



Dr. E. Sheela Angel

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Department of Business Administration
(BBA Maritime Logistics)
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RESIDANCE

21C Visuvasapuri 1st Street,
Gnanaolivupuram,
Madurai - 625016

FACULTY PROFILE

PROFILE

A Committed faculty with 3.5 years of experience at leading Academic institutions and teaching students from various social and cultural background. Possessing excellent administrative, verbal communication and writing skills along with effective teaching methodology that promotes a better learning environment to the students and to empower the present and future generation with devotion, hard work & to improve my individual career in accordance with it.

EDUCATION

- **“Advanced Supply Chain Management” ‘2023’** – from **IIM Rohtak**

Project Title: A study of reducing packaging waste and understanding sustainable way of reverse supply chain implementation for E-commerce with reference to Amazon

- **Ph.D (Business Administration) ‘2020’**- Awarded from Madurai Kamaraj University

Thesis Title: “A study on consumer behavior towards purchase of diversified jute products in Tamil Nadu

- **M.Phil (Management Studies) ‘2014-2015’**- Passed from Madurai Kamaraj University

Project Title: “A study on brand equity dimensions of competing Smartphone brands in Madurai district”

- **MBA (Human Resource and Marketing) ‘2012-2014’** – Passed from Fatima College, Madurai
- **B.Com ‘2009-2012’** – Passed from Fatima College, Madurai

TEACHING EXPERIENCE

- Working as an Assistant Professor in the Department of Business Administration (BBA & BBA Maritime Logistics), The American College, Satellite Campus (**From 2021 – Till date**)
- Worked as an Assistant Professor in the Department of Business Administration in NMSS Vellaichammy Nadar College, Madurai (**From 2015-2016**)

AWARDS

- Won **Best paper award and cash award** of worth Rs 3000 in International conference held at St. Josephs Institute of Management Studies, Trichy **2024**.
- Served as a **Resource Person** in Thiyagi Dharmakan Amirtham College of Education, Kannirajapuram, Ramanathapuram Dst. **2023**

SEMINARS / WORKSHOP / FDP'S PARTICIPATION

National and International level Seminar/Conference

- International conference on 'Emerging global business opportunities'
- International Conference on "Leading Digital Transformation: Past, Present and the Future" happening on February 16 & 17, 2024 (Online) by St. Joseph Institute of Management, Bangalore
- National level seminar on "Green business"
- Entrepreneurship Development Programme.
- National seminar on "Emerging Challenges in Banking Sector"
- National level seminar in "Business Innovation"
- National Conference on "New Dimensions of Management in Globalised Era"
- National Conference on "Making India a Cashless Economy: Process, Prospects and Progress"
- International conference on Environmental Sustainability: Challenges and Strategies
- International conference on "Managing Disaster- a Strategic Perspective"

Workshop

- Interactive Workshop on Outcome Based Education (OBE) on 24 February 2024.
- One-day Interactive Workshop on Art & Science of Methodical Scientific Writing and Publishing in a High-impact Journal on 06 March 2023
- "Finance workshop on "Asset Management using Python & Unwrapping Behavioral Biases in Financial Markets"
- UGC sponsored National Level Workshop on Quantitative Data Analysis using SPSS
- UGC sponsored workshop on E-Commerce for everyone
- Workshop on Corporate Research

FDP'S

- 'Faculty Development Programme on Investor Awareness & Education' by Sraddha Academy, co-hosted by the Department of Commerce, The American College, Madurai, from 28th to 30th April, 2022.
- FDP's On Pedagogy For Logistics Courses, hosted by Logistics Sector Skill Council

ARTICLES PUBLISHED

- “ A study of reducing packaging waste and understanding sustainable way of reverse supply chain implementation for E-commerce with reference to Amazon. At the international conference on emerging global business opportunities (*ISBN-9789-39- 2063-73-2*) (*2024*)
- Purchase Intention towards green products among Millennial generation in Madurai City (*ISBN: 978-93-91077-17-4*)
- The way forward of Corporate Social Responsibility in India - Past present & future prospects of CSR towards society
- Diversified jute products and its Impact on Natural Environment
- Effect of cashless economy in online purchase of diversified jute products
- Impact of Brand Personality Dimensions on Brand loyalty -An empirical Study on Selected Smart Phone Brands in Madurai City (*ISBN: 978-93-80657-40-0*)
- A study on consumer behavior towards the usage of Green products (*ISBN: 978-81-93023-488*)
- A study on consumer behaviour towards usage of Diversified Jute Products with special reference to Madurai city (*ISBN: 978-8-1930-234-26*)
- Consumer behaviour towards purchase of Diversified Jute Products (*ISSN: 2349-5162*)
- Eco-friendly behaviour towards green products in Madurai city (*ISSN: 2349-5162*)

AREA OF SPECILIZATION

- Human Resource
- Marketing
- Logistics

TECHNICAL SKILLS

- Tableau Master class (Nulearn)
- Diploma in Personnel computing
- Fashion designing and apparel making
- Technically efficient in TALLY ERP 9

DECLATATION

I, Dr. E. Sheela Angel, do hereby declare that all the above information provided is true and best of my knowledge.

Place: Madurai

Date: 10/03/2024



(Dr.E.Sheela Angel)

