

**NAME** : M. NAGARENITHA  
**POSITION** : ASSISTANT PROFESSOR  
**FACULTY OF** : MANAGEMENT STUDIES  
**EMAIL ID** : nagarenitha@gmail.com  
**LANGUAGES PROFICIENCY**  
**READ** : TAMIL & ENGLISH  
**WRITE** : TAMIL & ENGLISH  
**SPEAK** : TAMIL, ENGLISH & TELUGU



### 1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	ECONOMICS	LADY DOAK COLLEGE, MADURAI	1995 - 1998
2.	PG	MBA	FATIMA COLLEGE, MADURAI	1998 - 2000
3.	M.PHIL.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY	2006
4.	PH.D.	MANAGEMENT	MOTHER TERESA WOMEN'S UNIVERSITY	APRIL 2012

### 2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	AMBIGA COLLEGE OF ARTS & SCIENCE	2001 - 2004
2.	N.M.S.V.N. COLLEGE, MADURAI	2005 - 2007
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2007 - 2009
4.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2011 - TILL DATE

### 3. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	G.V.G. COLLEGE FOR WOMEN, UDUMALPET	MEMBER, BOARD OF STUDIES	2012 - 2013

### 4. AREAS OF SPECIALIZATION

➤ **FINANCE**

### 5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	SPSS 17	SPSS SOUTH ASIA AND THIAGARAJAR SCHOOL MANAGEMENT	JAN. 31, 2009

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
2.	OUT BOUND TRAINING	-	FATIMA COLLEGE & INDIAN INSTITUTE OF TRAINING & DEVELOPMENT	JAN. 19 & 20, 2013
3.	OUT BOUND TRAINING	PSYCHO- SPIRITUAL TRAINING	FATIMA COLLEGE, MADURAI	FEB. 05 & 06, 2014
4.	OUT BOUND TRAINING	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE	01.03.2017 & 02.03.2017
5.				27.02.2018 & 28.02.2018
6.				06.02.2019 & 07.02.2019
7.	FACULTY ENRICHMENT PROGRAMME	-	IQAC, FATIMA COLLEGE, MADURAI	13.06.2019 & 14.06.2019

## 6. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP & CONFERENCE PRESENTED

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	NATIONAL CONFERENCE ON "EMERGING TECHNOLOGIES & APPLICATION"	SOURASHTRA UNIVERSITY, RAJKOT	28.11.2006	PRESENTED	RECENT TRENDS IN COMPUTER TECHNOLOGY
2.	NATIONAL CONFERENCE ON "CHALLENGES TO GLOBALIZATION AND STRATEGIES TO OVERCOME THEM"	MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING COLLEGE, CHENNAI	08.03.2007	PRESENTED	RURAL MARKETING AND GLOBALIZATION
3.	NATIONAL CONFERENCE ON "EMERGING ISSUES AND CHALLENGES IN MANAGEMENT"	PSNA COLLEGE OF ENGINEERING & TECHNOLOGY, DINDIGUL	17.02.2007	PRESENTED	RURAL MARKETING IN MADURAI DISTRICT
4.	NATIONAL CONFERENCE ON "180 DAYS/360o KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION QUALITY ENHANCEMENT PROCESS"	THE ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI	06.02.2008 & 07.02.2008	PRESENTED	KNOWLEDGE MANAGEMENT AND RESEARCH
5.	INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	CARDAMON PLANTERS' ASSOCIATION COLLEGE, BODI	04.03.2008	PRESENTED	PARADIGM SHIFT IN HIGHER EDUCATION
6.	INTERNATIONAL SEMINAR ON "MANAGING GLOBAL RECESSION OPPORTUNITIES & CHALLENGES"	K.S. RANGASAMY COLLEGE OF TECHNOLOGY, ERODE	25.03.2009	PRESENTED	KNOWLEDGE PROCESS OUTSOURCING INDUSTRY – HR ISSUES
7.	NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	27.02.2009	PRESENTED	FACULTY INTERNSHIP AS AN INTERVENTION STRATEGY IN HIGHER EDUCATION
8.	NATIONAL SEMINAR ON "HOUSING NEEDS AND THE ROLE OF INSTITUTIONAL HOUSING FINANCE"	GOVERNMENT ARTS COLLEGE (MEN), CHENNAI	27.02.2009	PRESENTED	ROLE OF FINANCIAL SECTOR IN HOUSING DEVELOPMENT
9.	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	22.01.2010	PRESENTED	GLOBAL RECESSION AND ITS IMPACT ON ENVIRONMENT

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
10.	NATIONAL CONFERENCE ON “ BUSINESS AND PROFESSIONAL ETHICS A 21 <sup>ST</sup> CENTURY A PERSPECTIVE”	FATIMA COLLEGE (AUTONOMOUS), MADURAI	17.09.2011	PRESENTED	BUSINESS ETHICS INDIAN PERSPECTIVE
11.	TWO-DAY WORKSHOP ON "ICAN – TRANSFORMATION"	KODAI INTERNATIONAL BUSINESS SCHOOL, KODAIKANAL	SEP. 23 & 24, 2011	PARTICIPATED	-
12.	NATIONAL CONFERENCE “GLOBAL RECESSION AND RECOVERY”	KARPAGAM UNIVERSITY, COIMBATORE	28.10.2011	PRESENTED	GLOBAL RECESSION AND RECOVERY –IMPACT IN INDIAN INDUSTRY
13.	ONE-DAY WORKSHOP ON “TRAINING FOR TRAINERS”	MADITSSIA, MADURAI	Nov. 2011	PARTICIPATED	-
14.	INTERNATIONAL CONFERENCE ON “IMPACT OF GLOBAL CRISIS IN INDIAN BUSINESS”	ANNAI MATHAMMAL SHEELA ENGINEERING COLLEGE, NAMAKKAL	14.09.2012	PRESENTED	ERP- A SUSTAINABLE TOOL FOR GLOBAL CRISIS
15.	NATIONAL CONFERENCE ON “EMERGING TRENDS IN GLOBAL BUSINESS”	RVS INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE	15.09.2012	PRESENTED	RURAL CONSUMERS’ AWARENESS TOWARDS BRANDED PRODUCTS IN MADURAI DISTRICT
16.	NATIONAL CONFERENCE ON ICT-AN CATALYST FOR TRANSFORMING TEACHING, LEARNING & RESEARCH IN COMMERCE, COMPUTER SCIENCE & MANAGEMENT EDUCATION	LADY DOAK COLLEGE, MADURAI	9 & 10. 01. 2014	PRESENTED	ICT-A DRIVE FOR CREATIVE LEARNING AND INCLUSIVE EDUCATION
17.	NATIONAL CONFERENCE ON “MARK-IT”	LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA), CHENNAI	SEP. 2013	PRESENTED	BRAND MANAGEMENT IN RURAL MARKET
18.	INTERNATIONAL CONFERENCE ON “SOCIAL MEDIA FOR SERVICE SECTOR”	FATIMA COLLEGE, MADURAI	20 & 21. 08. 2014	PRESENTED	RURAL INDIA AND SOCIAL MEDIA
19.	INTERNATIONAL CONFERENCE ON “THE IMPACT OF E-COMMERCE IN MODERN BUSINESS”	RATHINAM COLLEGE OF ARTS & SCIENCE, COIMBATORE	12.08.2015	PRESENTED	THE BOOM IN E-COMMERCE ATTRIBUTED TO TECHNOLOGICAL ADVANCEMENTS
20.	INTERNATIONAL CONFERENCE ON “INNOVATIVE HR PRACTICES IN CORPORATE WORLD”	RATHINAM COLLEGE OF ARTS & SCIENCE, COIMBATORE	19.08.2015	PRESENTED	INTEGRATION STRATEGIES AND BUSINESS GOVERNANCE
21.	NATIONAL CONFERENCE ON “ INDIAN WORLD- CLASS MANUFACTURING- THE ROAD AHEAD”	FATIMA COLLEGE, MADURAI	01.10.2015	PRESENTED	ROLE OF HUMAN CAPITAL IN REDEFINING THE MANUFACTURING
22.	NATIONAL CONFERENCE ON “SOCIAL ENTREPRENEURSHIP”	ARUL ANANDAR COLLEGE, KARUMATHUR	23.08. 2015	PARTICIPATED	-
23.	INTERNATIONAL CONFERENCE ON “DISASTER MANAGEMENT - A STRATEGIC PERSPECTIVE”	FATIMA COLLEGE, MADURAI	AUG. 29 & 30, 2016	PRESENTED	ROLE OF HUMAN RESOURCES IN EMERGENCY MANAGEMENT
24.	PLACEMENT WORKSHOP ON “CORPORATE SKILLS”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE	08.09.2017	PARTICIPATED	-

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
25.	SYMPOSIUM ON "GATEWAY TO BANKING CAREER"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE	04.10.2017	PARTICIPATED	-
26.	SYMPOSIUM ON "ROAD MAP TO A CULTURE OF SELF IMPROVEMENT"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE	09.10.2017	ORGANISED	-
27.	SYMPOSIUM ON "ENHANCING RESEARCH SKILLS"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE	12.12.2017	PARTICIPATED	-
28.	NATIONAL WORKSHOP ON "CREATING ALTERNATIVE DIGITAL TEACHING LEARNING ENVIRONMENT IN HIGHER EDUCATION INSTITUTIONS"	FATIMA COLLEGE SPONSORED BY UNITED BOARD FOR CHRISTIAN HIGHER EDUCATION IN ASIA	06.09.2018 - 08.09.2018	PARTICIPATED	-
29.	INTERNATIONAL FORUM ON "WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY"	BINARY UNIVERSITY OF MANAGEMENT & ENTREPRENEURSHIP, MALAYSIA	14.09.2018	PARTICIPATED	-
30.	SYMPOSIUM ON "EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES"	DEPARTMENT OF MANAGEMENT STUDIES	18.09.2018	PARTICIPATED	-
31.	PLACEMENT WORKSHOP ON "CORPORATE GROOMING"	DEPARTMENT OF MANAGEMENT STUDIES	08.10.2018	PARTICIPATED	-
32.	EXPLORIA INTERCOLLEGIATE RESEARCH FEST "SUSTAINABLE GOALS OF INDIA"	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE, MADURAI	20.02.2019	ORGANISED	-
33.	TAMIL NADU STATE COUNCIL FOR SCIENCE AND TECHNOLOGY SPONSORED WORKSHOP ON "AWARENESS ON INTELLECTUAL PROPERTY RIGHTS"	RESEARCH ADVISORY COMMITTEE & INTELLECTUAL PROPERTY RIGHTS CELL, FATIMA COLLEGE, MADURAI	26.07.2019	PARTICIPATED	-
34.	NATIONAL CONFERENCE ON "BUSINESS ANALYTICS –A ROAD MAP TO ENTREPRENEURSHIP"	MBA & MCA DEPARTMENTS, FATIMA COLLEGE, MADURAI	06.09.2019	PRESENTED	BUSINESS ANALYTICS IN HUMAN RESOURCE DEVELOPMENT
35.	PLACEMENT WORKSHOP ON "360 DEGREE CAREER DEVELOPMENT"	MBA DEPARTMENT, FATIMA COLLEGE, MADURAI	18.09.2019	PARTICIPATED	-

## 7. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL / PROCEEDING/ MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISSN / ISBN	PUBLISHER	IMPACT FACTOR
1.	HRD TIMES	MARKETING MIX IN RURAL PERSPECTIVE	JUNE 2009	11	6	18	-	HRD, CHENNAI	-
2.	EDITED BOOK VOLUME ON "EMERGING TRENDS IN GLOBAL BUSINESS"	RURAL CONSUMERS' AWARENESS TOWARDS BRANDED PRODUCTS IN MADURAI DISTRICT	SEP. 2012	1	3	32	978-93-81537-00-8	RVS INSTITUTE OF MANAGEMENT STUDIES	-

S. No.	JOURNAL / PROCEEDING/ MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. NO.	ISS. NO.	PAGE NO.	ISSN / ISBN	PUBLISHER	IMPACT FACTOR
3.	PROCEEDINGS - NATIONAL CONFERENCE ON "MARK-IT"	BRAND MANAGEMENT IN RURAL MARKET	SEP. 2013	-	-	-	-	LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA),	-
4.	PROCEEDINGS INTERNATIONAL CONFERENCE ON "SOCIAL MEDIA FOR SERVICE SECTOR"	RURAL INDIA AND SOCIAL MEDIA	SEP. 3014	-	-	61	978-1-63315-205-2	FATIMA COLLEGE, MADURAI	-
5.	PROCEEDINGS - INTERNATIONAL CONFERENCE ON "THE IMPACT OF E-COMMERCE IN MODERN BUSINESS"	THE BOOM IN E-COMMERCE ATTRIBUTED TO TECHNOLOGICAL ADVANCEMENTS	AUG. 2015	-	-	125	978-93-82570-67-7	RATHINAM COLLEGE OF ARTS & SCIENCE, COIMBATORE	-
6.	PROCEEDINGS -NATIONAL CONFERENCE ON "INDIAN WORLD- CLASS MANUFACTURING- THE ROAD AHEAD"	ROLE OF HUMAN CAPITAL IN REDEFINING THE MANUFACTURING	OCT. 2015	-	-	297	978-81-93023-488	FATIMA COLLEGE, MADURAI	-
7.	INTERNATIONAL JOURNAL OF RESEARCH & BUSINESS INNOVATION	INFORMATION AND COMMUNICATION TECHNOLOGY – A TOOL FOR INCLUSIVE EDUCATION	JULY - DEC 2015	3	7	1-4	2321-5615	INTERNATIONAL JOURNAL OF RESEARCH & BUSINESS INNOVATION (IJRBI)	1.53
8.	INTERNATIONAL CONFERENCE ON "DISASTER MANAGEMENT- A STRATEGIC PERSPECTIVE"	ROLE OF HUMAN RESOURCES IN EMERGENCY MANAGEMENT	SEP. 29 & 30 2016			379-382	978-8-1930-234-26	WORLD LITERATURE BOOKS CENTRE & PUBLISHER PVT.LTD., MADURAI	-
9.	INTERNATIONAL EDUCATION AND RESEARCH JOURNAL	CAREER MATURITY AND CAREER DECISION – MAKING – A-REVIEW	DEC. 2016	2	12	56-57	E-ISSN: 2454-9916	INTERNATIONAL EDUCATION AND RESEARCH JOURNAL	-
10.	INTERNATIONAL CONFERENCE ON GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	ROLE OF HR IN TALENT MANAGEMENT	SEP. 13, 2017			82-84	978-93-86537-95-9	SHANLAX PUBLICATIONS, MADURAI	-
11.	INTERNATIONAL LEVEL CONFERENCE ON DIGITAL MARKETING – A GLOBAL PERSPECTIVE	INNOVATIVE MARKETING A KEY TO SUCCESS	10.08. 2018			27 - 29	978-93-87871-67-0	SHANLAX PUBLICATIONS, MADURAI	-

## 8. GUEST LECTURES DELIVERED

S. No.	THEME	PROGRAMME	ORGANIZED BY	DATE
1.	PROJECT GUIDELINES	-	DEPARTMENT OF BUSINESS ADMINISTRATION, EMG YADAVA WOMEN'S COLLEGE, MADURAI	FEB. 19, 2015

## 9. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE & YEAR
1.	ORGANIZER	FATIMA COLLEGE (AUTONOMOUS), MADURAI	WORKSHOP ON MARKETING RESEARCH	24.08.2016

## 10. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	CONSULTANT / RADIO TALK / TV SHOWS	CONSULTANCY (ON/FOR) / THEMES	INSTITUTION / ORGANISATION	PLACE	DATE
1.	CONSULTANCY (FACULTY INTERNSHIP)	ORGANIZATION AND MANAGEMENT	FORTUNE PANDIAN HOTEL	MADURAI	JAN. 2009
2.	FACULTY INTERNSHIP	HUMAN RESOURCE DEPARTMENT	TVS AND SONS LTD.	MADURAI	DEC. 2011
3.	CONSULTANCY (FACULTY INTERNSHIP)	FACULTY DEVELOPMENT PROGRAMME	CENTRE FPR ENTREPRENEURSHIP DEVELOPMENT	MADURAI	DEC. 2012
4.	CONSULTANCY (FACULTY INTERNSHIP)	BUSINESS ENHANCEMENT	TAMIL NADU FOOD GRAINS MARKETING YARD LTD.	MADURAI	DEC. 2013
5.	FACULTY INTERNSHIP	MANAGING HUMAN RESOURCE	KRISHNA ELECTRICAL CONTRACTORS	MADURAI	DEC. 2014
6.	FACULTY INTERNSHIP	ENTERPRISE DEVELOPMENT	TAMILNADU COUNCIL FOR ENTERPRISE DEVELOPMENT	MADURAI	DEC. 2015
7.	FACULTY INTERNSHIP	MARKET POSITIONING	SYSTEMS DOMAIN	MADURAI	DEC. 2016
8.	FACULTY INTERNSHIP	HUMAN RESOURCE MANAGEMENT	INDUSTRIAL PROTECTION SERVICES	MADURAI	DEC. 2017
9.	FACULTY INTERNSHIP	BUSINESS INTEGRATION	SAHAY RACKS (P) LTD.	TUTICORIN	DEC. 2018

## 11. ANY OTHER

- ATTENDED PROGRAMME ON "PRICE RISK MANAGEMENT IN COMMODITY MARKET" BY MADURAI MANAGEMENT ASSOCIATION (MMA).
- ORGANIZED INTERCOLLEGIATE RESEARCH FEST – EXPLORIA'16 ON "INNOVATIVE RESPONSES TO SOCIAL AND ENVIRONMENTAL ISSUES" AS A MEMBER OF RESEARCH CELL FATIMA COLLEGE, MADURAI, ON MARCH 09, 2016.