

Date	Program	Title	Organised by
22.04.17	International Symposium	Emerging Trends in Rejuvenating Academic Research.	Indian Academic Researchers Association, Trichy.
21.04.19	Organising Joint Secretary	Ethical Issues in Academic Research	Indian Academic Researchers Association, Trichy.
07.08.19 & 08.08.19	Executive Committee Member	International Conference on Indian Economy-Strengths and Weaknesses	PG Department of Commerce, Aiman College of Arts and Science for Women, Trichy.
15.10.2022	Member of Organizing Committee	International Seminar on Re-Engineering of Human Resource Management	PG & Research Department of Commerce, Holy Cross College, Trichy.
28.02.24 & 29.02.24	Resource Person	Two days International Conference on Achieving Sustainable women empowerment through education, Employment and Entrepreneurship. (Delivered a lecture on Sustainable women empowerment and its impact on society)	PG and Research Department of Commerce, Thanthai Periyar Government Arts and Science College, Tiruchirappalli.

**Residential Address**

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