

SWEETLIN PRINCESS D**+91 7502340032**sweetlinprincess15@gmail.com**Designation:** Lecturer**Department:** BBA**Date of Joining:** 28.06.2017**Academic Qualification**

Course	Name of the Institution	Board/University	Year of Passing	%
Ph.D (Management)	Madurai Kamaraj University	Madurai Kamaraj University	Pursuing	-
M.Phil (Management)	Thiagarajar College, Madurai.	Madurai Kamaraj University	2017	69%
MBA (HR)	The American college, Madurai.	Madurai Kamaraj University	2016	75.9% (With distinction)
BCA	The American college, Madurai.	Madurai Kamaraj University	2014	63.4%
12 th	Noyes Matriculation Hr Sec School, Madurai.	Tamil Nadu State Board	2011	46.6%
10 th	OCPM Girls Hr Sec School, Madurai.	Tamil Nadu State Board	2009	66.8%

Specialization in Teaching:

- Principles of Management
- Human Resource
- Portfolio Management
- Financial Services
- Marketing Management
- Industrial Relation
- Management Accounting
- Cost Accounting

Administrative/Academic Positions (held/currently holding):

Positions held /currently holding	Year –From(Month/Year) To Month/Year
Lecturer, BBA Department	June 2017 – Till Date

Specialization in Research:

- **Human Resource:** Work-life balance, Human Resource Practices.

State/National/International Seminar, Workshop, Conference, FDP:

- Participated in **Three day's** workshop on "**Entrepreneurship Awareness Camp**" organized by Department of Business Administration, The American College held on 10th -12th November, 2014.
- Participated in **Five day's** workshop on "**Personality Development and Corporate Practices**" organized by The American School of Business Administration, The American College held on 14th – 18th October, 2015.
- Participated in **One day inter collegiate seminar** on the theme **RETHINK "shifting paradigm in business"** organized by Department of Management studies, VVV college for women, Virudhunagar held on 18th August, 2016.
- Participated in **One day State Level Workshop** on "**Research Methodology and statistical data analysis using SPSS**" organized by Department of Commerce and Department of Commerce (CA), Madurai Sivakasi Nadars Pioneer Meenakshi womens college, Poovanthi held on 18th August, 2016.
- Participated in two days national level faculty development programe on skill development from 31st may 2020- 1st June 2020 organized by school of management studies and commerce, vels institute of science, technology and advanced studies Chennai.
- Participated in webinar on "emotional well being at work, psychology of emotional intelegince for teaching faculty on 04th June 2020, organized by MLR institute of technology, Hyderabad.
- Participated in one week online workshop on research methodologies and data analytics using SPSS and R" conducted from may 26th – 31st May 2020 organized by Sanskriti school of business Puttapparathi.
- Participated in two days workshop on "Design Development and Delivery of Online Course", organized by Jawaharlal Nehru University, New Delhi, held on June 11th and 12th 2020.
- Participated in three days webinar on "consumer rights, consumer awareness, consumer protection and women welfare" organized by st.mary's college- thoothukudi, held on July 09th - 11th 2020.
- Participated in one day webinar on "Statistical tools for Research Process", organized by CSI Jeyaraj Annapackiam College, Nallur, Tenkasi District, held on June 29th 2020.
- Participated in one day webinar on "Qualitative Research" Organized by IQAC, shri sankarlal sundarbai shasun jain college for women, Chennai, held on June 3rd 2020.
- Participated in one day webinar on "COVID - A New twist to Indian economy and industry" organized by Vels institute of science technology and advanced studies, Chennai, held on June 05th 2020
- Participated in one day webinar on "Safety 360" organized by School of Management Studies, Sathyabama Institute of Science and technology, Chennai, held on 10th June 2020.
- Participated in five days online international FDP from 22nd June – 26th June 2020, organized by shrimathi indira mahadev beharay college of arts, Maharashtra.

Paper Presentation:

- **Two day's International conference** on "**Managing Disaster- A strategic Perspective**" organized by Department of MBA & PG IT, Fatima College, Madurai held on 18th August, 2016. Participated, Presented and Published a paper titled "**A study on crisis management with special reference to banking sector**"
- **Two day's International conference** on "**Women and Power – Challenges and opportunities**" organized by the centre for gender studies, The American College, Madurai held on 06th & 07th January, 2017. Participated and Published a paper titled "**A Review on Challenges and Barriers to women entrepreneurs**"
- **Two day's UGC Sponsored National Level Seminar** on "**TOTAL QUALITY MANAGEMENT IN HIGHER EDUCATION**" organized by Department of Business Administration, Sri Meenakshi Govt Arts College for women, Madurai held on 23rd & 24th February, 2017. Participated, Presented and Published a paper titled "**A Review on Implementation of Total Quality Management in higher education**"
- **One day National seminar** on "**Gender Challenges in smart cities: Interventions and Innovations through Cyberspace**" organized by women's study centre, Thiagarajar college, Madurai held on 29th March, 2017. Participated and Published a paper titled "**violence against women in urban cities- A Review**"

- **Two days** International conference on **“Innovations in Business and Management”** organized by the department of commerce, The American college Madurai held on 01st and 02nd February, 2020. Participated and Published a paper titled **“Innovations in Human Resource practices and policies”**
- **One day** International conference on **“Innovations and sustainable development in science, social science, management and technology”** jointly organized by DMI-St.Eugene University, Zambia and Kalasalingam academy of research and education, India held on 08th April 2019. Presented a paper on **“Digital marketing trends and innovations”**.

Publications:

- Published a paper title “work life balance of female nurses during pandemic” in “shodhsamhita: Journal of fundamental comparative research” Vol.VII, No. 11(I): 2021, ISSN: 2277-7067.
- Published a paper title “impact of work life balance of female nurses during pandemic” in “Journal of oriental institute” Vol. 72, Issue.02, NO. 2, April- June 2023, ISSN: 0030-5324.