

# Staff Profile

Name :Dr.R.Sofia

Designation: Assistant Professor

1. Academic Qualifications: M.B.A. M.Phil.,Ph.D
2. Teaching Experience: 8 Years
3. Areas Of Specialization: Marketing

Approved Research Guide – Guideship No: **2144/22**  
(Madurai Kamaraj University)



4. Orientation / Refresher / Short Term Courses Attended

S. No	Orientation/ Refresher Course	Theme	Name of the Institution/University	Month and Year
1	Orientation Course	Human Resource Development Centre	Madurai Kamaraj University	October 2019
2	Short Term Course	AICTE Sponsored Online Short Term Training Programme On “Entrepreneurship Development”.	GRG School Of Management Studies	August 2020
2	Refresher Course	Managing Online Classes & Co –Creating MOOCS 7.0	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 In Collaboration With CMS College (Autonomous) Kottayam, Kerala.	August 2021

5. Patents Published

Name of the Patent	Published/ Filed	Date & Year
Indian Patent –IOT Based Intelligent Facility Management for Hotels For Customized Customer Experience	Published	17 <sup>th</sup> July 2020

Australian Patent-Framework For Business Intelligence Adoption In Banks For Performance Enhancement	Published	20 <sup>th</sup> August 2020
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## 6. Research Experience

### i) Seed Money From the Institution

S.No	Project Title	Name Of Applicant(S)	Status	Amount	Agency	Year
1	A Study On Consumer Perception Towards Green Washing With Special Reference To Madurai District	Dr.R.Sofia & Dr.K.Bala Sathya	Completed	20000	College Management	2018-2019
2	A Change Over –Impact Of Plastic Ban In Retail Industry With Special Reference Tp Madurai District	Dr.R.Sofia	Completed	10000	College Management	2019-2020

## 7. Papers Publications In UGC Notified Journals

S.No	Title of the Paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact Factor	ID Indexed In Scopus, Web Of Science, Pub Med / Approved By UGC / UGC CARE List
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1	The Role of Social Entrepreneurship in Stimulating Innovation and Economic Growth	Dr.R.Sofia	Eur Chem Bull	July 2023	3490 - 3502	Special Issue 8 July 2023		UGC Care List
2	Changing Faces (phases) of Social Entrepreneurship – Diverse Dimensions	Dr.R.Sofia	South India Journal of Social Sciences	May 2023	0972-8945	Vol XXI No-30 January-June 2023		UGC Care List
3	Changing Faces (Phase) of Entrepreneurship: Traditional vs Non-Traditional Business	Dr.R.Sofia	Rabindra Bharathi Journal of Philosophy	March 2023	0973-0087	Vol-XXIV Issue-06 2023	6.986	UGC Care List
4	Green Sheen-A Corporate Sin Against Eco-System	Dr.R.Sofia	International Journal of Humanities, Law And Social Sciences	November 2021	ISSN : 2348-8301	Vol. VIII, Issue XI	5.45	UGC CARE
5	The Impact Of Consumer Behaviour Towards Online Shopping In Madurai City	Dr.R.Sofia	The Journal Of Oriental Research Madras	June 2021	ISSN : 0022-3301		-	UGC CARE
6	An Empirical Study - Impact Of Cause Related Marketing On Brand Image And Brand Recognition	Dr.R.Meenakshi Devi & Dr.R.Sofia	The Journal Of Oriental Research Madras	June 2021	ISSN : 0022-3301		-	UGC CARE
7	Crn-Brand Congruency Of Dettol Handwash And Whisper Sanitary Napkins	Dr.R.Meenakshi Devi & Dr.R.Sofia	African Journal Of Business And Economic Research	December 2020	1750-4554 E-ISSN 1750-4562	Vol-15, Issue-3		Scopus Indexed

8	A Descriptive Study On Public Awareness About Cause Related Marketing Strategy In Tamilnadu	Dr.R.Meenakshi Devi &Dr.R.Sofia	African Journal Of Business And Economic Research	November 2020	1750-4554 E-ISSN 1750-4562	Vol-15, Issue-3		Scopus Indexed
9	A Study On The Congruence Between CRM Strategy and Brands	Dr.R.Meenakshi Devi &Dr.R.Sofia	STUDIES IN INDIAN PLACE NAMES	March 2020	2394-3114	Vol-40, Special Issue-25	6.3	UGC CARE
10	Exploring The Motives Of Eco Conscious Consumer	Dr.R.Sofia & Dr.K.Balasathya	OUR HERITAGE	February 2020	0474-9030	Vol.68, Issue-30	6.8	UGC CARE
11	A Study On The Practicality Of Mobile Wallets Among Young Digital Initiatives In Madurai City	Dr.R.Sofia & Dr.V.Geetha	THINK INDIA JOURNAL	December 2019	0971-1260	Vol.22, Issue-14		UGC CARE
12	Efficacy Of Tourism Entrepreneurs Digital Marketing Techniques :An Analysis	Dr.R.Sofia & Dr.K.Balasathya	INTERNATIONAL JOURNAL OF ANALYTICAL AND EXPERIMENTAL MODAL ANALYSIS	August 2019	0886-9367	Vol-XI, ISSUE VIII	6.3	UGC CARE

8. Papers Published With Average Citation Index In Scopus, Web Of Science, Pubmed Indian Citation Index

S.No	TOPIC	AUTHOR'S NAME	JOURNAL NAME	MONTH & YEAR OF PUBLICATION	ISSN NO AND VOLUME NO, ISSUE
1	Strength And Opportunities Of Infopreneurship In E-Platform	Dr.R.Sofia	International Journal Of Psychosocial Rehabilitation	May 2020	ISSN 1475-7192 Vol-24 Issue-08,2020

2	A Study on the Association of Entrepreneurship Ecosystem with Financial Inclusion	Dr.R.Sofia	International Journal of Professional Business Review	March 2023	2525-3654 Vol.8 Issue-4 March 2023
3	Financial Innovation And Inclusive Growth: Examining Fintech's Role in Emerging Markets	Dr.R.Sofia	Boletin De Literatura Oral	October 2023	2173-0695

**9. Books / Chapters Published In Edited Volumes /Books Published**

S. No	Title	Publisher	ISBN Number	Year Of Publication
1.	Agripreneurship-Empowerment Through Mobile Applications	GMRAF	978-93— 89658-88-0	2020
2	Emerging Consumer Internet Trends – Post Covid	Cape Research Forum	97881942871- 5-5	2020
3	A Case Study Success Story From Organic Farming To Selling Organic Veggies	ESN Publication	97881945297- 0-5	2020
4	Prospects And Horizons In Commerce And Management	Dr.R.Sofia Editor	978-81- 942871-1-7	2020
5	Emerging Frontiers Interdisciplinary Perspectives on Commerce, Economics and Management	Infinity Publication Chief Editor	978-93-89476- 39-2	2023
6	Gender Inequality in the Workplace : An Intersectional Analysis of Race and Class	Redshine Publication	978-93-5879- 799-2	2023

**10. Articles Published In Conference Proceedings And ISBN / ISSN Journals**

S. No	Name Of The Author/Author s	Title Of The Article	Title Of The Conference/Seminar	International I/ National /State Level	ISBN Number	Dt/Mm/ Yr
1	Dr.R.Sofia	E-Tailing- The Modern Business	Digital Marketing-A Global Perspective	International 1	97893878716 70	10 <sup>th</sup> August 2018

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2	<b>Dr.R.Sofia</b>	Digital Marketing- A Key To Target Audience	Coimbatore Strategic Leadership Conference	<b>International</b>	Issn-2230-7974	10 <sup>th</sup> August 2018.
3	<b>Dr.R.Sofia</b>	Evolution Of Mobile Commerce In Indian Scenario	Contemporary Trends In Business And Management Practices	<b>National</b>	Issn-2395-7085	27 <sup>th</sup> July 2018
4	<b>Dr.R.Sofia</b>	The Role of Innovation and Creativity in the Development of Non-Traditional Entrepreneurship	Navigating Tomorrow:A Guide to Entrepreneurship, Skill Development , and Emerging Technologies	<b>National</b>	978-81-19337-33-0	16 <sup>th</sup> February 2024
5	<b>Dr.R.Sofia</b>	The Role of International Networks in Facilitating Entrepreneurship	Navigating Tomorrow:A Guide to Entrepreneurship, Skill Development , and Emerging Technologies	<b>National</b>	978-81-19337-33-0	16 <sup>th</sup> February 2024

#### 11. Papers Presented In Conferences / Seminars

<b>S. No</b>	<b>Title Of The Paper</b>	<b>International/National /State Level</b>	<b>Title Of The Conference</b>	<b>Institution/College Name</b>	<b>Dt/Mm/Yr</b>
1	CRM-Brand Congruency Of Dettol Hand Wash And Whisper Sanitary Napkin	<b>International</b>	International Conference On Corporate Social Responsibility For Sustainability	Dayananda Sagar College Of Arts,Science And Commerce	11 <sup>th</sup> And 12 <sup>th</sup> December 2020

2	The Impact Of Consumer Behaviour Towards Online Shopping In Madurai City	<b>International</b>	Two Days International Conference On Changing Landscapes In Business, Finance And Economy- A Global Perspective	Sidho-Kanho-Birsha University, Purulia, West Bengal	28 <sup>th</sup> & 29 <sup>th</sup> November 2020
3	A Case Study – Success Story From Organic Farming To Selling Organic Veggies:Pagirvu	<b>International</b>	ESN International Conference On Multi-Disciplinary Research And Innovation ICMRI-2020	ESN Publications, Virudhunagar District.	6 <sup>th</sup> September 2020
4	A Descriptive Study On Public Awareness About Cause Related Marketing Strategy In Tamilnadu	International	International Online Conference Oncsr,Economy And Financial Markets Towards Sustainability-2020	International Open Access Technical Group	4 <sup>th</sup> And 5 <sup>th</sup> September 2020
5	An Empirical Study- Impact Of Cause Related Marketing On Brand Image And Brand Recognition	International	International Conference On Innovations For New Normal	Government Degree College, Parkal, Telangana	23-25 <sup>th</sup> August 2020
6	Strength And Opportunities Of Infopreneurship In E-Platform	<b>National</b>	A Digitaltransformation- Entrepreneur& Infopreneur 2k20	Mannar Thirumalai Naicker College	24 <sup>th</sup> January 2020
7	A Study On Consumer Behavior Towards Crowdturfing In Online Shopping	<b>International</b>	Contemporary Issues, Challenges And Recommendations On Digitalization	Mannar Thirumalai Naicker College	4 <sup>th</sup> January 2019
8	E-Tailing-The Modern Business Genie	<b>International</b>	Digital Marketing-A Global Perspective	Fatima College	10 <sup>th</sup> August 2018

9	Evolution Of Mobile Commerce In Indian Scenario	<b>National</b>	Contemporary Trends In Business And Management Practices	SRNM College	27 <sup>th</sup> July 2018
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<b>S. No</b>	<b>Name of the Activity</b>	<b>Period</b>
1.	Member In Research Committee	From June 2019 to June 2021
2.	Member In IQAC	From June 2019 to till now
3.	Member In Centre For Competitive Examination And Career Guidance Cell , Placement Cell	From June 2019 to September 2021
4	Convenor- Competitive Examination And Career Guidance Cell	From October 2021 to May 2023
5	Convenor- Entrepreneurship Development Cell	From October 2021 to till now
6	Convenor-Skill Enhancement Cell	From June 2023 to till now

## 12. Academic Responsibilities

## 17. Guest Lectures Delivered

<b>S.No</b>	<b>Date</b>	<b>Guest Lecture/Chief Guest on Topics</b>	<b>Institute</b>
1.	26 <sup>th</sup> November 2020	Ideate, Innovate, Implement	Department of Business Administration, Sree Narayana Guru College of arts and science, Coimbatore
2.	10 <sup>th</sup> February 2021	Functions of Management	Department of Business Administration, Sree Narayana Guru College of arts and science, Coimbatore
3.	19 <sup>th</sup> February 2021	National Webinar on “ Student Entrepreneur: Identification of Business Opportunity and Resources”	Department of English, Pasumpon Muthuramalinga Thevar College, Usilampatti



4.	1 <sup>st</sup> March 2022	Marketing Management and Customer Relationship	Entrepreneurship Development programme for TAHDCO Beneficiaries ,Madurai Productivity Council
5	4 <sup>th</sup> March 2022	Marketing Management and Customer Relationship	Entrepreneurship Development programme for TAHDCO Beneficiaries , MADITTSSIA, BIC,Madurai
6	16 <sup>th</sup> February 2023	Communication Skill, Business Etiquettes and Inter personal Relationship	Entrepreneurship Development programme for TAHDCO Beneficiaries , MADITTSSIA, BIC,Madurai
7	24 <sup>th</sup> July 2024	Digital Marketing	Entrepreneurship programme for Students, MADITTSSIA, BIC,Madurai

### 18. Consultancy Work- Institute Collaboration

S.No	Name Of The Work Collaborated	Industry Name	Institute Collaborated	Period
1	Marketing Survey	Annachi Vilash Food Products, Madurai	Thiagarajar School Of Management In Association With Maditssia Business Information Centre,Madurai	20 <sup>th</sup> October To 5 <sup>th</sup> November 2020

### 19. Others

Funds received from Government Institutions

S. No	Project Title/Training Programme	Name of Applicant(S)	Status	Amount	Agency	Year
1	Women Entrepreneurship Development Programme	Dr. R.Meenakshi Devi & Dr.R.Sofia	Completed	1,00,000	Department of Science of Technology	2020

2	Women Entrepreneurship Development Programme	Dr.R.Sofia & Dr. R.Meenakshi Devi	Completed	1,00,000	Department of Science of Technology	20 21
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#### 20. Guideship Details

S.No	Name of the Scholar	Registration No	Affiliated University	Registration Month/Year	Research Topic
1	Nageswari.M	MKU23PFOB11174	Madurai Kamaraj University	23.8.2023	A Study on Perception of Rural Women about Self Employment and Entrepreneurial Opportunities with Special reference to Virudhunagar District
2	V.Vijaya Ramya	MKU23PFOB11225	Madurai Kamaraj University	19.10.2023	The Effect of Social Media Communications on Student's Buying Behaviour Towards Smartphones in Tirunelveli District