

DATA SHEET



Name of the faculty : S. Najma
Designation : Assistant Professor
Department : Management Studies
Educational Qualification : MBA

Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University
BBA	Business Administration	2001	Cauvery College for Women	Bharadhisian University
MBA	Marketing with Finance	2003	Shrimathi Indra Gandhi College	Bharadhisian University

Academic Experience :

Name of the College	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
1. MAM College of Engineering	Assistant Professor	25.08.2010	-	5	2	11
2. Roever Institute of Management	Assistant Professor	01.06.2009	23.08.2010	1	3	-
3. Srimad Andavan Arts and Science College	Lecturer	15.12.2003	30.04.2004	-	4	15

National Seminars, Workshops. Conferences Status Attended

S.No	Description
1.	Najma.S attended a one day seminar on 'Research Methodology' organized by Centre for Research, Anna University of Technology Tiruchirappalli on 27 th August, 2011.
2.	Najma.S attended an interactive session with Pawan Agarwal, CEO, Mumbai Dabbawalas organized by CII on 15 th October 2011 at Hotel Sangam, Trichy.
3.	Najma.S attended one day seminar on 'Entrepreneurship Development' conducted by Confederation of Indian Industry on 03 rd March, 2012.
4.	Najma.S Participated in UGC sponsored National Seminar on 'Role of Technology upgradation and its impact on Banking Service Sector in the New Millennium' organized by PG and Research Department of Commerce, Urmu Dhanalakshmi College, Trichy from March 16, 2012 to March 17, 2012.
5.	Najma.S participated in DST program for research scholars held at Bharthidasan University Technology Park, Kajamalai Campus on 17 th August, 2012.
6.	Najma.S attended guest lecture on 'Enhancing MSME in Central District of Tamil Nadu' conducted by CII on 21 st December, 2012.
7.	Najma.S attended a Conference on Realising India@75 Vision, Best Tribute to Prof C K Prahalad by Adi Godrej President, Confederation of Indian Industry on 28 th December, 2012 at Hotel ITC Grand Chola, Chennai.
8.	Najma.S attended Two days workshop on 'Case writing, Study Analysis' held at M.A.M College of Engineering and Technology, Tiruchirappalli from 11 th November, 2011 to 12 th November, 2011.
9.	Najma.S participated in UGC National Workshop on Writing and Publishing Research Article in Commerce and Management conducted by Department of Commerce and Financial Studies at Bharathidasan University, Tiruchirappalli on 19 th and 20 th November 2011.
10.	Najma.S attended one day workshop organized by Department of Management Studies, MAMCET on 'Methodology for Management Research and data analysis' by Dr. Kannadasan, Assistant Professor, IIM, Raipur, on 21 st January, 2012.

National Seminars, Workshops. Conferences Status Presented

S.No	Description
1.	Najma.S presented a paper in the National level Seminar on “E-Learning in Higher Education- Challenges, Benefits and Future” organized by PG and Research Department

International Seminars, Workshops. Conferences Status Presented

S.No	Description
1.	Najma.S presented a paper titled “Consumers’ Attitude Towards Online Shopping-A Study with reference to Tiruchirappalli City, Tamilnadu-India” in the International Conference on “New Dimensions in Commerce & Industry in the Globalized Era” organized by Department of Management Studies, Bharath College of Science and Management on on 22 nd February 2014 and the same has been accepted for publication in Sankhya International Journal of Management and Technology.
2.	Najma.S presented a paper titled ‘Dimensions of Marketing’ in the International Conference on Business Innovations in the Globalisation Era held on 22 nd September, 2012 at A.V.V.M Sri Puspham College, Poondi, Thanjavur District.

Publications (Others)

S.No	Description
1.	Najma, S. ‘Green Marketing and its Impact on Consumers’ Attitude’, <i>International Journal of Management Review</i> , Vol.1, No.1, 2014, pp.105-113.
2.	Najma, S. ‘Impact of Store Atmosphericics on Indian Purchase Behaviour’, <i>International Journal of Management Review</i> , Vol.1, No.1, 2014, pp.47-57.
3.	Najma, S. ‘Consumers’ Attitude Towards online shopping – A Study with reference to Tiruchirappalli City, Tamilnadu - India’, <i>Sankhya International Journal of Management and Technology</i> , Vol. III, II(A), 2014, pp.354–356.
4.	An article on ‘The Antecedents of Store Patronage Behaviour in Indian Kirana Store’ by Hemalatha.M and Najma.S has been published in International Journal of Business Innovation and Research (IJBIR)