

BIO -DATA

1. Name :Dr.M.A.Parveen Banu
2. Designation :Assistant Professor
3. Department : Commerce
4. Correspondence Address :2/32, Second Street, New Colony,
Mannarpuram, Tiruchirappalli 620 020.
5. Email and Contact number :parveenrafick@gmail.com 9443831786
6. Date of Birth :11.02.1979
7. Gender : Female
8. Category :BCM
9. Whether differently abled :No
10. Academic Qualification :M.Com.,M.B.A.,M.Phil.,Ph.D.,SET.,

Degree	Year	Subject	University/Institution	% of Marks
B.Com	May 1999	Commerce	Holy Cross College/ Bharathidasan University, Tiruchy	77%
M.Com University 1st Rank	April 2001	Commerce	Cauvery College For Women/ Bharathidasan University, Tiruchy	78%
M.Phil	April 2003	Commerce	Madurai Kamaraj University, Madurai	61%
Ph.D	August 2012	Commerce	Bharathidasan University, Tiruchy	commended
SET	Feb 2016	Commerce	Mother Teresa University, Kodaikanal.	
MBA	Dec 2017	Commerce	Alagappa University,Karaikudi	70%

11. Ph.D thesis title :Working Capital Management of Sugar Industry in
Tiruchirappalli District.
Guide's Name : Dr.V.Gomathi
Institution/ University :Bharathidasan University
Year of Award :2012

12. Work Experience:22 Years Till Date

Position held	Name of the Institute	From	To	Pay Scale
Associate Professor	Cauvery College For Women, Tiruchy	01.07.2002	21.08.2021	Consolidated
Assistant Professor	National College, Tiruchy	23.08.2021	Till Date	10 th Level

13. Professional Recognition/ Award/ Certificate:

Certificate of Excellence in Peer Reviewing in recognition of an Outstanding Contribution to the Quality of the Book-BP International.

Certificate of Excellence in Reviewing in recognition of an Outstanding Contribution to the Quality of the Journal- International Journal of Economics, Management and Trade.

Certificate of Excellence in Reviewing in recognition of an Outstanding Contribution to the Quality of the Journal- International Journal of Environment and Climate Change.

14. Publications:11

S. No.	Author(s)	Title	Name of Journal	Volume	Page	Year
	Dr.M. A . Parveen Banu & Ms A.Nilofer	Evaluating the impact of customer relationship management practices on E-Commerce Business Applications	South india journal of social sciences	Vol 21	pp-21	June 2023
		The Emerging Paradigm Of CRM Practices In E-Commerce Companies- A Study In The Tiruchirapalli District Of Tamilnadu	South Asian Journal of Management	Vo1 30	Pp 102	Dec 2023

15. Details of patents :Patent Application No:202321028563

An analytical strategy for enhancing the work environment through the use of application programming interfaces and human resource management systems

16. Books:3

Title & ISBN	Author's Name	Publisher	Year of Publication
Principles of Management 978-93-5756-881-4	Dr.M.A.Parveen Banu& Dr.V.Rathnamani	Good Writers Publishing, Chhatisgarh	2023

17. Research guidance

Ph.D.	: On going	: 4
M.Phil.	: Awarded	: 36
M.Com	: Awarded	:45
M.B.A	:Awarded	:27

18. List of Completed/Ongoing/Submitted projects

Title of the Project	Duration		Total Cost (Rs.)	Name of Funding Agency	Status
	From	To			
An Elevation of Intellectual Skills among Final Year of UG & PG- Commerce Aided Stream Students- A Study	2023-2024		Rs 15,000	National College, Tiruchy	

19. Membership: Doctoral Committee Member, Board of Studies Member.

20.a)Paper Presented:

Name of the Staff	Title of the Article / Paper	Name of the Seminar & Place	Date of Seminar	Mention National / International / State level
Dr.M.A.Parveen Banu	Perception of Customers Towards CRM Practices adopted in PayTM: An	Leading the Business of Future:Talent Technology and Transforming in a Changing World”,	22nd & 23rd September 2022	Virtual-International

	Indian E Commerce Payment and Financial Technology Company.	Cauvery College For Women(Auton omous) Tiruchirappalli, Tamilnadu		
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b)FDP Attended:

Faculty Induction Programme	National College (Autonomous), Tiruchirapaalli	2.9.2021 – 14.9.2021
In Service Teacher Training Programme in Commerce and Management	Tamilnadu State Council for Higher Education, Alagappa University, Karaikudi	05.05.2022- 06.05.2022
“Personality Development for Teachers in HEI’s”	IOT Academy, Coimbatore, Tamilnadu	28.11.2022 – 02.12.2022.
7 Days FDP on Exploring Innovation in Personal and Institutional Development	National College (Autonomous), Tiruchirapaalli	05.06.2023- 12.06.2023.
Research Training	MSME-TECHNOLOGY DEVELOPMENT CENTRE (PPDC)-Virtual	12.06.2023 - 13.07.2023
One week FDP on Advanced Research Methodology	ACT Academy,Tamilnadu	24.07.2023 - 30.07.2023
DST Sponsored Three Weeks Women Entrepreneurship Development Programme on "Empowering Entrepreneurship for Health, Food and Technology Innovation	Academy Of Maritime Education And Training Deemed To Be University, Chennai	28.08.2023 - 15.09.2023
Short Term course in Outcome Based Education and Credit Framework	HRDC-BDU, Trichy	20.09.2023- 26.9.2023
1 day virtual Webinar on Girls education strengthen our society	HUBUDC	18.01.2024
5 Days National Online FDP on Research Methodology Ethics and Publications	IQAC, Dept of Maths, Theivanai Ammal College for Women(A), Villupuram.	22.01.2024- 26.01.2024

Research and Development	UGC - Sponsored Webinar on Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	02.03.2024
One Week Online FDP on Effective Teaching Pedagogy	Strategies for Engaging and Empowering Learners, Dept of Humanities and Physical Education, CT University Ludhiana, Punjab	11.03.2024-17.03.2024.
NEP 2020 Orientation and Sensitization Programme	UGC,MMTTP,Bharathidasan University, Tiruchirappalli	20.05.2024-29.05.2024

c)Orientation Programme

Successfully completed a 4 Week Orientation Programme for Faculty in Universities/Colleges/Institutes of Higher Education by Teaching Learning Centre, Ramanujan College, University of Delhi in Collaboration with Women's College, Tinsukia under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching from 20.10.2022 to 18.11.2022 and Obtained **Grade A+**.

d)Refresher Course

Successfully Completed Two Week Online Refresher Course on Commerce & Management at the 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 and Indian Accounting Association, NCR Chapter from 02.02.2024 to 15.02.2024 and Obtained **Grade A+**.

e) E Content developed:6

f) SWAYAM/NPTEL

Successfully Completed NPTEL Online Certification & FDP-11 Courses

- 4 week course on Psychology of Everyday Aug- Sep 2021.
- 12 weeks course on Leadership and Team Effectiveness Jan-April 2022 cum FDP
- 8 weeks course on the Customer Relationship Management, August - October 2022, secured 71% **ELITE cum FDP**.
- 8 week course on Managing change in Organisations Jan-March 2023 cum FDP.
 - Developing soft skills and Personality July - Sep 2023 8 weeks course cum FDP
 - Emotional Intelligence Jan-Mar 2024 8 weeks course cum FDP.

g) Organised One day workshop on "Skill forge on resilience Building", held on 11th January 2024.

h) Chairperson for the Technical Session at the International Conference on “Dynamic Quadrants in the World of Commerce, held on 16.02.2023 – 17.02.2023 at Department of Commerce, Bishop Heber College(A), Tiruchirappalli.

i) Took Charge of:

Vice President of Commerce Association, Department of Commerce, NCT 2021-2022

IQAC Department Liason Officer 2022-2023

IQAC Department Liason Officer 2023-2024

IQAC Department Liason Officer 2024-2025.

DECLARATION:-

I certify that the foregoing information is correct and complete to the best of my knowledge and belief.

Place: Tiruchirappalli

Date:

Signature

