

FACULTY PROFILE



- 1. Name** : Dr. K.G. Nalina
- 2. Designation** : Head & Assistant Professor
- 3. Department** : Corporate Secretaryship
- 4. Date of Joining & Retirement** : 10.09.2019 & 31.10.2036
- 5. Phone No** : 9952333044
- 6. Email ID** : nalinakarthic0309@gmai.com
- 7. Educational Qualification** : M.Com., MBA., M.Phil., Ph.D., SET(MBA)
- 8. Professional Experience:**

Sl. No	College/Organization	Designation	Period From To
1.	Sourashtra College	Assistant Professor	10.09.2019 to till date
2.	KLN College of Engineering	Assistant Professor	24.07.2006 to 18.09.2019
3.	Sourashtra College	Lecturer	01.01.2005 to 21.07.2006

9. Experience in Industry:

Sl.no	Name of the Organisation	Designation	Years of experience	Period of experience
1	Pandian Frangrances Private Ltd., Madurai	Marketing Executive	2 years 1 month	16.9.2002 to 23.10.2004
2	Arena Multimedia, Madurai	Center Head	1 year	15.11.2004 to 15.11.2005
3	Lovely Ads, Madurai	Consultant	3 years 7 months	28.2.2013 to till date
4	VAPS, Madurai	Trainer-Retail sales Associate	One day	6.3.2014
5	India post, Madurai	Soft Skill Trainer	4 years	Since 2014

10. a. Title of Ph.D. Thesis

: “A Study on Brand Management and Brand Equity Analysis on Consumer Durables with Special reference to Tamil Nadu”

b. Faculty in which Ph.D. was awarded

: Management Science

c. Area of specialization in Ph.D.

: Marketing

11. List of refereed Journals published:

Sl. No	Authors	Name of the Journal	Title of the Paper	Volume and issue No.	Year
1	K.B.Sridevi K.G.Nalina V.Seema	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	Information Technology Initiatives to Enable E-Marketing for Self-Help Groups	Blue Eyes Intelligence Engineering & Sciences Publication ISSN: 2278-3075, Volume-8 Issue-12, October, 2019	October 2019 https://www.scopus.com/sourceid/21100889409 Retrieval Number L25341081219/2019©BEI ESP DOI: 10.35940/ijite.e.L2534.1081219
2	K.G.Nalina B.Palanivelrajan	TEST Engineering & Management	Statutory Provisions of Employees Health and Safety Measures of Food Industry with Special Reference to Bakery Foods, Madurai, Tamilnadu	The Mattingley Publishing Co., Inc. January - February 2020 ISSN: 0193 - 4120 Page No. 5922 – 5927	January - February 2020 https://www.scopus.com/sourceid/12997
3	K.G.Nalina K.Subbulakshmi	Journal of Critical Reviews	Operative It Enabled Recruitment Sources In It Industry	Institute for Engineering research & Publication (IFERP) ISSN- 2394-5125 VOL 7, ISSUE 11, 2020	July 2020 https://www.scopus.com/sourceid/21100920227#tabs=0
4	K.G.Nalina	Shodhsamhita: Journal of Fundamental & Comparative Research	E Commercialization Of The Hotel Industry	Kavikulaguru Kalidas Sanskrit University Ramtek Vol. VII, No. 11(1) : 2021 ISSN: 2277-7067	2021 UGC Care Group I
5	K.G.Nalina	Comfin Research Vol 10 no S1	Business impact of the covid 19 epidemic on digital payments	Shanlax Publications, Madurai EISSN-2582-6190	Peer reviewed journal E Journal Jan 2022
6	K.G.Nalina	Journal of Asiatic Society of Mumbai	Consumers Perception on Online Food Delivery Apps during Covid Scenario	The Asiatic Society of Mumbai Town Hall, Mumbai-400001 Maharashtra State (India)	2022 UGC Care Group –I

				ISSN: 0972-0766 VOLUME. 95: No:15;2022	
7	K G Nalina	Journal of the Oriental Institute	Linkage of service quality dimensions and customer satisfaction resulting behavioral intensions of Luxury hotels	ISSN :0030-5324, Vol-72, Issue.01, No.3, January-March:2023(UGC Care list)	2023 UGC Care List

12. Faculty development program attended

Sl No	Date	Name of the Program attended	Title of the Program	Name of the Institute/University
1	08.07.2020 to 14.07.2020	7 days Faculty Development Program	Revival of health, fitness and entrepreneurial opportunities through physical education	Bharathiar University, Coimbatore
2	18.05.2020 to 03.06.2020	Two weeks Faculty Development Program	Managing Online Classes and Co creating MOOCS 2.0	Sponsored by MHRD and Ramanujan College, New Delhi
3	01.07.2020 to 07.07.2020	One-week Faculty Development Program	Academic Excellence in digital teaching and learning	DDE, Madurai Kamaraj University, Madurai
4	25.04.2020 to 02.05.2020	One-week International Online Faculty Development Program	Self, Society and Personal development	Universitas Hindu Indonesia and Grand Academic Portal (GAP)
5	10.06.2021	Faculty Development Workshop	Virtual Teaching & Learning: Novel Trends And Challenges	Kairalee Nikethan Golden Jubilee Degree College Bangalore-560038
6	01.06.2021 to 14.06.2021	Two Weeks Virtual National Faculty Development Programme	Industry Institute Interaction - A Holistic Approach Insight Out (Sunset Edition)	SRM Institute Of Science And Technology Faculty Of Science And Humanities

13. Faculty Induction program/Orientation program:

1	04.06.2020 to 01.07.2020	4 week Induction/Orientation Program for faculties of Higher Education	Orientation Program	Sponsored by MHRD and Ramanujan College, New Delhi
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2	01.03.2021 to 03.03.2021	Data Analysis using SPSS	Online Orientation Program	Rama Devi Women's University Vidya Vihar, Bhubaneswar, Odisha P. G. Department Of Commerce
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14. Refresher courses attended:

1	20.07.2020 to 01.08.2020	Two weeks Refresher Course	Research Methodology for faculty of Social Sciences	UGC-HRDC, University Of Hyderabad
2	06.08.2020 to 19.08.2020	Two weeks Refresher Course	Data Analysis Using statistical methods	UGC-HRDC, Dr.Harsingh Gour Vishwavidhyalaya, Sagar, Madhya Pradesh
3	25.06.2021 to 08.06.2021	Two weeks Refresher Course	Commerce and Management	Teaching Learning Centre, Ramanujan College University Of Delhi Under The Aegis Of Ministry Of Education Pandit Madan Mohan Malaviya National Mission On Teachers And Teaching

15. Short term course /Work shop attended:

1	31.08.2020 to 05.09.2020	Short term Course	Using ICT in online teaching learning process	UGC-HRDC, Dr.Harsingh Gour Vishwavidhyalaya, Sagar,
2	15.09.2020 To 21.09.2020	Work shop	Leadership development program	Madhya Pradesh

16. Other certificates:

1	06.01.2020	National level online quiz	Financial Accounting	Sourashtra College, Madurai
2	21.06.2020	Participated in Yoga day	6 Th International Yoga day celebration	Sourashtra College, Madurai
3	06.05.2020	Online awareness test	Methodology for social sciences research	Sree Sankara Vidhyapeedam College, Valayanchirangara, Kerala
4	28.05.2021 to 30.05.2021	Training Program	Tally Prime	AXN Infotech

17. Book Published:

1	August 2020	ISBN no :978-93-90291-03-8	Consumer Behavior	Published by Dr.D.Y.Patil Vidhyapeeth ,Pune(Deemed University).
2	August 2021	ISBN:978-93-91684-00-6	Advertising and Sales Promotion	Published by :Isara solutions, New Delhi in online http://www.isarasolutions.com/book_details?id=179
3	2022	ISBN:9789391373450 2022	COVID-19 Pandemic: Issues on Sustainable	Women's Studies Centre Madurai Kamaraj University Shanlax Publications, Madurai E book - Influence Of Covid 19 Pandemic On Teaching Of Sustainability In Education

			Development Goals	
4	2023	ISBN no:978-93-91987-81-7	An emerging field of Entrepreneurship-Technopreneurship business	Title of the book :Entrepreneurship and Business transformation Published by Jayalakshmi publications, Madurai Organized by BBA ,American College,Madurai

18. List of papers presented in National and International conference/Workshops attended:

Sl no	Date	Name of the Institute	Name of the program
1	24.01.2019	National College,Trichy	Mobile marketing Service trends to watch in 2019 to get your business on board–A conceptual study at National Conference on Services Marketing– Process, Practice and Potential
2	24.01.2020	American College, Madurai	Research Paper presented in the International conference organized by Department of Commerce and council of Scientific and Industrial Research (CSIR), on 24.01.2020.
3	29.01.2021 to 30.01.2021	Koneru Lakshmaiah Education Foundation Demmed University,Guntur,AP	National Virtual Conference on “Innovative mechanisms & standards for Assuring Quality in Higher Education Institutions (IAQHEI)
4	28.03.2022	Mannar Thirumalai Naicker College Madurai	Research article presented in the one day National level Seminar
5	26.04.2022	Loyola College, Chennai	Research article presented in the International Conference
6	21.10.2022	Sourashtra College	Research Paper presented in National level Seminar
7	14.03.2023	PG and Research Department of Commerce, Sourashtra College, Madurai	Research Paper presented in international level Seminar

19. Webinar:

Sl No	Date	Name of the Institute	Name of the program
1	05.06.2021	Velumanoharan Arts and Science College for Women,Karaikudi	Eco System Restoration-World Environment Day
2	05.06.2021	Ayya Nadar Janaki Ammal College,Sivakasi	Development of Leadership Skills
3	15.06.2021	SIVET College,Chennai	Artificial Intelligence with Chatbots
4	11.06.2021	GTN Arts College,Dindigul	Modern Trends in Research and Statistics
5	01.06.2021 to 03.06.3021	Idhaya College for Women	Innovations in Research
6	07.06.2021	Jayagovind Hari gopal Agarwal Agarsen College, Chennai – 60	Filing Income Tax return related with Teaching profession-Assessment year 2021-2022

7	11.06.2021	Patrician College of Arts and Science, Chennai	Make your tax journey simpler and easier with DIY e-filing
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20. Details of academic activities /Subjects handled:

- Principles of Management
- General Law
- Industrial Law
- Company law and secretarial practice
- Banking law theory & practice
- Marketing Management
- Advertising and Sales Promotion
- Service Marketing
- Human Resource Management.