

Dr M.V.SATHIYA BAMA



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Address : Associate Professor & Head
Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College,
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PERSONAL PROFILE

Name : Dr M.V.SATHIYA BAMA

Date of Birth : 07.04.1978

Gender : Female

Marital Status : Married

Religion : Hindu

Nationality : Indian

Educational Qualification : M.Com, M.Phil, PGDCA, MBA, PhD

Designation : Associate Professor & Head (E-Commerce)

Languages Known : Tamil & English

EDUCATIONAL QUALIFICATION

COURSE	PERIOD OF STUDY	COLLEGE	UNIVERSITY
B.COM	1995-1998	NGM College	Bharathiar University
M.COM	1998-2000	NGM College	Bharathiar University

M.PHIL	2001-2002	NGM College	Bharathiar University
PGDCA	2003	NGM College	Manonmaniyam Sundaranar University, Trichy
MBA	2011	-	Periyar University, Salem
PH.D	2003- 2013	NGM College	Bharathiar University

TEACHING EXPERIENCE

18 Years (PG 5 years Included) in NGM College.

- Worked as Assistant Professor (Management Faculty) in Aided Commerce from (2002-07)
- Worked as Assistant Professor in Commerce-CA (SF) (2007-11)
- Working as Associate Professor & Head of the Department of Commerce - (E-Commerce) 2011- Till date

RESERCH EXPERIENCE

- Recognized Guide/Research supervisor, guiding candidates leading to M.Phil., & PhD Programme in Commerce
- M.Phil Candidates Produced : 07
- Ph.D Pursuing : 04

UGC PROJECT

- **Minor project** sanctioned by **UGC** entitled “Extent of Awareness on Consumer Protection Act among Members of Self Help Group-With Specific Reference to Coimbatore District” and UGC Research Project Submitted.

AWARD RECEIVED

Received **GNANA GURU** Award from Linons Club of Pollachi on 21.09.2019

ARTICLES PUBLISHED IN JOURNAL(S)

- No of Articles Published in Journals (ISSN) : 21

PAPERS PUBLISHED IN CONFERENCE PROCEEDINGS

- No of Papers Published in Conference Proceedings (ISBN) : 18

BOOK PUBLISHED -01

PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL CONFERENCES- 48

CHAPTERS IN BOOKS PUBLISHED BY NATIONAL INTERNATIONAL LEVEL PUBLISHERS

- No of Chapters Published : 06

MEMBERSHIP IN PROFESSIONAL BODIES /COMMITTEES

- University Nominee in Board of Studies, Kongunadu Arts and Science College, Coimbatore
- Examiner in Doctorial Committee meeting.

RESOURCE PERSON

- Invited as Resource Person on the topic of “Carrier opportunities in E-Commerce” in Vidyasagar College of Art and Science on 21st August 2014
- Invited as Resource person on the topic “Elainarkalin Elichi” Organized by Vivekanandar Narpanimandram NGM College, Pollachi on 2019

MOU

- Signing of MOU with Integrated Enterprises (India) Ltd, Pollachi for academic and Extension Activities

- Signing of MOU with Maruthi Driving School, Pollachi for academic and Extension Activities

ROLES AND RESPONSIBILITIES

- Co-ordinator in Students Guild of Services(**SGS**) NGM College, Pollachi
- Active Member in Consumer Association, Pollachi
- Co-coordinator cum article writer in Manaiyiyal Mahathuvam and Ulavu Bharatham
- Internal Auditor in ISO cell,NGM College,Pollachi
- Research Committee Member, NGM College, Pollachi
- Campus company Co-ordinator, NGM College, Pollachi
- Organizer e-commerce expo on sep 26th & 27th 2012
- Convener of one day national level symposium on E-business and E-Commerce-Its emerging trends held on 23.8.2017

FACULTY DEVELOPMENT PROGRAMMES ATTENDED

- No of Faculty Development Programmes Attended : 32

WORKSHOPS/CONFERENCE/SEMINARS PARTICIPATED

- No of workshops, conferences, seminars participated : 51

WEBINARS ATTENDED

- No of Webinars attended : 22

NPTEL COURSE COMPLETED : 01

SWAYAM ARPIT ONLINE COURSE COMPLETED : 01

SHORT TERM ONLINE COURSES COMPLETED : 08

CONSULTANCY SERVICE

- Supervisor on Consultancy service on “e-Desk” for online electricity bill payments and railway ticket reservations from 2016 onwards in E-Commerce Department, NGM College, Pollachi

GUEST LECTURES / WORKSHOPS / EXTENSION PROGRAMMES ORGANIZED

- No of guest lectures, workshops, extension programmes organized: 51

(Dr M.V.SATHIYA BAMA)