

## Profile

NAME (Dr.) : Mrs. C. SAFFINA

GENDER : Male  Female

DEPARTMENT : COMMERCE



EDUCATIONAL QUALIFICATION :

S. No.	Degree / Diploma	Subject / Main	Name of the College / University
1.	U.G.	Commerce	Holy Cross College, Tiruchirappalli-2
2.	P.G.	Commerce	Bharathidasan University Tiruchirappalli-2
3.	PGDCA	Computer Applications	Annamalai University, Chidambaram.
4.	B.Ed	Commerce	Bon Secours College of Education, Thanjavur.
5.	M.Phil.	Commerce	Alagappa University, Karaikudi.
6.	MBA	Business Administration	Annamalai University, Chidambaram.
7.	Ph.D.	Commerce	Bharathidasan University, Tiruchirappalli.

Aided

Management

Shift I



Shift II

Teaching Experience at Holy Cross College: 11Months

**Other Teaching Experience:** 18 years and 4 Months

**POSITIONS HELD:**

<b>S. No.</b>	<b>Name of the Position</b>	<b>Period</b>
1.	PG Assistant in Government Boys Higher Secondary school in Budalur	2006-2007
2.	PG Assistant in Auxilium Girls Higher Secondary school in Thanjavur	2007 - 2008
3.	Worked as an <b>Assistant Professor</b> in the Department of Commerce in Auxilium college of Arts And Science for women, Regunathapuram, Pudukkottai - DT	2008-2010
4.	Worked as Staff Coordinator	2008 - 2010
5.	Worked as Red Ribbon Club Incharge	2008 - 2010
6.	Worked as an Assistant Professor in the Post Graduate and Research Department of Commerce , <b>Dean of Women , HOD of Commerce Department</b> in Annai Vailankanni Arts and Science college , Thanjavur.	2010 - 2017
7.	Controller of examinations	2010 - 2011
8.	Moral & Catechism Coordinator	2011 - 2017
9.	Convenor for all Seminars and Conferences	2012 - 2015
10.	Dean of women & member of Administrative Council	2016 - 2017

11.	Self Defense training Program with WE Women Forum	
12.	“Penmayiyae Pottruvom, Penmayiee Vazhthuvom” event organized with Anandha Vikatan	
13.	Worked as a <b>Research Advisor in Commerce, Head, Dean and Assistant Professor</b> in the Post Graduate and Research Department of Commerce, Bon Secours College For Women, Thanjavur.	2017 - 2023
14.	Acted as convenor for International conference in “Functional Innovations in Commerce And Management	2017
15.	Dean of Arts & Research Advisor in Commerce	2018 - 2020
16.	“The Global logic of Strategic Alliances In Commerce And Management “	JAN 2018
17.	Criterion 7 Chairman in NAAC Process, Rotaract Club Incharge	2019 - 2022
18.	Head , Department of Commerce (All Criterion Incharge)	2020 - 2023
19.	IQAC Composition member	2021 - 2023
20.	Chief Superintendent of Bharathidasan University , Tiruchirappalli	2022 - 2023
21.	Working as Assistant Professor in Holy Cross College for Women. Trichy	2023 – till date

#### **INITIATIVES TAKEN WITH OTHER ORGANIZATIONS DURING HEADSHIP:**

- Auditor HUB with Institute of Chartered Accountants of India (**ICAI**), Kumbakonam Branch , Tamilnadu
- **Market Ka Eklavya** Express program with NSDL
- Aadhar Reformation program with **India Post**
- **Fintech program** with Indian Bank, Junction Branch ,Thanjavur

- Hands on training in **stock trading** with MSME
- Skill based training Program with **Chamber of Commerce Industry**, Thanjavur
- Technology transfer management program with **NIFTEM**
- Seminar on **IPR** with Registered patent & Trade mark Attorney, Rajasthan

**Ph D RESEARCH GUIDANCE** : On going research – 4 scholars

### **RESEARCH GUIDANCE :**

- ❖ Have guided 14 M.phil Scholars,
- ❖ 60 M.Com., Projects and
- ❖ 05 MBA in Marketing, Banking and Finance.

### **RECOGNITION :**

Awarded as Highly Commanded in August 2015 for the research in “A study on School women teacher’s stress and its effect on their Job Performance in Thanjavur District.” under the guidance of Dr. M. Swaminathan, Director of Management & Dean of Commerce, in Bharath Institute Of Science & Management, Thanjavur.

### **JOURNAL / ARTICLES PUBLISHED :**

1. A Study on the problems faced by the Silk Weavers in Thanjavur District, Volume 1, ISSN (P) : 2250 - 0006, ICV : 57.7, Impact Factor (JCC) : 5.5658, NAAS Rating : 3.27, IBI Factor : 3 : 2.
2. A Study on school women teachers stress and its effect on job performance in Thanjavur district, Business Practices for sustainable Integration - ISBN-978-81-909275-1-2.
3. A Study of identifying the factors responsible for teachers low morale in schools, Research Paradigms in Management, ISBN 978-93-82338-12-3
4. Entrepreneurial perception of success and its effect on small firm performance, Indo global journal of commerce and economics, ISSN 2393-9796- VOL -4, Issue 1
5. Innovative measures to solve women teachers' stress, Proceedings of the national seminar on “innovations in management” ISBN : 978-93-80509-04-4.
6. Women stress management an overview, Sankhya international journal of management and technology, ISSN : 0975-3915, Vol III, Issue II(A).

7. An analysis on dominant factor of job stress and its impact on the job satisfaction of school women teachers in Tiruchirappalli, IJMSS, ISSN 2249-0191, VOL 8 (1.2)
8. Stress and its effect on job performance of teachers, Innovative management strategies for emerging business paradigms, Vol 2.
9. A study on the problem faced by the investors towards desiring various investment avenues in Thanjavur city corporation, Journal of management JOM ISSN 2347-3940, VOL 4, Issue 2
10. An empirical study on job stress and its impact on the satisfaction of women teachers, Primax international journal of commerce and management research , ISSN 2321-3604
11. Corporate social responsibility of selected indian companies, primax international journal of commerce and management research ISSN 2321-3612.
12. Micro insurance : A mechanism for women empowerment, International Journal of creative research thoughts (IJCRT), ISSN: 2320 - 2882.
13. Micro credit : One of the best ways of empowering women, AEGAEUM Journal, ISSN : 0776 - 3808.
14. Microfinance and Girls Empowerment: Their Space and Chance for Poverty Reduction, Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 3, 2021, Pages. 2238 - 224415.
15. Discussion on the growing market of FMCG market in Reinvigoration of middle income households; a case study on Bangalore rural districts scenario, Indian Journal of Natural Sciences, ISSN : 0976 - 0997, Vol.14 / Issue 79/ Aug / 2023.
16. The Empowerment of Women Through Microfinance as Decision Maker and as a Development Participant of the Country, The Ciência & Engenharia - Science & Engineering Journal , ISSN: 0103-944X, Volume 11 Issue 1, 2023 ,pp: 2152 - 2158
17. A Study of Women Teachers Professional Attitude and Work Commitment of Women Teachers in Private School Higher Educational at Kumbakonam , Mukta Shabd Journal, Volume XII, Issue IX, SEPTEMBER/2023, ISSN NO : 2347-3150
18. Factors of Micro finance on Women Empowerment : A Comprehensive study , International Journal of Central Banking, January 2024 ,Vol. 20 No. 1
19. Divergence In Autonomy And Agency Among Rural And Urban Women After Accessing Microfinance , Educational Administration: Theory and Practice 2024, 30(5), 8200-8207 ISSN:

2148-2403

20.Exploring The Impact Of Emotional Intelligence On Work Commitment Of School Teachers In Thanjavur , Educational Administration: Theory and Practice 2024, 30(5), 3923 - 3929 ISSN: 2148-2403

21.MicroFinance And Women's Entrepreneurial Success, CAHIERS MAGELLANES-NS  
Volume 06, Issue 1 2024, ISSN:1624-1940 , DOI 10.6084/m9.figshare.2632574

### **Awards Received:**

- ❖ Received **I2OR National Award for Outstanding Researcher 2024** from International Institute of Organized Research (I2OR) . (I2OR is a registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405) (15.06.2024)
  
- ❖ Received **Researcher Award and Certificate of Recognition** from Holy Cross College on International Women's day(06.03.2024)
  
- ❖ Received **Best Teacher Award** from Rotaract club of Thanjavur South , Tamilnadu in September 2020

### **CONFERENCE / SEMINAR/ WORKSHOP / TRAINING PROGRAMMES ATTENDED :**

<b>S. No.</b>	<b>Theme</b>	<b>International/ National / State level</b>	<b>Year</b>	<b>Resource Person / Paper Presentation / Participation</b>
1.	Faculty Development Programme on "Setting Goals and Managing Time"	National level	2021	Participation

2.	Five Day Virtual National Faculty Development Programme on "Blockchain Technology and Its Applications"	National Level	2021	Participation
3.	Online Course on Knowledge Management - Concepts Tools & Practices - UDEMY Course	National level	2020	Participation
4.	Online course on Introduction to Digital Marketing” in Great Learning	National level	2020	Participation
5.	Online National FDP on "Outcome Based Teaching Learning	National level	22.05.2020 to 29.05.2020	Participation
6.	One day orientation program on AICTE approval process for installing MBA course	National level	13.02.2020	Participation
7.	Faculty Development Programme on “PROMOTION OF API SCORE AND CAS FILING”	National level	09.01.2019	Participation
8.	National Level Faculty Development Programme on “Enhancing Teaching and Research	National level	06.09.2018	Participation

	Capabilities”			
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