

Dr.E.Bobby



Assistant Professor

Department: PG Department of Commerce (CA)

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I. Academic Qualifications:

Doctoral Research - Ph.D

- **University** : Madurai Kamaraj University, Madurai, India
- **Year** : 2024

Master of Philosophy

- **University** : Madurai Kamaraj University, Madurai, India
- **Year** : 2010

Post-Graduation

- **University** : Madurai Kamaraj University, Madurai, India
- **Degree** : Master of Commerce with Computer Applications
- **Year** : 2008

Under Graduation:

- **University** : Madurai Kamaraj University, Madurai, India
- **Year** : 1992
- **Degree** : Bachelor of Business Administration

II. Teaching Experience:

- Under-Graduate : 7 years
- Post Graduate : 2 years
- 2012-2015 Worked as a Lecturer in NMS SVN College, Madurai
- 2015-2019 Worked as Assistant Professor in Madurai Kamaraj University Constituent College.

- From 2019 – Working as an Assistant Professor in the self-financing Stream in Mannar Thirumalai Naicker College, Madurai.

Area of Specialization

- Entrepreneurship
- Marketing
- Banking

III. Books Published / Edited / Chapters in Edited

- Book Published on Jan 2019 International Journal of research and Analytical Reviewed in ISSN 2384-1269.
- Book Published on 25th March 2019 UGC Approved Journal ISSN 0975-999 in Selp Journal of Social Science.
- Book Published on 16th March 2020 UGC Approved Journal ISSN 2347-6648 in Parisodh Journal.
- Book Published on Jan 2021 UGC Approved Journal ISSN 0975-1386 in Wesleyan Journal.
- Book Published on Jan 2022 UGC Care List ISSN 2582-1386 in International Journal of Scientific Research in Engineering and Management Journal.
- Book Published on Nov 2022 UGC Care List ISSN 2582-1386 in International Journal of Humanities Law of Social Science Journal.
- Book Published on Sept 2023 UGC Care List ISSN 0972-0766 in International Journal of Asiatic Society of Mumbai.

IV Published in UGC Notified Journals :

	Title of the Paper	International / National /State level	Title of the Conference	Institution/ College Name	dt/mm/yr
1.	Emerging Human Resource Practices in Entrepreneurial Firms	International	Emerging Trends in Entrepreneurship Development	VIVEKANDA COLLEGE	12 th Sep 2018
2.	Make in Digital India Challenges and Opportunities	National	Digitilization of Human Resources Practices in India	S.VELLAICHAMY NADAR COLLEGE	7 th Mar 2019
3.	A New Business Strategy in Human Resources Practices	National	A Digital Transformation Entrepreneur & Infropreneur 2K20	MANNAR THIRUMALAI NAICKER COLLEGE	15 th Mar2020
4.	A New Role of Human Resources Practices in Digital Era	International	Innovative in Business Practices in the Present Digital Era(2k21)	Dr. Zakir Hussain College ,Illyangudi	6 th March 2021
5.	An Intellectual Property Rights in HRM Practices in Higher Education Sector	National	Contemporary and Upcoming Issues in the Field of Intellectual Property Rights	MANNAR THIRUMALAI NAICKER COLLEGE	March 2022
6.	Entrepreneurial Traits in Young Entrepreneurs and Sustainability	National	Entrepreneurial Traits And Trends, 2023	FATIMA COLLEGE(AUTONOMOUS)	29 th Sep2023

V Paper Presented in Conference/Seminar

S. No	Name of the Programme	Name of the Institution	Title of the paper	Name of the Institution	Date
1.	Emerging Human Resource Practices in Entrepreneurial Firms	E.Bobby	Emerging Trends in Entrepreneurship Development	VIVEKANDA COLLEGE	12 th Sep 2018
2.	Make in Digital India Challenges and Opportunities	E.Bobby	Digitilization of Human Resources Practices in India	S.VELLAICHAMY NADAR COLLEGE	7 th Mar 2019
3.	A Digital Transformation Entrepreneur & Infopreneur 2K20	E.Bobby	A New Business Strategy in Human Resources Practices	MANNAR THIRUMALAI NAICKER COLLEGE	15 th Mar 2020
4.	Digital India :Initiative to Become Developed India	E.Bobby	Digital India in E-HRM Practices of Higher Education Sector	Ayya Nadar Janaki Ammal College	22 nd &23 rd September 2022
5.	Entrepreneurial Traits in Young Entrepreneurs and Sustainability	E.Bobby	Entrepreneurial Traits And Trends, 2023	FATIMA COLLEGE(AUTONOMOUS)	29 th Sep 2023

VI FDP/Workshop Attended (other than MTNC):

S.No	International/National/ State Level	Title of the Programme/Course	Name of the Institution/ University	dt/mm/yr
1.	State Level	GOODS & SERVICES TAX (GST)	SOURASHTRA COLLEGE/MKU	28 th Aug 2018
2.	State Level	Emerging Human Resource Practices in Entrepreneurial Firms	VIVEKANDA COLLEGE	12 TH Sep 2018
3.	State Level	Make in Digital India Challenges and Opportunities	S.VELLAICHAMY NADAR COLLEGE	7 th Mar 2019
4.	State Level	INSIGHT INTO PROMOTION CRITERIA – API Score & CAS Filling	VVANNIAPERUMAL COLLEGE FOR WOMEN /MKU	20 th Feb 2019
5.	National Level	DIGITILIZATION OF HUMAN RESOURCES PRACTICES IN INDIA	S.VELLAICHAMY NADAR COLLEGE/MKU	2 nd Mar 2019
6..	International	Online National Faculty Programme	Bishop Appaswamy College Coimbatore	27/06/2020 & 3/7/2020
7..	National/Faculty Development Program	A Two Day National Level Virtual Faculty Development Programme	VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE	15 th & 16 th September 2021
8.	National/Faculty Development Program	Digital India : Initiative to Become Developed India	Ayya Nadar Janaki Ammal College	22 nd & 23 rd September 2022

VII Workshop/Conference/FDP Attended in MTNC:

S.No	International/National/State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	National/Faculty Development Program	21 st Century Skills	MTNC	03/2020
2.	National/Faculty Development Program	Quality Assurance & Sustain in higher education	MTNC	03/2020
3.	IQAC	Online National Faculty Enrichment Programme	MTNC	5/2020
4.	IQAC	Education 4.0 for sustainable economic Development	MTNC	27/2022
5.	IQAC	Insights of National Education Policy NEP(2020)	MTNC	18/2023

VIII Digital Learning:

- Youtube
- Ppt

Details of E-Content Developed

S.No	Name of the teacher / teachers	Name of the module developed	Platform on which module is developed	Date of launching e content	Provide link to videos
1.	E.BOBBY	FINANCIAL ACCOUNTING -II	YOU TUBE	8 th April 2022	https://youtu.be/ly7lwkWXCoA
2.	E.BOBBY	CORPORATE ACCOUNTING	YOU TUBE	28 th September 2022	https://youtu.be/T6R_wED_FvY
3.	E.BOBBY	MANAGEMENT ACCOUNTING	YOU TUBE	April 2023	https://youtu.be/oQI2uMGZeUM?si=kt0JoEVYjjRLVg2X

IX Research Articles in Published Proceedings:

Sl.No	Title of the Article	Title of the Conference of the Seminar	International/National/ state level	ISBN NO	Month & Year
1.	DIGITAL INDIA: INITIATIVE TO BECOME DEVELOPED INDIA	Digital India in E-HRM Practices of Higher Education Sector	National	9798-93-83-191-88-8	Dec 2022
2.	Digital Practices in Business World	Navigating Digital Practices-A Journey Towards Business to Consumer(B2c)Marketing Transformation	National	978-93-92649-83-7	Feb 2024

X Journal (UGC Approved Journals)

S. No	Name of Author / s	Title of the Paper	Name of the Journal	Volume / Issue No.	ISSN No.	Month & Year of publication
1.	E.BOBBY	A GREEN HUMAN RESOURCE PRACTICES IN HIGHER EDUCATION	IJSREM	06 Issue 1	2582-3930	JANUARY 2022
2.	E.BOBBY	A NEW CHALLENGE S IN HUMAN RESOURCE PRACTICES OF HIGHER	IJSREM	05 Issue 6	2582-3930	SEPTEMBER2 021



XI Number of Conferences, Seminars, Workshops and other Programmes Organized:

S. No	Date	Name of the Programme	Role	Name of the Institution
1	16.12.2021	State Level Seminar On -Entrepreneurial Journey Of Innovation	Co-ordinator	Dr.M. Subramanian, Director, R. L. Institute of Management
2.	09.03.2023	Skill Enhancement Program	Co-ordinator	Entrepreneurial Leadership Development Program Mrs.UmadeviVijai Ram (MD, SRI JEYAVILAS SUBBURAJ SPINNING MILLS PVT LTD) &Jfs.S.P.Rajalingam (IMMEDIATE PAST ZONE PRESIDENT JCI ZONE XVIII)

Declaration:

I here by declared that the information furnished above is true to the best of my knowledge.

Place:

Date:

I Thankyou

Yours faithfully

(Dr.E.BOBBY)