

Mrs. B.Beaula

Assistant Professor

**Department of Commerce – Corporate Secretaryship
Mannar Thirumalai Naicker College, Pasumalai,
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I. Academic Qualifications:

National Eligibility Test – NET

- ✓ **Institution** : UGC
- ✓ **Year** : 2023

Doctoral Research – Ph.D (Pursuing)

- **University** : Madurai Kamaraj University, Madurai
- **Title** : Personality Traits and Quality Work Life of Women Teachers in Covid – 19
Pandemic -An Empirical study in
Madurai Kamaraj University affiliated
arts and science college
- **Registered** : 2022 (Pursuing)

Master of Philosophy – M.Phil (Management)

- **University** : Madurai Kamaraj University, Madurai
- **Title** : A Study on the Impact of Advertising in the Sales Performance of Home Appliance in Madurai City.
- ✓ **Year** : 2005

Post Graduation - MBA

- **University** : Madurai Kamaraj University, Madurai

- **Degree** : Master of Business Administration
(Marketing)
- ✓ **Year** : 2002
- **University** : Annamalai University, Annamalai Nagar,
Tamilnadu,
- **Degree** : Master of Business Administration
(Human Resource Management)
- ✓ **Year** : 2021

Under Graduation - BBA

- **University** : NMS. Sermathai Vasan College for
Women, Madurai.
- **Degree** : Bachelor of Business Administration
- ✓ **Year** : 1996

II. Teaching Experience

- Under Graduate : 23 years
- Post Graduate : 1year
- Worked as Head of the Department of Business Administration from
01.08.2001 to 21.06.2006 in Matha College of Arts and Science,
Manamadurai, Tamilnadu.
- Worked as an Assistant professor of Business Administration from
01.07.2006 to 30.08.2007 in Mannar Thirumalai Naicker College, Madurai,
Tamilnadu.
- Worked as an Assistant professor of Business Administration from
06.06.2008 to 18.6.2023 in Mannar Thirumalai Naicker College, Madurai,
Tamilnadu.
- Working as an Assistant professor of Commerce – Corporate Secretaryship
from 19.06.2023 to till date in Mannar Thirumalai Naicker College, Madurai,
Tamilnadu.

- **Area of Specialization:**
- Marketing Management
- Services Marketing
- Human Resource Management
- Organisational Behaviour
- Entrepreneurship
- Business Statistics
- Business Mathematics

III. Books Edited

- “Future Trends, break throughs and innovation in HRM” ISBN 978-81-193370-4-0, 2023

Chapters in Edited Books :

- Chapter entitled “Study of current Trend in Digital marketing and future of digital marketing” published in the ISBN Book entitled Prospects and Horizons in Commerce and Management with ISBN – 978-81-942871-1-7, First-Volume I, December 2020.
- Chapter entitled “A Conceptual Analysis of Personality Traits of Level Five Leadership Style and its Outsized Impact on Success of an Organisation” published in ISBN Book entitled Paradigm Shift Towards Sustainable Business and Management Practices with ISBN – 978-81-951746-9-0, December 2023.

IV. Papers published in UGC Notified Journals

- An article entitled “Digital marketing skills are vital for successful entrepreneur – An overview” published in Rabindra Bharati Journal of Philosophy UGC CARE Group I Journal ISSN:0973-0087 vol: XXIV, No:6,2023 with IF:6.986.
- Paper entitled “A conceptual analysis of cloud computing in the educational system” Published in ISSN: 2347-7180 UGC Care Group I Journal Vol-13, Issue4, N0.8, April 2023.
- An article entitled “A Pan – Indian study of digital education” published in International Journal of Current research and academic Review, ISSN: 2347 – 3215

(Online) Volume 11 Number 1 (January – 2023)

- Paper entitled “A Study on the Impact of Artificial Intelligence on applications and Future opportunities to increase workforce productivity in HRM” published in History Research Journal ISSN 0976-5425(P) with IF=7.86 Volume:29, Issue:05, September – October 2023. UGC CARE Approved Group I, Peer Reviewed, Referred Journal.
- Paper entitled Bricolage is a Trait for Entrepreneurial Excellence” published in International Journal of Advance & Applied Research ISSN 2347-7075, Impact factor 7.328, Colume-5, Issue-4, Mar-Apr 2024

V. Papers presented in Conferences/Seminars

- Paper entitled “Enhancing customer relationship” presented in National level seminar organised by Department of management studies, Government Arts and Science College, Paramakudi on 5th March 2010.
- Paper entitled Impact of MNC’s Entry in the Indian Retail Market on Consumers presented in UGC sponsored National seminar on 15th and 16th March 2012 organised by Department of Commerce, Thiagarajar College, Madurai.
- Paper entitled “Impact of Covid 19 Lockdown- Recovery measures of GoI with special reference to ATMA NIRBHAR BHARAT package” Presented in two days International online seminar on MSME’s and COVID-19 The Opportunities, Challenges And Recovery Measures organised by Department of Management studies, Nehru Institute of Technology, Coimbatore, sponsored by Indian Council of Social Science Research (ICSSR), New Delhi and published in a proceeding book on two days International online seminar on 17th & 18th May 2022. ISBN: 978-93-91977-17-7.
- Paper entitled “Digital marketing skills are vital for successful entrepreneur – An overview” presented in National level seminar on “Entrepreneurship in Industry 4.0: A Glimpse” on 16.12.2022 organised by PG & Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai.
- Paper entitled “A Pan – Indian study of digital education” presented in Two days National level conference on “Digital pedagogy and open-source tools for effective teaching, learning and research” Organised by VHN Senthikumara Nadar College, Virudhunagar, sponsored by cc on 24th & 25th January 2023.
- Paper entitled “Agri-tech startups – The future of Indian agriculture sector” presented and published in a proceeding book of National level conference on “Indian start-ups issues and challenges”-Post pandemic perspective” organised by Department of Business administration, MTN College, ISBN:978-81-19042-15-9. On 10.2.2023.

- Paper entitled “Women entrepreneurs paving way for economic growth of India” presented in National conference on “Business Dynamics and Sustainable Development in India” organised by Department of Corporate Secretaryship, The Quaide Milleth College for women, Chennai on 2nd March 2023. Published in conference proceedings ISBN: 978-93-5779-861-7.
- Paper entitled “A conceptual analysis of cloud computing in the educational system” presented in 3rd International conference on MASK organised by Department of Commerce, college of science and humanities, SRM Institute of Science and Technology, Chennai on 27th & 28th March 2023.
- Paper entitled “Bricolage is a trait of entrepreneurial excellence” presented in International Conference on Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth, organised by Department of PG & Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 16.2.2024.

VI. Articles published in proceedings

- Paper entitled “Impact of Covid 19 Lockdown- Recovery measures of GoI with special reference to ATMA NIRBHAR BHARAT package” Presented in two days International online seminar on MSME’s and COVID-19 The Opportunities, Challenges And Recovery Measures organised by Department of Management studies, Nehru Institute of Technology, Coimbatore, sponsored by Indian Council of Social Science Research (ICSSR), New Delhi and published in a proceeding book on two days International online seminar on 17th & 18th May 2022. ISBN: 978-93-91977-17-7.
- Paper entitled “A Pan – Indian study of digital education” presented in Two days National level conference on “Digital pedagogy and open-source tools for effective teaching, learning and research” Organised by VHN Senthikumara Nadar College, Virudhunagar, sponsored by cc on 24th & 25th January 2023.
- Paper entitled “Agri-tech startups – The future of Indian agriculture sector” presented and published in a proceeding book of National level conference on “Indian start-ups issues and challenges”-Post pandemic perspective” organised by Department of Business administration, MTN College, ISBN:978-81-19042-15-9. On 10.2.2023.
- Paper entitled “Women entrepreneurs paving way for economic growth of India” presented in National conference on “Business Dynamics and Sustainable Development in India” organised by Department of Corporate Secretaryship, The Quaide Milleth College for women, Chennai on 2nd March 2023. Published in conference proceedings ISBN: 978-93-5779-861-7.

VII. Faculty Development Programmes/

Seminars/Webinars/Conference/Workshops attended

Faculty Development Programme attended:

- FDP on One Can Do, Teaches! How to do? And What to do? In IQAC, Mannar Thirumalai Naicker College, Madurai on 8.3.2019.
- FDP on One day Training and Production Workshop on prospects of Outcome Based Curriculum in IQAC, Mannar Thirumalai Naicker College, Madurai on 9.3.2019.
- Capacity Building Programme on Outcome Based Education in IQAC, Mannar Thirumalai Naicker College, Madurai on 28.8.2019.
- FDP on 21st Century Skills in IQAC, Mannar Thirumalai Naicker College, Madurai on 5.3.2020.
- FDP on Quality Assurance and Sustenance in Higher Education in IQAC, Mannar Thirumalai Naicker College, Madurai on 11.3.2020.
- Virtual FDP on “Learning Through Gamification” in PSNA College of Engineering and Technology, Dindigul on 30.4.2020.
- Virtual FDP on Enhancing Quality by Unearthing innovative practices – EQUIP 2022 Jointly organized IQAC, Mannar Thirumalai Naicker College, Madurai. & A.P.C. Mahalakshmi College for Women, Thoothukudi 18.4.2022 – 24.4.2022/ Seven days
- FDP on “Mastering the art of handling post covid challenges for sustainable development” Dr.M.G.R. Educational & Research Institute. Chennai on 19.5.2020 – 23.5.2020/Seven days
- Personality Development Programme on “Building Innovative thoughts for future Leaders” in Nehru Institute of Management Studies, Coimbatore on 22.5.2020.
- e-FDP on “Virtual Teaching – Learning MOODLE the efficient way” in Dr.M.G.R. Educational & Research Institute. Chennai on 29.5.2020 & 30.5.2020
- FDP on “Effective Report Writing” in Hajee Karutha Rowther Howdia College, Uthamapalayam on 25.6.2020.
- FDP on “Emerging Trends in Business and Society” in Kalasalingam Academy of Research and Education (Deemed to be University), Krishnankoil 26.6.2020 – 2.7.2020/Seven days
- Faculty Research Programme on “Dynamics of Research in IQAC, Mannar Thirumalai Naicker College, Madurai on 15.9.2022 & 16.9.2022.

- Faculty Enhancement Programme on “Consultancy and corporate Training” in IQAC, Mannar Thirumalai Naicker College, Madurai on 17.3.2023
- Faculty Enhancement Programme on “Insights of NEP 2020 in IQAC, Mannar Thirumalai Naicker College, Madurai on 18.3.2023
- Faculty Enhancement Programme on “Corporate Updates and Workplace Resilience” organised by IQAC, Mannar Thirumalai Naicker College, Madurai on 15.9.2023

Conferences attended:

- “Impact of Covid 19 Lockdown- Recovery measures of GoI with special reference to ATMA NIRBHAR BHARAT package” two days International online seminar on MSME’s and COVID-19 The Opportunities, Challenges And Recovery Measures in Department of Management studies, Nehru Institute of Technology, Coimbatore, sponsored by Indian Council of Social Science Research (ICSSR), New Delhi on 17.5.2022 & 18.5.2022.
- “Digital marketing skills are vital for successful entrepreneur – An overview” National level seminar on “Entrepreneurship in Industry 4.0: A Glimpse” in PG & Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 16.12.2022.
- “A Pan – Indian study of digital education” Two day National level conference on “Digital pedagogy and open-source tools for effective teaching, learning and research” in VHN Senthikumara Nadar College, Virudhunagar on 24.1.2023 & 25.1.2023.
- “Agritech startups – The future of Indian agriculture sector” National level conference on “Indian start-ups issues and challenges”-Post pandemic perspective” in Department of Business administration, Mannar Thirumalai Naicker College, Madurai on 10.2.2023.
- “Women entrepreneurs paving way for economic growth of India” National conference on “Business Dynamics And Sustainable Development In India” in Department of Corporate Secretaryship, The Quaide Milleth College for women, Chennai on 22.3.2023.
- A conceptual analysis of cloud computing in the educational system” 3rd International conference on MASK in Department of Commerce, college of science and humanities, SRM Institute of Science and Technology, Chennai 27.3.2023 & 28.3.2023.

- International conference on Skill Development and Emerging technologies for International Indian Youth organised by Mannar Thirumalai Naicker College, Madurai. On 16.2.2024
- International conference on Socio-Economic Relevance Science, Social, Commerce towards sustainability organised by Government College for Men, Kadappa, India on 5.3.2024.

Seminars/Webinars attended:

- Webinar on “Post Covid-19 Lockdown: Opportunities and Challenges for Education, Industry & Economy” in Poona College of arts, science & Commerce, Pune on 16.5.2020.
- Webinar on “Bio Diversity” in Eco Club, Mannar Thirumalai Naicker College, Madurai. On 22.5.2020.
- Webinar on “Use of online tools for Teaching & Assessment process” in PSG College of Arts and Science, Coimbatore on 22.5.2020.
- Webinar on “Human Resource sustainability in GIG Economy – International Business Perspective” in School of Management, Vel Tech Rangarajan Dr.Sagunthala R&D Institute of science and Technology, Chennai on 23.5.2020.
- International webinar on “Role of ICT in Education Sector and its impact on Students, Faculties and Policy makers” in St.Joseph’s College of Arts and Science, Cuddalore. On 1.6.2020 – 3.6.2020.
- Webinar on Stress Management – Change the way you feel in SRM TRP Engineering College, Trichy. On 2.6.2020.
- National level webinar on”Career Education – Decide your path during this Quarantine” in Sri Vidhya College of arts and science, Virudhunagar. On 3.6.2020 & 4.6.2020.
- National level webinar on “Expansion of cyber crime during covid-19 and its remedies” in Madonna Arts & Science College for Women, Madurai on 3.6.2020.
- International webinar on “Economic Impact of Global Pandemic (COVID19)” Thiagarajar College, Madurai on 5.6.2020.

- Webinar on “Impact of Covid-19 Pandemic on Indian Economy” Dr.Zakir Husain College, Ilayangudi. On 7.6.2020.
- Webinar on “International Virtual Summit 2020” Shree Chandrababhu Jain College, Minjur on 8.6.2020.
- National level webinar on “Impact of Covid-19 towards Migrant Labourers in India” Department of Economics, Mannar Thirumalai Naicker College, Madurai. On 9.6.2020.
- International webinar on “Impact of COVID-19 on entrepreneurship” Latha Mathavan Arts and Science College, Madurai on 10.6.2020.
- National Webinar on “Covid-19 and Digital Transformation” NTVS’S Gajmal Tulshiram Patil Arts, Commerce and Science College, Nandurbar, Maharashtra on 11.6.2020.
- National Webinar on “Research Methodology” Loyala College, Chennai on 12.6.2020 & 13.6.2020.
- National Webinar on “Corporate Social Responsibility in Marketing” Mother Gnanamma Women’s College of Arts and Science, Varadarajanpet, Ariyalur on 15.6.2020.
- Virtual Session on Mindfulness organised by Dr.MGR Educational and Research Institute, Chennai. On 23.6.2020.
- National level webinar on “Challenges and Opportunities in Higher Education under the present scenario” G.Venkataswamy Naidu College, Kovilpatti on 25.6.2020 – 27.6.2020.
- Webinar of ‘Knowledge Series 2020’, University of Mumbai’s Alkesh Dinesh Mody Institute for Financial and Management studies. Mumbai on 27.6.2020.
- National webinar on Reverse Migration and Agrarian Economy” College of Social Work (Autonomous), Nirmala Niketan, Mumbai. On 27.6.2020.
- International webinar on “Introduction to E-Learning and its challenges” Patrician College of Arts and Science, Adyar, Chennai on 28.6.2020.
- Webinar on “Opportunities for personal and Professional Development” Shree Chandrababhu Jain College, Minjur on 29.6.2020.
- National Webinar on “Social Media Marketing” Alpha Arts and Science College, Porur on 2.7.2020.
- National level webinar on “Impact of covid – 19 on Financial services industry and the way ahead” KAYPEEYES College of Arts & Science, Kotagiri, The Nilgris. On 3.6.2020.
- Webinar on “Mind achieves what it conceives” GTN Arts College, Dindigul on 4.7.2020.

- Webinar on “Navigate through pandemic financial crisis” Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore. On 10.7.2020.
- Webinar on “Marketing strategies in the times of Covid-19” Quick Starts Academy in association with Tagore Engineering College, on 12.7.2020.
- Webinar on “How to overcome failures”Quick Starts Academy in association with Tagore Engineering College, on 13.7.2020.
- Webinar on “Effective management of personal finance with wealth creation” Sri S Ramasamy Naidu Memorial College, Sattur. On 13.4.2022.
- Webinar on “Financial awareness and career opportunities in stock market” LNCT Group of colleges MBA, Bhopal, MP on 20.4.2022.
- One day National level webinar in association with AMFI titled “Financial empowerment through wealth creation” V.E.T. First Grade College, Bangaluru on 5.5.2022.
- Two days online seminar on MSMEs and Covid – 19 organ on ised by Nehru Institute of Technology, Chennai. 17.5.2022 & 18.5.2022
- National seminar on “Entrepreneurship in industry 4.0: A Glimpse” Mannar Thirumalai Naicker College, Madurai on 16.12.2022.
- Two day NAAC Collaborated National Virtual Seminar on “Holistic and Multidisciplinary approach towards National Higher Education Quality framework” organised by Cauvery College for Women (Autonomous) Trichy. On 5.7.2023 & 6.7.2023.

Workshop attended:

- Online Workshop on “Data Analysis using SPSS” organised by The American College, Madurai on 28.5.2020 – 30.5.2020.
- Two day National level E Workshop on “Understanding OBS Studio & Streamyard for E-Content creation and Live streaming” organised by Dr. M.G.R Educational and Research Institute, Chennai. On 10.7.2020 & 11.7.2020.
- Two day National level workshop on ‘Statistical Analysis and Interpretation using SPSS and AMOS’ organised by Madurai Kamaraj University, Madurai on 25.3.2022 & 26.3.2022.
- National level workshop on Cloud computing technologies in Banking applications organized by VHN.Senthikumara Nadar College, Virudhunagar on 15.9.2023

VIII. Convenor and Organising secretary

S. No	Title	Name of the Resource Persons	Date
1.	State Level Seminar on Management Communication,	Dr. Julias Ceasor & Dr. John, Department of Commerce, St. Joseph College, Trichy.	2018

IX. Academic responsibilities in the institution

S.No	Name of position	From	To
1.	Accredited Trainer to Conduct Entrepreneurship Awareness Programme certified by Centre for Entrepreneurship Development (CED) Organised by Alagappa University, Karaikudi	2004	Till Now
2.	Busi – Man Association, BBA Department - Convenor	2013	2021
3.	Attendance Committee - Convenor	2019	2020
4.	Women Development Forum, MTNC - Member		

X. Acted as Resource Person

- Acted as a Resource person for the District Level Workshop on Marketing jointly organised by Tamilnadu Corporation for Development of Women and People Education Rural Development in Manamadurai on 23.7.2003.
- Acted as a Resource person for the District Level Workshop on Quality Marketing jointly organised by Tamilnadu Corporation for Development of Women and People Education Rural Development in Manamadurai on 20.3.2005.
- Acted as a resource person for the Guest lecture on “Present Retail Scenario in India” organised by Department of Business Administration, Sourashtra College, Madurai on 29.02.2016.
- Acted as a Resource person for the Online National level Webinar on “Soft Skill Development – Tips and Tricks” organised by the Department of Business Administration, Madonna Arts and Science College, Madurai on 05.08.2021.