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RESHMA PRATHABAN

**RESIDENCE:** #3 NORTH STREET, SINGARAYAR COLONY, MADURAI – 625002

**MOBILE No:** +91 9444804455

**Email ID:** reshma@americancollege.edu.in



## EDUCATION

- **NET-** Dec 2015, UGC
- **SET-** Sep 2012, Bharathiar University, Coimbatore
- **MBA-** Velammal College of Engineering and Technology, Madurai
- **B.Tech-** Jerusalem College of Engineering, Chennai

## PROFESSIONAL EXPERIENCE

- Assistant Professor, Department of Business Administration, The American College, Madurai from Jan 2019 – present
- Assistant Professor, Department of Commerce, Lady Doak College, Madurai from Jan 2017 till Dec 2018
- HR Manager, Murugan group of skin hospitals, Madurai and Sivagangai from June 2012 till Dec 2016
- Visual Aids Specialist, Mckinsey&co. from Jun 2009 – Apr 2010

## ACADEMIC RESPONSIBILITIES

- Coordinated the Life Frontier Engagement (LFE) project work of 5 B.Com (CA) students.
- Guided academic project work for 2 M.Com students and 4 B.Com (Hons) students.
- Member of the organizing team of PG ICM, ‘Commercio-2018’.
- Member of the organizing team of the National Conference, “Corporate Governance - Issues and Challenges - A Road Ahead”
- Organized a webinar titled ,”Misinformation in Medicine- Myths vs. Facts” in July 2020 with 530 participants across 11 countries

## ACADEMIC HONORS & EXTRACURRICULAR ACTIVITIES

- Qualified in UGC-NET (Dec-2015) and SLET (Sep-2012) in the first attempt.
- Secured 9th rank in MBA among Anna University students in 2012.
- Received several cash prizes and gold medal during post graduation.
- Awarded Batch Topper certificate in Visual Graphics Computing Services in 2010.
- Served as the Chief Editor for the department magazine ‘Impressions 2K8’ in 2008.
- Organized a National Level Inter-College Paper Presentation Competition for students in 2007
- Organizing member of Intercollegiate meet for students “Tycoons ”
- Organizing member of Intercollegiate meet for students “American Mercado ”

## PAPER PRESENTATIONS

- Participated and presented paper titled “Proliferation of a HR as a strategy partner”, in HR Students Conclave held at Kalasalingam University.
- Participated and presented paper titled “Eco-marketing “ in the National Conference on Managerial Excellence in Velammal College of Engineering and Technology, Madurai
- Participated in National conference on “Business and Professional Ethics – A 21<sup>st</sup> Century perspective” organized by Fatima College, Madurai
- Participated and presented paper titled “Study on customer preferences over 3G services in Madurai, with special reference to BSNL “, in the National Conference on “Management practices at cross roads : challenges and opportunities”, held at Kongu Engineering College, Erode.
- Participated and presented paper titled “Recycling and waste reduction“, in Yukti 2K11 held at Thiagarajar School of Management, Madurai.
- Participated in the Regional level seminar conducted by Lady Doak College on “Catalytic commerce curriculum: changing dimensions and future directions”
- Participated and presented a paper on “Impending innovation and technology in hospital management in India” in international conference organized by the department of Commerce, The American College in Feb 2019
- Participated and presented a paper in the Online International Conference organized by FISAT Business School in July 2020.

## WORKSHOPS/FDP

- Attended workshop on “Being an effective teacher” by Lady Doak College in Feb 2017
- Attended faculty workshop on “Micro teaching” by Lady Doak College in Mar 2017
- Participated in workshop on “Google classroom” in June 2017
- Attended a faculty development program conducted by ICT Academy on “Team building”, at the Ramco Institute of Technology, Rajapalayam in Nov 2019
- Completed and qualified in the three day online workshop on “Multi Criteria Decision Making” organized by REST society for Research International in April 2020.
- Attended a faculty development program organized by M.O.P Vaishnav College for Women, Chennai on “Impact of covid 19 and management of personal finances through this period” in May 2020.
- Participated in Faculty Learning Program “Post pandemic World: Skills and strategies for faculty”, organized by Business Standard Living in May 2020
- Attended Five days online Faculty Development Program on “Evolution of Teaching Learning Process”, organized by Bharath Institute of Higher Education and Research, Chennai .
- Attended webinar on “Digital marketing 101” conducted by Indian Institute of Design, Bangalore in May 2020.
- Attended a webinar titled “Safeguarding savings in pandemic times”, organized by the Post Graduate Department of Commerce, Stella Maris College, Chennai in May 2020
- Attended one week webinar series for faculty organized by Sathyabama University in association with UNIS, Brazil in May 2020.
- Participated in webinar on “Beat covid-19 through Effective Crisis Management Techniques”, organized by SRM Institute of Science and Technology in May 2020

- Participated in a five day Faculty Development Program in “Principles of Management”, organized by Panimalar Institute of Technology in association with CSI and IEEE
- Attended a webinar titled “Self awareness and social responsibility during pandemic”, organized by the Ladies Club of The American College, Madurai in June 2020.
- Attended a webinar titled “ Innovations in Agriculture for a sustainable future of Agripreneurs”, organized by School of Management Studies and Sathyabama IIC in July 2020
- Completed one week online Faculty Development Program on “Academic excellence in Digital Teaching and Learning” organized by Department of Management Studies, Madurai Kamaraj University in July 2020.
- Attended live webinar on “Human resources lifeline for corporate” conducted by NITTE School of Management, Bangalore in July 2020

## **AREAS OF INTEREST**

- Total Quality Management
- Advertising strategy
- Services marketing
- Communicative skills for businesses
- Organizational Behavior
- Organizational Leadership
- Personality Development