



Faculty- Profile

Name of the Department : Commerce

Name of the faculty member : Dr.L.R.Subha

Present Designation : Assistant Professor

Official Address : Assistant Professor of C

Wavoo Wajeeha Women's College,

Kayalpatnam

Email : subha.l.r@wavoowajeehacollege.in

Gender : Female

Community :BC

Date of Birth and Age :30.04.1980 & 43 Years

Date of Joining the present post :18.06.2018

Particulars of Educational Qualifications:

Category	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University	% of Marks / Grades secured	Class obtained
UG	B.Com	Commerce	2000	Sree Ayyappa Collge, Chunkankadai	Manonmaniam Sundaranar University	61%	First class
PG	M.Com	Commerce	2002	Sree Ayyappa Collge, Chunkankadai	Manonmaniam Sundaranar University	68%	First class
	M.Phil	Commerce	2003	Scott Christian college , Nagercoil	Manonmaniam Sundaranar University	67%	First class(1 st Rank)
	Ph.D	Commerce	2019	Manonmaniam Sundaranar University	Manonmaniam Sundaranar University	-	-

Additional Qualification NET / SLET

: SET Qualified in 2013

Title of Ph.D. Thesis :
Faculty/Discipline/Subject in which Ph.D. was awarded :

Academic Experience:

Name of the College	Govt/Aided/ S.F.	Designation	Joining Date	Relieving Date	Experience		
					Year s	Mont hs	Days
Wavoo Wajeeha Women's college,kayalpatnam	S.F	Assistant Professor	20.06.2008	22.08.2016	8	2	
Wavoo Wajeeha Women's college,kayalpatnam	S.F	Assistant Professor	18.06.2018		5	1	
Total					13	3	

Paper Published in Journals (Referred/Non-Referred)

S.No	Title of the Paper	Level (National/ International / State/ Regional)	Journal with Issue No, Page No, Vol.No, ISSN & Impact factor	Date (dd-mm- yyyy)	Citation/ Scopus index/ Web of Science
1	A Study on Consumer perception and behavior towards CRM in TamilNadu Mercantile Bank Ltd. In Tuticorin district of Tamilnadu	National	SRM BIZAD Research review vol.I. ISSN 0952-4957	2015	
2	A Study on CRM practices in Life insurance companies in Tirunelveli Region	International	International Journal of management and social science research review (IJMSRR) UGC Care List ISSN: 2349-6738, Vol:1, Issue:31, Impact Factor: 5.483	2017	
3	Job satisfaction of development officers in LIC with special reference to Tirunelveli Division	National	Journal of Emerging Technologies and innovative research UGC Care List ISSN: 2349-5162, Vol:6, Issue:1, Impact Factor: 5.87	January 2019	
4	Causes and Consequences of Migration of People from Rural Area to Urban Area with Special reference to Tuticorin District.	International	Asian Journal of Multi dimensional Research UGC Care Journal ISSN:2278-4853, Vol-	April 2019	

			8-Issue-2,		
5	A Study on level of satisfaction of LIC policy holders in Tirunelveli division of Tamilnadu.	International	Zenith International Journal of Multi disciplinary Research, UGC Care List ISSN: 2231-5780, Impact Factor: 6.479	Feb 2019	

sPaper Published in Books

S.No	Title of the Book	Publisher Details	Book Name with Issue No, Page No, Vol.No, ISBN	Month & Year
1	Computer Application In Business	Charulatha Publications,Chennai	978-93-89736-60-1	
2	Research Methodology	Charulatha Publications,Chennai	978-93-91405-52-6	

Papers Presented in Conference/Seminar

S.No	Title of the Paper	Level (National/ International/ State/ Regional)	Proceedings Name with Issue No ,PageNo,Vol.No ISBN	Date (dd-mm-yyyy)
1	Women –tisement the latest fad in social media	National	.978-93-80314-16-7 Page No: 172-173	Jan 2013
2	A study on factors affecting entrepreneurial attitudes and behavior of youth in tuticorindistrict	International	978-93-80686-29-5 Page No: 309-313	Feb 2015
3	A study on consumer's behavior towards health insurance in tuticorin district of tamilnadu	International	978-93-84734-084 Page No: 185-190	Feb 2015
4	Consumer's awareness of green marketing and its influence of buying behavior in tuticorin	International	978-93-81208-36-6 Page No: 173-177	Sep 2014
5	Impact of social media network stress on consumers buying behaviour	National	978-93-80657-17-2 Page No: 62-65	March 2014

S.No	Faculty Development Programme Refresher / Orientation / Short Term Courses	Title of the Programme	Type(National/ International/ State/Regional)	Organizer	Venue & Duration (From Date - To Date)
1	Faculty Development Programme	ICT Tools and E-content development organized by IQAC	Regional	Wavoo wajeetha womens college, kayalpatnam	12 th march 2020
2	Faculty Development Programme	Importance of Empowerment for Teaching Gurus	National	Merit arts and science college,tirunelveli	21 st may 2020
3	Orientation Programme	Project proposals for funding agencies preparation and submission protocol	National	Patrician college of arts and science,chennai	16 th and 17 th may 2020
4	Faculty Development Programme	Franchising the way forward	National	Mannar thirumalai naicker college,madurai	28 th may 2020
5	Faculty Development Programme	Outcome Based Education	Regional	IQAC,Wavoo wajeetha womens college, kayalpatnam	15 th April 2023