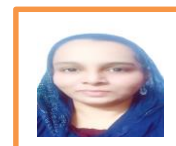


PROFILE



PERSONAL DETAILS

Name : DR S. SHAGIRABANU

Date of Birth : 04.05.1991

Qualification : Ph.D., COMMERCE

Designation : ASSISTANT PROFESSOR

Department : COMMERCE

Community : BC MUSLIM

Nationality : INDIAN

Email ID : shagirawelcome@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
Ph.D	Commerce	P.M.T College, Melaneelithanallur	Manonmaniam Sundaranar University, Tirunelveli	2021
SET /NET				
M.Phil	Commerce	G.V.N.College Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2019
M.Com (CA)	Commerce	G.V.N.College Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2018
B.Com (CA)	Commerce	G.V.N.College Kovilpatti	Manonmaniam Sundaranar University, Tirunelveli	2016
H.Sec.	Commerce	Everest Marippa Nadir Higher Secondary School	State Board	2008
SSLC	Commerce	Govt girls Higher Secondary School	State Board	2005

ACADEMIC IDENTITY

*VIDWAN ID	
*ORCID ID	
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	

GOOGLE SCHOLAR LINK	
---------------------	--

TEACHING EXPERIENCE	
Date of Appointment	01.08.2022
Date of Retirement	31.09.2050
Teaching Experience	
UG	3 Years
PG	-
Research	-

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		
		From	To	Years
B.COM (BUSINESS ANALYTICS)	GVN College, Kovilpatti	01.08.2022	Till Date	2 years 4 months
BBA	Don Bosco College, Keela Eral	18.02.2024	30.7.2022	6 Months

AWARDS RECEIVED	
1.	
2.	
3.	

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1.	NA		
2.			
3.			
4.			
5.			

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE

S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1.	NIL		
2.			
3.			

DETAILS OF RESEARCH WORK

Research Stages	Title of the Thesis	University where the work was carried out
Ph.D (COMMERCIAL)	“Customer Relationship Management Practices In Public and Private sector banks in Thoothukudi District”	Manonmaniam Sundaranar University
M.Phil (COMMERCIAL)	“Problem and Prospects of Women Run Micro Enterprises” (A Study with Special Reference of Thoothukudi District)	Manonmaniam Sundaranar University
M.Com (CA)	“A Study of Investment Preference of Investor” (A Study on Kovilpatti Town)	Manonmaniam Sundaranar University
B.Com (CA)	-	-

AREAS OF RESEARCH

BANKING
FINANCE

PH.D. THESIS ADJUDICATED:

S.No	Name of the University	Title of the Thesis/ Name of Candidate/Year
1	Nil	

STUDENT RESEARCH PROJECTS GUIDED			
S. No	Student Name	Title of the Project	Year
1.	Nil		
2.			
3.			

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	

PUBLICATIONS: BOOKS			
S. No	Title of the Book	Publication	Year
	“A Business Strategy for an E-Commerce”	Department of Commerce, Manonmaniam Sundaranar University Constituent Model College, Nagalapuram, Thoothukudi District, ISBN 978-93-86712-60-8 pp 171-174.	2018
	“A Study on Impact on Technology in Banking Sector”	IJSART-VOLUME4 Issue 11- NOVEMBER 2018, ISSN [ONLINE]: pp 2395-1052.	2018
	“Women Entrepreneurship in Present Scenario”	Department of Commerce, Manonmaniam Sundaranar	2019

		University, Tirunelveli District, ISSN 2278-4853. Vol8, Spl Issue 2, April 2019. Impact Factor: SJIF 2018=6.053.	
	“Digital Marketing Opportunities and Challenges”	ISBN: 978-89840-78-0, [ONLINE]: November 2020.	2020
	“Customer Relationship Management in Public and Private Sector”	ISBN:978-953620-1-1, Recent Trends in Commerce, Management and Economics, June 2021,pp159-160.	2021
	ChatGPT Applications in Business	Dogo Rangsang Research Journal, Vol-13, Issue-5, No. 6, May 2023, pp.108-17. ISSN: 2347-7180.	2023
	Importance of customer relationship management (CRM) in Indian Banking system	Nadar saraswathi college of Arts & Science ,Theni.NSC/COM/ICFAIIC’24/08 pp. 27-29 ,ISBN-978-81-969406-9-0	2024

BOOK CHAPTERS			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No

1.			
2.			

PUBLICATIONS: SCOPUS INDEXED JOURNALS&WEB OF SCIENCE

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	“Customer Relationship Management Practices In Public and Private sector banks”	”, TURKISH ONLINE JOURNAL OF QUALITATIVE INQUIRY, www.Scopus.com,	ISSN-1309-6591, Volume 12, Issue 7, July 2021: pp 3531-3537.
2.			
3.			

PUBLICATIONS: UGC LISTED JOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	“Sustainable Industry In Banking Industry A Study On Special Reference To SBI Bank”	Published in Vol-43- No.049(IX), October-	December2020 of Sambodhi withISSN; 2249-6661.
2.			
3.			
4.			
5.			

PUBLICATIONS: OTHER INDEXED JOURNALS

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1.			
2.			

AS A RESOURCE PERSON

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.			
2.			
3.			

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National - International -

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	“Working Women: Problems and Prospects” – <i>Role & Status of Women in India –A Study PPT</i>	V.H.N. Senthilkumara Nadar College, (Autonomous)	19 th and 10 th July, 2019
2.	Emerging Trends in Indian service sector in global context” – <i>Recent Trends in Indian Banking Sector</i>	G.Venkataswamy Naidu College (SFC)	2 rd March 2018.
3.	“Opportunities and Challenges of Modern Marketing”- <i>Challenges Of Modern Marketing</i>	Bosco College, Keela Eral on Date	24 th March 2018.
4.	“Technology and Its’ Impact on Commerce and Management in the Global Era”, <i>Online Reseller Marketing</i>	G. Venkataswamy Naidu College(SFC)	27 th September 2018.
5.	“Rural Women Empowerment” – A Way of Sustainable Development – <i>Global Women Entrepreneur</i>	Ayya Nadar Janaki Ammal College, (Autonomous)	Ayya Nadar Janaki Ammal College, (Autonomous)
6.	“Emerging Issues in Business and Management” – <i>Impact of GST in the Indian MSME Sector,</i>	Vivekananda College, Madurai	Date 23 rd January 2019
7.	“Corporate Social Responsibility” – <i>Business Issue and Ethics on Corporate Social Responsibility</i>	St. Xavier’s College, Palayamkottai,	Date 30 th January, 2019.
8.	“Recent Trends in Commerce and Management”, <i>Mobile Marketing</i>	G. Venkataswamy Naidu College(SFC), Kovilpatti.	22 nd September 2019

9.	“Reforms in Indian Taxation (NSRIT)”- <i>Impact of GST on Service Sector</i>	Pope’s College, Sawyerpuram,	25 th January 2019
10.	“Current Business and Economic Conditions in India” – <i>Effects of E-commerce A Focus on Business</i>	Vivekananda College, Madurai,	2 nd February 2019
11.	“Dimensions of E-Commerce and E-Management in Business Environment and its Implications – <i>A Study on Experience and Consumer Behaviour of E-tourism</i> ”	Manonmaniam Sundaranar University Constituent Model College, Nagalapuram, Thoothukudi District,	27 th February 2019
12.	“Commerce and Management Leadership – A Global Perspective – <i>The role of Money Market in the Banking System</i> ”,	Pasumpon Muthuramalinga Thevar College, Melneelithanallur,	6 th March 2019
13.	“Recent Trends on Developments in Modern Commerce – <i>Investment Preference of Investors in Kovilpatti town</i>	Don Bosco College of Arts and Science, Keela Eral, Thoothukudi District.	15 th March 2019.
14.	“Digital Marketing – <i>Prospects and issues of Direct Marketing</i>	Bishop Caldwell College, Maravanmadam, Thoothukudi District, a	23 rd March 2019.
15.	Trajectory of transformation in Rural Indian youth: From Techno-Illiterates to Technocrats for Actualizing Skill India”– <i>Women Empowerment and Microfinance on Self Help Group</i>	V.V.Vanniaperumal College for Women, Virudhunagar.	2 nd & 3 rd April 2019
16.	“Global Economic Shift; Modus Operandi for Sustenance and Enhancement of Business in India”	Pasumpon Muthuramalinga Thevar College, Melneelithanallur,	27 th January 2020
17.	“ICSSR Sponsored Two- day National Conference on the topic “The Impact of a	Pasumpon Muthuramalinga Thevar College,	12 th and 13 th February, 2021.

	Relationship Marketing in MSMS- India,	Melneelithanallur,	
18.	<i>Customer Relationship Management in Public and Private Sector</i>	South Indian Research in Association (SIRA)	4 th June 2021

SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP/ ATTENDED:

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1.	<i>“Crux Of Internet”</i> ,	G.Venkataswamy Naidu College, Kovilpatti,	3 rd August 2013.
2.	<i>“Gallant 2013”</i> ,	G. Venkataswamy Naidu College, Kovilpatti,	13 th September 2013.
3.	<i>“A Day With An Industrialist- Shir.V.R.Muthu, Chairman, V.V.V.& Sons Edible Oils Ltd(Idhayam)”</i> ,	G. Venkataswamy Naidu College, Kovilpatti	14 th October 2014.
	<i>“Role Of Entrepreneurs In Rural Development”</i> ,	G. Venkataswamy Naidu College, Kovilpatti	9 th October 2014.
	<i>“Recom Finesse’16</i>	Standard Fireworks Rajaratnam College For Women, Sivakasi,	27 th September 2014
	<i>“Net/Set Examination- 2017</i>	G. Venkataswamy Naidu College, Kovilpatti	24 th December 2016 - 7 th January 2017
	<i>“Enriching Prospective Teaching Faculty: Creating Professors / Teaching of Tomorrow</i>	G. Venkataswamy Naidu College, Kovilpatti	21 st February 2017
	<i>“Adoptability of SPSS in Social Science Research”</i> ,	Sri Kaliswari College, Sivakasi,	12 th to 14 th October 2017
	<i>“Faculty Development Program (Ftp) on Research Methodology”</i>	Rani Anna Government College	25 th to 26 th October 2018

		For Women, Tirunelveli,.	
	<i>“Research Probity and Plagiarism”</i> ,	Ayya Nadar Janaki Ammal College, Sivakasi,	29 th January 2019.
	<i>“One Day National Seminar on “Winning Marketing War in the Digital Economy”</i>	G. Venkataswamy Naidu College, Kovilpatti	1 st February 2019
	<i>“Quest for Quality Research”</i>	Sri Parasakthi College for Women Courtallam,.	23 rd October, 2019
	Intellectual Property Rights	TAMILNADU STATE COUNCIL FOR SCIENCE & TECHNOLOGY	21 ST JULY 2023, KOVILPATTI
	<i>“Intellectual Property Rights – Need of the Hour”</i>	Rajapalayam Rajus’ College, Rajapalayam	02.05.2023.
	Role of Artificial Intelligence in Modern Marketing	Sri vidya college of engineering & technology	13 th October 2023
	<i>Innovations in Financial Services and Markets</i>	G. Venkataswamy Naidu College, Kovilpatti	22 nd march 2024
	<i>Data Analytical Tools and Techniques</i>	G. Venkataswamy Naidu College, Kovilpatti	25 th & 26 th march 2024
	<i>Sustainability and Technology in the BFSI Sector</i>	G. Venkataswamy Naidu College, Kovilpatti	6 th & 7 th February 2024.

SEMINARS/ CONFERENCES / WORKSHOP ORGANISED :

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1			
2			
3			
4			

REVIEWER IN INTERNATIONAL JOURNALS

S. No	Name of the Journal	Publishers	ISSN/ EISSN
1			
2			
3			
4			
5			
6			
7			

MEMBERS IN PROFESSIONAL BODY

S. No	Name of the Body	Member ID	Location of the Body
1			
2			
3			
4			

Date :

Signature