

NAME : P. RUBY LEELA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : BBA
EMAIL ID : p.rubyleela@gmail.com
LANGUAGES PROFICIENCY

READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH



1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE, MADURAI	2009
2.	PG	COMMERCE	FATIMA COLLEGE, MADURAI	2011
3.	M.PHIL.	COMMERCE	FATIMA COLLEGE, MADURAI	2012
4.	PH.D.	SERVICE MARKETING	FATIMA COLLEGE, MADURAI	2019
5.	SET	COMMERCE	MOTHER THERESA UNIVERSITY, KODAIKANAL	2017
6.	NET	COMMERCE	UGC	2018

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	FATIMA COLLEGE, MADURAI	JUNE 2017 - TILL DATE
2.	FATIMA COLLEGE, MADURAI	JUNE 2012 - APRIL 2013
3.	MADURAI SIVAKASI NADAR PIONEER MEENAKSHI WOMEN'S COLLEGE, MADURAI	JUNE 2013 - OCTOBER 2013
4.	FATIMA COLLEGE, MADURAI	JANUARY 2017 - APRIL 2017

3. AREAS OF SPECIALIZATION: **MARKETING**

4. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	MEMBER, FIESTA	JUNE 2017 - TILL DATE
2.	MEMBER, DISCIPLINE COMMITTEE	JUNE 2017 - TILL DATE

5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENURSHIP PROMOTION IN EDUCATION INSTITUTION	PMO-IEDP	AUG. 10 - 12, 2017
2.	FACULTY DEVELOPMENT PROGRAMME	ALTERNATIVE TEACHING METHODOLOGY	IQAC, FATIMA COLLEGE, MADURAI 18	OCT. 14, 2017

6. NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	NATIONAL LEVEL SEMINAR ON "OPPORTUNITIES AND CHALLENGES FOR WOMEN IN BUSINESS"	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	JAN. 29, 2010	PARTICIPATED	-
2.	INTER-COLLEGIATE SYMPOSIUM ON "LIC- IN THE SERVICE OF NATION"	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	SEP. 03, 2010	PARTICIPATED	-
3.	INTERNATIONAL CONFERENCE ON "ENVIRONMENTAL SUSTAINABILITY: CHALLENGES AND STRATEGIES"	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	FEB. 17 & 18 2011	PARTICIPATED	-
4.	NATIONAL SEMINAR ON "RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES"	MANNAR THIRUMALAI NAICKER COLLEGE	SEP. 24, 2011	PRESENTED	RETAIL INDUSTRY IN INDIA
5.	NATIONAL CONFERENCE ON "RURAL MARKETING AND RURAL CONSUMERISM: ROAD MAP TO BUILD VIBRANT RURAL INDIA"	GANDHIGRAM RURAL INSTITUTE-DEEMED UNIVERSITY	DEC. 17 & 18 2011	PRESENTED	RURAL MARKETING OF FMCG'S
6.	WORKSHOP ON "E- COMMERCE FOR EVERYONE"	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 02, 2012	PARTICIPATED	-
7.	STATE LEVEL SEMINAR ON "PROBLEMS AND PROSPECTS OF SERVICE SECTOR IN INDIA"	JAMAL MOHAMED COLLEGE, TIRUCHIRAPPALLI	JAN. 12, 2013	PRESENTED	SERVICE SECTOR IN INDIA- GROWTH AND PROSPECTS
8.	STATE LEVEL SEMINAR ON "FOREIGN DIRECT INVESTMENT IN RETAIL TRADE- A ROAD AHEAD"	MANNAR THIRUMALAI NAICKER COLLEGE	FEB. 02, 2013	PRESENTED	FDI IN MULTI BRAND
9.	NATIONAL SEMINAR ON "GREEN MARKETING- A THRUST ON RENEWABLE ENERGY PRODUCTS"	FATIMA COLLEGE, MADURAI	MAR. 05, 2013	PRESENTED	GREEN MARKETING- NEW HOPES AND CHALLENGES
10.	NATIONAL LEVEL WORKSHOP ON "ANALYTICAL TOOLS FOR RESEARCH IN COMMERCE AND COMPUTER SCIENCE"	V.V.VANNIAPERUMAL COLLEGE, VIRUDHUNAGAR	JULY 03 - 05, 2014	PARTICIPATED	-
11.	NATIONAL CONFERENCE ON "MARKETING OF ECO TOURISM: PROSPECTS AND CHALLENGES"	FATIMA COLLEGE, MADURAI	SEP. 03 & 04, 2014	PRESENTED	ECOTOURISM: A PERSPECTIVE AMONG COLLEGE STUDENTS IN MADURAI CITY

12.	NATIONAL SEMINAR ON “INDIAN SERVICE SECTORS IN THE ICT ERA: EMERGING TRENDS, ISSUES AND PROSPECTS”	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	DEC. 18 & 19, 2014	PRESENTED	A STUDY ON CONSUMER ATTITUDE TOWARDS THE USE OF INTERNET FOR HOLIDAY TRIP PLANNING
13.	WORKSHOP ON “EXPORT ENTREPRENEURSHIP”	M.D.T HINDU COLLEGE, TIRUNELVELI	SEP. 16, 2015	PARTICIPATED	-
14.	STATE LEVEL WORKSHOP ON “DATA ANALYSIS FOR SOCIAL SCIENCE”	ARUL ANANDAR COLLEGE, KARUMATHUR	SEP. 28, 2015	PARTICIPATED	-
15.	NATIONAL CONFERENCE ON “INDIAN WORLD- CLASS MANUFACTURING- THE ROAD AHEAD”	FATIMA COLLEGE, MADURAI	OCT. 01, 2015	PRESENTED	A STUDY ON THE ROLE OF SOCIAL MEDIA IN HOLIDAY TRIPS
16.	RUBY JUBILEE SEMINAR ON “CAREER CARVING COMMERCE EDUCATION”	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	FEB. 18, 2016	PARTICIPATED	-
17.	NATIONAL SEMINAR ON “PROBLEMS AND PROSPECTS OF SERVICE SECTOR IN INDIA”	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	MAR. 29 & 30, 2016	PRESENTED	GROWTH OF SERVICE SECTOR IN INDIA: SPECIAL REFERENCE TO TOURISM SECTOR
18.	ONE DAY SEMINAR ON “IMPLICATIONS OF NEW EDUCATIONAL POLICY”	IQAC FATIMA COLLEGE, MADURAI	AUG. 10, 2016	PARTICIPATED	-
19.	NATIONAL CONFERENCE ON “INNOVATION NEEDED IN COMMERCE, ECONOMICS AND MANAGEMENT TO MEET THE PRESENT CRISES AND CRAZE”	MANGAYARKARASI COLLEGE, MADURAI	SEP. 22, 2016	PRESENTED	A STUDY ON CONSUMER’S PERCEPTION AND ATTITUDE TOWARDS TIMESHARES

7. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

S. No.	JOURNAL/PROCEEDING/ MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISSN	PUBLISHER	IMPACT FACTOR
1.	SPARKS JOURNAL OF SCIENTIFIC PRAXIS AND ACTION RESEARCH FOR KNOWLEDGE SOCIETY	TRAVEL MOTIVATION AND ATTITUDE OF TOURISTS TOWARDS HOLIDAY TRIPS	MAY 2016	1	5	73-84	2277-5021	BRITTO PUBLISHING HOUSE	-
2.	INDIAN WORLDCLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	A STUDY ON THE ROLE OF SOCIAL MEDIA IN HOLIDAY TRIPS	2015	-	-	98-104	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,	-

8. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

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9. CHAPTERS PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
1.	RETAIL MARKETING IN INDIA TRENDS AND CHALLENGES	RETAIL INDUSTRY IN INDIA	2011	14-18	978-93-80657-50-9	SHANLAX PUBLICATION
2.	PROBLEMS AND PROSPECTS OF SERVICE SECTOR IN INDIA	SERVICE SECTOR IN INDIA - GROWTH AND PROSPECTS	2013	75-77	978-93-81521-19-9	JAZYM PUBLICATION
3.	GREEN MARKETING- A THRUST ON RENEWABLE ENERGY PRODUCTS	GREEN MARKETING - NEW HOPES AND CHALLENGES	2013	84-89	978-93-80686-46-2	SHANLAX PUBLICATION
4.	INDIAN SERVICE SECTORS IN THE ICT ERA: EMERGING TRENDS, ISSUES AND PROSPECTS	A STUDY ON CONSUMER ATTITUDE TOWARDS THE USE OF INTERNET FOR HOLIDAY TRIP PLANNING	2014	151- 152	978-93-83191-09-3	CURRICULUM DEVELOPMENT CELL
5.	MARKETING OF ECO TOURISM: PROSPECTS AND CHALLENGES	ECO-TOURISM: A PERSPECTIVE AMONG COLLEGE STUDENTS IN MADURAI CITY	2015	98-105	978-81-93023-488	PATHIYAM PUBLICATIONS
6.	ROOTS – INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH	A STUDY ON CONSUMER'S PERCEPTION AND ATTITUDE TOWARDS TIMESHARES	2016	2349- 8684	-	ROOTS