

PROFILE



Personal Information:

Name : Mrs. B. BEAULA
Qualification : MBA (Marketing), M.Phil., MBA (HRM)., UGC-NET., Ph.D.,
Teaching Experience : 21 Years,
Age and Date of Birth: 47, 19/02/1976
Religion-Community : Christian Nadar
Husband's Name : Mr. C.Jeyakumar, M.Sc., B.Ed.,
Email ID : gladysbeaula@gmail.com
Contact Number : 9865628959
Address : No.9, Ayyanarpuram 6th street,
Opposite to old EB office,
Muthupatti, Madurai 625 003. Tamilnadu

Academic Qualifications:

Course	Institution / Board	Class	Year of passing
UGC - NET	UGC	-	July 2023
Ph.D. Management	Madurai Kamaraj University, Madurai	-	Pursuing
MBA Human Resource	Annamalai University, Annamalai Nagar. Tamilnadu	First class with distinction	June 2021
M.Phil. Management	Madurai Kamaraj University, Madurai	First class	April 2005
MBA Marketing	Madurai Kamaraj University, Madurai	Second class	April 2002
BBA	NMS.Sermathai Vasan College for Women, Madurai.	Second class	July 1996
HSC	Tamilnadu State Board	First class	March 1993
SSLC	Tamilnadu State Board	First class	March 1991

Teaching Experience:

- ✓ 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 Assistant professor of Business Administration from 01.07.2006 to 30.08.2007 in Mannar Thirumalai Naicker College, Madurai, Tamilnadu.

- ✓ Worked as Assistant professor of Business Administration from 06.06.2008 to till date in Mannar Thirumalai Naicker College, Madurai, Tamilnadu.

Academic Research Work:

- ✓ April 2000 –A Study of consumer behaviour towards soft drinks in Madurai city. (MBA)
- ✓ January 2005 - A Study on the Impact of Advertising in the Sales performance of Home Appliances in Madurai City. (M.Phil.)
- ✓ 2022 - Personality traits and Quality work life of women teachers in Covid-19 pandemic – An Empirical study in Madurai Kamaraj University affiliated arts and science colleges. (Ph.D. -Pursuing)

Positions held in teaching experience:

- ✓ Chairman of The Board of University question paper setter inBBA and MBA.
- ✓ Chief Examiner of Board of central valuation of Business Administration in Madurai Kamaraj University.
- ✓ Question paper setter and External Examiner of Various Autonomous colleges.

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.

Positions held in Department & College:

- ✓ Accredited Trainer to conduct Entrepreneurship Awareness Programme (EAC) certified by Centre for Entrepreneurship Development (CED) – December 2004.

- ✓ Convenor of BBA Department Association and organised numerous programmes in Mannar Thirumalai Naicker College, Madurai, (2013 – 2021)
- ✓ Convenor of Attendance Committee in Mannar Thirumalai Naicker College, Madurai, from June 2019 to April 2020.
- ✓ Member of Women Development Forum of Mannar Thirumalai Naicker College, Madurai.
- ✓ Convenor of Press committee(In college functions) - Mannar Thirumalai Naicker College, Madurai,

Papers published in UGC Journal:

- ✓ 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, Issue-4, 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)

Papers presented and published in Seminar/Conference proceedings:

- ✓ 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 day 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 “Agritech 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 NO: 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 “A conceptual analysis of level five leadership style and its outsized impact on Success of a Company” presented In international conference on Dynamic Management Practices in digitalised era-2023, organised by Department of Management Studies, Madurai Kamaraj University on 12th & 13th May 2023.

Chief editor for a Book Chapters:

- ✓ Published an Edited Book with ISBN – 978-81-193370-4-0, on the topic “Future Trends, break throughs and innovation in HRM”

Paper published in Book chapters:

- ✓ Paper entitled “Study of current Trend in Digital marketing and future of digital marketing” in the ISBN Book entitled Prospects and Horizons in Commerce and Management with ISBN – 978-81-942871-1-7, First-Volume I, December 2020.

Conferences / Seminars / Webinars attended – 47

Faculty Development Programme attended- 18

Virtual Quiz attended- 20

Declaration:

This is to declare that the above information is true to my knowledge.

B. BEAULA