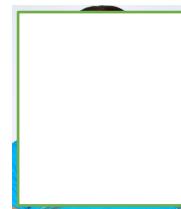


Dr. S. SUBADRA



1. Basic Information

Name :	S. SUBADRA M.Com., MBA., M.Phil., PhD
Designation :	Associate Professor
Department :	Commerce
Institution :	Thiruvalluvar Government Arts College, Rasipuram 637 401
Date of Birth :	25.05.1972
Contact No. :	99659 84444
Email ID :	drssnkr@gmail.com
Address :	A4, S.S. Complex, Swamy Nagar, Salem Road, Namakkal 637 001.

2. Educational Details

UG : (Degree, Subject, Institution, Year)	B.Com (Commerce), Vellalar College for Women Erode, 1992
PG : (Degree, Subject, Institution, Year)	M.Com (Commerce), University of Madras, 1995
M.Phil : (Subject, Institution, Year)	M.Phil Commerce, University of Madras, 1996
Ph.D. : (Subject/Title, Institution, Year)	Commerce Consumer Perception and Behaviour: A Study with Special Reference to Car Owners in Namakkal District Salem Sowdeswari College, 2007
Other Certifications / Courses : (e.g., MOOCs, Diplomas)	M.B.A., M.A., (English), M.Sc., (Psychology), M.Phil (Management), M.Phil (English Literature), PGDCA.,

3. Teaching Experience

Total Teaching Experience:	28 years
UG Level : (Years, Institutions with Duration)	28 years
PG Level : (Years, Institutions with Duration)	20 years

Experience in Government Colleges

1. Working as an Associate Professor in the Department of Commerce, Thiruvalluvar Government Arts College, Rasipuram, Namakkal District - 637 401. From 28.09.2022 to till date.
2. Worked as an Assistant Professor and Head in the Department of Commerce, NKR Government Arts College for Women, Namakkal 637 001. From 30.10.2015 to 27.09.2022
3. Worked as an Assistant Professor in the Department of Commerce, Arignar Anna Government Arts College, Namakkal 637 002, Tamil Nadu, India from 28.02.2011 to 29.10.2015.

Experience in Self-Financing Colleges

1. Worked as an Associate Professor and Head in VMKV College of Engineering, Salem.
2. Worked as an Assistant Professor in SNS College of Engineering, Coimbatore.
3. Worked as an Assistant Professor in ICFAI University, Coimbatore.
4. Worked as an Assistant Professor and Head in Trinity College for Women, Namakkal.
5. Worked as an Assistant Professor and Head in PGP College of Arts and Science, Namakkal.

Detailed Affiliation-wise Experience

Institution Name	Designation	Period	Course
Thiruvalluvar Govt. Arts College, Rasipuram	Associate Professor	28-09-2022 to Till Date	UG Financial Accounting, Corporate Accounting, Cost Accounting, Management Accounting, Auditing, Principles of Management, Principles of Marketing, Banking Law and Practice PG Rural and Agricultural Marketing, Services Marketing, Research Methodology, Corporate Accounting, Cost and Management Accounting, International Business, Organisational Behaviour, Digital Marketing, Marketing Management
NKR Govt. Arts College for Women, Namakkal	Assistant Professor & Head	30-10-2015 to 27-09-2022	
Arignar Anna Government Arts College, Namakkal	Assistant Professor	28-02-2011 to 29-10-2015	
VMKV College of Engineering, Salem	Associate Professor & Head	2010-2011	
SNS College of Engineering, Coimbatore	Assistant Professor & Head	2009-2010	

ICFAI University, Coimbatore	Assistant Professor	2008-2009	
Trinity College for Women, Namakkal	Assistant Professor & Head	2000-2007	
PGP College of Arts and Science, Namakkal	Assistant Professor & Head	1997-2000	

4. Research Experience

Total Research Experience:	18 years
Area of Specialization :	Marketing
Research Projects Completed / Ongoing :	NIL

5. Ph.D. Guideship

Recognition as Research Guide (University, Year) :	Periyar University, 2011
No. of Ph.D. Scholars Guided (Completed) :	4 completed
No. of M.Phil Scholars Guided (Completed) :	17 completed
Ongoing Scholars :	NIL

6. Publications

Research Articles Published	
National Journals :	13
International Journals :	39
Books Published / Authored :	6

7. Research Metrics

Citations :	64
h-index :	3
i10-index :	2
Google Scholar Link:	https://scholar.google.com/citations?user=ET6MKIUAAAAJ&hl=en

8. Conferences / Seminars / Workshops

Conferences Attended (National / International) :	41 (Conferences, Seminars & Workshops)
Seminars Attended :	Refresher 5
FDPs / Refresher Courses Attended :	Orientation 2
Workshops Attended	FDP 11
Papers Presented :	64
Conferences Organized (National / International) :	6
Seminars/ Workshops Organized :	12

9. Invited Talks

Number of Talks Delivered :	12
Key Institutions / Programs :	Given below

Resource Person :

- Served as the Resource Person for AICTE sponsored Staff Development Programme organized by Sengunthar Engineering College, Tiruchengode.
- Served as the Resource Person for a Seminar organized by Vinayaka Missions College of Nursing, Salem.
- Served as the Resource Person for Faculty Development Programme organized by Trinity College For Women, Namakkal.
- Served as the Resource Person for a Seminar organized by Mahendra Engineering College, Mallasamudhram.
- Served as the Resource Person for a Seminar organized by Annai Mathammal Sheela Engineering College, Namakkal.

- Served as the Resource Person for a Conference organized by Bon Secours College of Arts and Science, Tanjore.
- Served as the Resource Person for a Seminar organized by Selvam College of Arts and Science, Namakkal.
- Served as the Resource Person for a Refresher Training to the PG Assistants organized by DIET, Namakkal.
- Served as the Resource Person for a Women's Day Celebrations organized by EBET (Erode Builders Educational Trust Engineering College), Kangeyam.
- Served as the Resource Person for an International Conference organized by Hindustan College of Arts and Science, Chennai.
- Served as the Resource Person for an International Conference organized by Hindustan College of Arts and Science, Chennai.
- Served as the Resource Person in the Seminar organized by Sarada College for Women, Salem.

10. Extension and Co-Curricular Activities

NSS / NCC / YRC Involvement :	Served as NSS Programme Officer for 6 Years
Clubs (Eco Club, Literary Club, etc.) :	-
Community Outreach / Social Service :	-
Industrial Visit :	Taken students to Industries

11. Administrative Positions / Other Responsibilities

Head of the Department :	-
IQAC / NAAC / UGC Coordinator :	IQAC Executive Committee Member
Examination Committee / Admission Committee :	Yes
Other Administrative Roles :	Placement co-ordinator Institute Management Committee Member

Administrative Responsibility & Organizer/Co-ordinator :

- Served as the organizing secretary and organized State level and National level seminars in Trinity College for Women, Namakkal.
- Served as the organising secretary for various academic activities of S.N.S. College of Engineering, Coimbatore.

- Served as the NSS Programme Officer of Trinity College for Women and Arignar Anna Government Arts College and organized special camps.
- Served as the Warden of the Hostel, PGP College of Arts and Science, Namakkal and Trinity College for Women, Namakkal and NKR Govt Arts College for Women, Namakkal and serving as Hostel Committee Member of NKR Govt Arts College for Women's Hostel.
- Served as the Chief Superintendent and Additional Chief Superintendent for the University Examinations in Trinity College for Women, Namakkal.
- Served as the Fine Arts Secretary and College Union Vice President in Trinity College for Women, Namakkal.
- Served as the programme co-ordinator for various academic and administrative activities of the Faculty of Management Studies, VMKV Engineering College, Salem.
- Served as the Chief Superintendent and Additional Chief Superintendent for the University Examinations in Trinity College for Women and NKR Govt Arts College for Women, Namakkal.
- Served as an External Examiner for Ph.D. Commerce Viva-Voce Examinations of Bharathiar University, Coimbatore, Bharathidasan University, Trichirappalli and Anna University.
- Served as the convener and organizing secretary for the National and International Conferences, Seminars and Workshops organized in NKR Govt Arts College for Women, Namakkal.
- Served as the convener for the one day training programme on human rights sponsored by National Human Rights Commission.
- Serving as the NSS Programme Officer of NKR Government Arts College for Women, Namakkal.

12. Awards & Recognitions

Awards Received :	Received 5 Awards Best Assistant Professor Award Perasiriyar Kalaimani Award Life Time Achievement Award Teaching Excellence Award Best NSS Programme Officer Award
Fellowships :	

Grants / Scholarships :	Rs. 50000 received from NHRC
Any Other Distinction :	

13. Additional Details

Membership in Professional Bodies (e.g., ISTE, IEEE, ISCA, etc.) :	Member in Madras Management Association
Reviewer / Editorial Board Member :	-
Patents Filed / Granted :	-
Online Courses Designed / E-Content Developed :	-
Any Other Contributions :	External Examiner for Ph.D Viva-voce examinations - 5 Acted as BOS Member in 2 Autonomous Colleges