



FACULTYPROFILE

Name : Dr. B. SUBATRA
Designation : **Assistant Professor**
Department of Commerce (PA)

Address : Flat no-316, Sree Daksha Lucien Apartment, Lakshmi
nagar
Vadavalli, Thondamuthur Main Road,
Coimbatore-641 109

ContactNumber : **9487937539, 8667803400**
Email ID : **bsubatra1@gmailcom**
Date of Joining in Collegiate Education : **02.02.2016**
Date of Joining in the Present College : **01.04.2023**
AcademicProfile :

Degree	Institute/College	University	Period
B.Com	Government Arts College for Women, Salem - 8	Madras University	April 1999
M.Com Commerce	Annamalai University	Annamalai University	May 2002
M.Phil Commerce	Annamalai University	Annamalai University	Sep - 2006
Ph.D Commerce	Annamalai University	Annamalai University	Nov-2012
Diploma in Co-operation	Natchiyappa Institute of Co-operative Management		2000

Eligibility for Lectureship : **NIL**

Teaching Experience :

i) Total : 16 years
ii) UG : 16 years

iii) PG : 16 years

Name of the college	Positionheld	Period
Annamalai University	Assistant Professor, Department of Commerce	11.07.2007 - 01.02.2016
Government Arts and Science College for Women, Burgur, krishnagiri	Assistant Professor, Department of Commerce	02.02.2016 - 26.06.2017
Government Arts College for Women, Salem-8	Assistant Professor, PG & Research Department of Commerce	27.06.2017 - 31.03.2023
Government Arts and Science, Thondamuthur Coimbatore	Assistant Professor, Commerce (PA)	01.04.2023 Till this date

HonorsandResearchAwards :I.

S.NO	AWARD GIVEN INSTITUTE	NAME OF THE AWARD	DATE		
1	VIVEKANANDHA COLLEGE OF ARTS AND SCIENCE FOR WOMEN	TEACHING EXCELLENCE	10-02-2020		
2	Puducherry Academic Researchers Academy	PARA Women Award	2021		

MembershipinProfessionalBodies:

S.No	NameoftheProfess ionalBody	MembershipDetails	Period
		NIL	

Field of Specialization :Finance, Marketing and Human Resource

ResearchGuidance(No of Research Students Guided)

M.Phil : Guided: 4 Guiding:nil

Ph.D: Guided: NIL Guiding: 04

ResearchExperience :15 years

i) M.A.,Dissertation : Nil

ii) M.Phil.,Dissertation : Farmers Perception towards Utilization of L&T – John Deere Tractors in

Namakkal district

iii) **Ph.D.Thesis** : A study on Truck Operations in Namakkal District

ResearchPublications :

i) **ResearchPapers** :

DetailsofPublication:

S.No	Title of the Article	Journal	National/International	Year of Publication
1	Ethics in Transport Sector	Business ethics and Corporate Governance	National	2012
2	Role of CRM in Automobile Industry	Customer Relationship Management in the Present scenario, B-digest publication, (ISBN:978-81-923976, pp.440-443)	National	2012
3	Logistics and Cost of Truck Operations	Global Marketing Scenario, B-Club Publisher, (ISBN.978-81-925275-0-5, pp-190-197)	National	2013
4	Trucking Industry in Namakkal district-SWOT analysis	Research Explorer, Vol-II, special Issue, (ISSN:2250-1940, , pp.142-144,)	International	September 2013.
5	Problems and Prospects of Online Shopping in India	Retail Marketing: Opportunities and Challenges, (ISBN.No.978-93-8050,pp.138-146.)	National	May 2015
6	Factors Determining the Growth and Performance of Automobile industry in India-An Overview	Journal of Road Transport, ISSN No.2394-2495,Vol.No.1, Issue-2, pp.56-67, UGC Listed Journal	International	January-March-2015
7	A Study on Women Empowerment in Krishnagiri Taluk-SWOT Analysis	PRIMAX International Journal of commerce and Management Research.(ISSN:2321-3604, Special Issue,pp.100-103) (Impact Factor:3.532)	International	2016
8	A Study on Customer Satisfaction towards Home Loan(With Special Reference to	PRIMAX International Journal of commerce and Management Research.(ISSN:2321-3604,	International	2016

	SBI&LIC(HFL)in Krishnagiri.	Special Issue,pp.) (Impact Factor: 1.03)		
9	Problems and Prospects of Women Entrepreneurs towards Plastic Money in Hosur Taluk	Shanlax International Journal of Commerce, ISSN.NO: 2320-4168, Vol.5, Special Issue 1, pp.390-394. (Impact Factor: 3.017)	International	September 2017
10	A Study on Women Customer' Perception towards Online Shopping in Salem District.	Shanlax International Journal of Arts, Science and Humanities, ISSN.NO: 2320-4168, Vol.5, Special Issue 1, pp.158-163. (Impact Factor: 2.114)	International	February 2018
11	A Study on Consumer Awareness towards Green Products in Salem town	Shanlax International Journal of Commerce, Vol-0,Issue-1, 2018,pp.46-49	International	September 2018
12	Customer Perception towards unethical advertising in Salem district	Research Explorer (International Research Journal on Multidisciplinary) Volume VI,Special Issue, ISSN : 2250-1940,pp:24	International	September 2018

ii) Book/Book Chapters :Published two Books

S.No	Book Name	Chapter Name	Publisher Name	Year
1.	Current Research in Economics, Commerce and Management	Planning and Strategic Management(Dr.P.Sumathi & Dr.B.Subatra	Shanlax Publication	January 2020
2.	Current Research in Economics, Commerce and Management	Job Analysis and Job Satisfaction(Dr.B.Subatra & Dr.P.Sumathi)	Shanlax Publication	January 2020

iv) Patent:

S.No	Title of the Invention	Name of the Patent Office	Year of Publication
1	Conflict and exile of SriLankan Tamil Refugee Women Resilience and Rebuilding future in the host	OFFICE JOURNAL OF THE PATENT OFFICE, THE PATENT OFFICE JOURNAL NO-31/2021, Dated 30/07/2021	2021

v) No. of Papers Presented in National and International Seminars/ Conference :15

vi) No. of Papers published in National and International Seminars/ Conference:5

ResourcePerson/InvitedLectures (outside college) :

S.No	Date of Programme	Institution	Topic of Lecture	Remarks
		NIL		-

Any other details:

1	Dr.B.SUBATRA	One day seminar on " An Overview of Securities Market and Career Opportunities"	Organising Secretary	Participated students – 150nos	
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