

Name : Dr. Sweety Regina Mary S.

Qualification : M.Com., B.Ed., M.Phil., PGDCA., Ph.D.

No. of Years of Experience : 10 Years

Area of Expertise : Financial Accounting, Financial Management, Business Law, Marketing

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Professional / Teaching Experience

Sl.No	Name of the post held	Name of the Employer / Institution	Period of Employment	
			From Date	To Date
1.	Assistant Professor Commerce	Michael Job College of Arts & Science for Women, Coimbatore	June 2009	May 2010
2	Assistant Professor Commerce	Bishop Ambrose College, Coimbatore	June 2011	June 2015
3.	Assistant Professor Commerce	Sri Ramakrishna College of Arts and Science for Women, Coimbatore	June 2015	April 2017
4.	Assistant Professor Commerce & Head (Shift II)	Patrician College of Arts and Science, Chennai	June 2018	Till Date

Faculty Development Programme :

Programme	Programme Theme	Institution	Period
Faculty Development Programme	“Computerised Accounting using Tally.ERP 9”	Tally Education Pvt. Ltd and School of Commerce , Bharathiar University, Coimbatore.	8 th January 2016
National Training Program	“National Training Program on Qualitative Research”	University of Kerala, Thiruvananthapuram, Kerala	27 th to 29 th Feb 2020
Five Days Faculty Development Programme	“COVID-19 Pandemic: Strategies for Effective Work-Life Balance of Academicians”	Karpagam College of Engineering, Coimbatore	4 th to 8 th May 2020
Online Faculty Development Programme	“Examinations in wake of COVID-19”	Patrician College of Arts & Science, Chennai	8 th May 2020
Online Faculty Development Programme	“Fuzzy Sets and Systems”	Patrician College of Arts & Science, Chennai	16 th May 2020
Online Faculty Development Programme	“My Life My Pride My Career”	Patrician College of Arts & Science, Chennai	18 th May 2020
National Level Faculty Development Workshop	“E-Learning”	Manjra Charitable Trust’s, Smt.Sushiladevi Deshmukh Senior College, Latur	27 th May 2020
One Week International Faculty Development Programme	“Syneigia to Revitalise, Reform & Refresh Ourselves as Agents to Ensure Quality Education”	Auxillium College, Vellore	1 st to 7 th June 2020
One Week National Level Faculty Development Programme	“Effective & Quality Research Writing”	Patrician College of Arts & Science, Chennai	7 th to 13 th June 2020

Workshop:

Programme	Programme Theme	Institution	Period
National Workshop	“Qualitative and Quantitative Aspects of Thesis Writing”	Patrician College of Arts & Science, Chennai.	13 th Aug 2019
State Level Technical Workshop	“Intellectual Property Rights”	Patrician College of Arts & Science, Chennai.	13 th Sep 2019
Online Research Methodology Workshop	“Research Methodology”	REST Society for Research International(RSRI), Krishnagiri.	12 th – 14 th Apr 2020

Webinar

Programme	Programme Theme	Institution	Period
National Webinar	Benchmarks of Research	Loyala College of Education in association with IQAC	15 th May 2020
National Webinar	Innovation, IPR, Entrepreneurship and Start-up among HEI's	Institution's Innovation Council of MHRD's Innovation Cell, New Delhi	28 th April – 22 nd May
Webinar	Mathematical Modelling of Infectious Diseases: Application to COVID-19.	Patrician College of Arts & Science	27 th May 2020
National Webinar	Fuzzy Set Theory and Applications	Patrician College of Arts & Science in association with IQAC	29 th – 30 th May 2020
International Webinar	Approaches On Online Teaching And Its Assessment Methods	Patrician College of Arts & Science in association with IQAC	4 th July 2020

Online Course

Programme	Course Name	Institution	Period
One Week Online Course	"Research Methodology for Social Science	Indian Academic Researchers Association	6 th to 12 th Apr 2020

Paper Presentations :

Programme	Programme Theme	Title of the paper presented	Institution	Period
National Conference	"Business Management Strategies: Issues and Challenges"	"E-Marketing"	Sri Krishna Arts and Science College, Coimbatore	14 th Sep 2012
National Conference	"Business Management Strategies: Issues and Challenges"	"Marketing Intelligence	Sri Krishna Arts and Science College, Coimbatore	14 th Sep 2012
International Conference	"Corporate Social Responsibility – The Indian Perspective"	"Ethical Marketing"	Vellalar College for Women, Erode	18 th Sep 2012
National Level Conference	"Micro, Small and Medium Enterprises in India-Problems and Prospects"	"Industrial Sickness of Micro, Small and Medium Enterprises"	Ayya Nadar Janaki Ammal College, Sivakasi	15 th Dec 2012

State Level Comercio Convention	“Faccenda- 2103”	“Green Marketing”	Sri Ramalinga Sowdambigai College of Science and Commerce, Coimbatore	30 th Sep 2013
National Conference on Consumer Protection	“Consumer Protection”	“E-Commerce and Consumer Protection”	Kamadhenu Arts and Science College, Erode	14 th Feb 2014
National Level Seminar	“The Power of Entrepreneurship – Driving India’s Growth in 21 st Century”	“Rural Entrepreneurship”	SNR Sons College, Coimbatore	21 st Feb 2014
National Conference	“Changing Dynamics of E-Commerce”	“E-Payment System”	GRD School of Commerce and International Business, Coimbatore	10 th Mar 2014
International Conference	“Global Finance: Issues and Challenges”	“Technological Advancement in Banking Sector in India: Challenges a Head”	SNR Sons College, Coimbatore	27 th Aug 2014
National Level Seminar	“Indian Financial System”	“The Role of Banking in Indian Financial Systems”	Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore.	9 th Jan 2016
International Conference	“Panorama of Marketing in the Digital Era”	“The Essentials of Mobile Marketing”	KSR College of Arts & Science for Women, Tirchengode.	21 st Jan 2016
National Conference	“Emerging Opportunities & Challenges in the Service Sector”	“Emerging Opportunities & Challenges in the Service Sector”	Bishop Sundaram Campus, Thanjavur.	29 th Jan 2016
National Level Seminar	“Recent Trends in Banking Sector”	“Green Banking”	SIRI PSG Arts and Science College for Women	6 th Feb 2016
National Level Seminar	“Professionalising Unorganized Sector – A Corporate View”	“Unorganised Sector: Role of an Entrepreneur and Challenges in Self Employment”	Dr. NGP Arts and Science College	24 th Aug 2016
National Conference	“Matrix Management”	“Foreign Direct Investment and Economic Growth in India”	Sri Krishna Arts and Science College	23 rd Sep 2016
International Conference	“Emerging Trends and Innovations in Digital Marketing”	“Impact of Social Marketing Rural India”	Sankara College of Science and Commerce	28 th Sep 2016
National Level	“Emerging Trends	“Socialising Knowledge	VELS University,	30 th Sep

Conference	in Knowledge Management”	Management: The Influence of the Opinion Leader”	Chennai	2016
National Seminar	“Emerging Business Practices in the Global Environment”	“Social Media, Social Influence and Social Comparison”	Jamal Mohamed College, Tiruchirappalli	19 th Jan 2017
National Level Seminar	“Demonetization to Digitization”	“E-Commerce in India – Its accelerating Growth”	PSGR Krishnammal College for Women, Coimbatore	22 nd Feb 2017
National Conference	“Start-up India for the Socio-Economic Transformation: A Journey A head”	“Social Incubators role towards start-up India”	Hindusthan College of Arts and Science, Coimbatore	23 rd Feb 2017
National Seminar	“Ethics, Entrepreneurship & Sustainable Development”	“Creating a Healthy workplace Environment towards improve the employee productivity”	Patrician College of Arts & Science, Chennai	19 th & 20 th Mar 2019

Research Publications (Conference Proceedings) :

Conference	Institution	ISBN No.	Title of the paper	Period
National Conference	Sri Krishna Arts and Science College, Coimbatore	978-81-91047-25-7	E-Marketing	Sep 2012
National conference	Sri Krishna Arts and Science College, Coimbatore	978-81-91047-25-7	Marketing Intelligence	Sep 2012
National Level Seminar	Ayya Nadar Janaki Ammal College, Sivakasi	978-938052819-9	Industrial Sickness of Micro, Small and Medium Enterprises	Dec 2012
National Level Seminar	SNR Sons College, Coimbatore	978-93-83459-08-7	Rural Entrepreneurs in India	Feb 2014
International Conference	SNR Sons College, Coimbatore	978-93-5196-090-4	Technological Advancement in Banking Sector in India: Challenges Ahead	Aug 2014
National Level Seminar	Dr. NGP Arts and Science College, Coimbatore	819077894-3	Unorganised Sector: Role of an Entrepreneur and Challenges in Self Employment	Aug 2016

Research Publications:

Journal	Volume & Issue No.	ISSN No.	Title of the paper	Period
Global Journal for Research Analysis	Vol.4, Issue 6, pp- 60-63	ISSN No. 2277-8160	“E-Banking: Usage and Problems faced by Bank customers”	June 2015
Indian Journal of Applied Research	Vol.5, Issue 6, pp 36-39	ISSN No. 2249-555X	“A study on Customer awareness and satisfaction towards E-Banking Services”	June 2015
International Journal of Scientific Research	Vol. 5, Issue 5, pp 9-10	ISSN No. 2277-8179	“Banking services through Alternative Channels provided by Public and Private Sector Banks”	June 2016
International Journal of Research in Management, Economics and Commerce	Vol. 6, Issue 10, pp 60-63	ISSN No. 2250-057X	“An Analysis of Marketing Environment that Influence the Marketing Ethics”	October 2016
A Journal of Intercontinental Management Research Consortium	Vol. 5, Issue 3, pp 139-147	ISSN No. 2347-1654	“E-Commerce in India – Its accelerating Growth”	February 2017
International Journal of Advanced Research in Management Engineering Technology	Vol.2, Issue 3, pp 471 – 475	ISSN No. 2456- 2998	“A Study on Consumer Brand Preference towards Two-Wheelers in Coimbatore City”	February 2017
International Journal of Research in Advent Technology	Special Issue	ISSN No. 2321-9637	“Creating a healthy workplace environment towards improve the employee productivity”	March 2019
International Journal of Research and Analytical Reviews	Vol.6, Issue 2, Pp 180 – 183	ISSN 2348-1269, P-ISSN 2349-5138	“A Study on Rural Consumer Behaviour towards Fast Moving Consumer Goods in Coimbatore District”	June 2019

Book Publication:

Book	Publisher	ISSN No.	Title of the Chapter	Period
Emerging Issues in Business Management	National Press Associates, New Delhi	ISSN No. 978-81-944303-9-1	“E-Commerce”	July 2020

Programs Organized:

1. National Level Conference on “Marketing Unplugged: The Game-changing Innovations” for Department of Commerce, Sri Ramakrishna College of Arts & Science for Women, Coimbatore. (9th Mar, 2017)
2. Online Faculty Development Programme on “Examinations in wake of COVID-19”, for Department of Commerce (Shift II), Patrician College of Arts & Science, Chennai. (8th May 2020)
3. Online National Level E-Quiz for Commerce Students, for Department of Commerce (Shift II), Patrician College of Arts & Science, Chennai. (20th – 30th May, 2020)
4. One Week National Level Faculty Development Programme on “Effective & Quality Research Writing”, for Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Chennai. (7th -13th June 2020).
5. International Webinar on “Approaches On Online Teaching And Its Assessment Methods” , for Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts & Science, Chennai. (4th July 2020).