



Name : Mrs.C.Magila
Designation/Present position : Assistant Professor, Head Department of Management studies
Official Address for Communication : St. Joseph's College of Arts & Science for Women,
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Qualification:

Degree	Subject	Institution	Year
Ph.D.(pursuing)	Management	Periyar University	From 2017
M.Com	Commerce	Periyar University	2016
M.B.A	Management	Adhiyamaan college of Engineering, Hosur	2010
B.Com	Commerce	Bangalore University	2007

Discipline/Area of specialization : HR and Finance

Teaching Experience/Employment History: 12years 7months

Designation	From	To	University/Institution
Assistant Professor	2010	Till Date	St. Joseph's College of Arts & Science for Women, Hosur.

INTERNATIONAL CONFERENCES / SEMINARS / WEBINARS ATTENDED

- 1.** Presented a paper on **MODERN MARKETING CONCEPTS AND CHALLENGES** in the International seminar organized by P.G and Research Department of Commerce and management , Morappur Kongu College of arts and science Salem, held on 9th February 2017
- 2.** Presented a paper on **CONSUMER PERCEPTIONS OF GLOBAL AND LOCAL BRANDS** in the 7th International Conference Sri Ganesh School of Business Management Chennai, held on 9th February 2018
- 3.** Rathinam college of arts and science participated in the International virtual Conference on **E-Commerce and Covid-19: The Innovations Challenges, Solutions and Opportunities** Organized by Department of Commerce in association with Nurture Education Solutions Pvt,Ltd and Malaysia and she is also presented paper entitled in Research design
- 4.** Participated in the **International Virtual Colloquium on Rebooting strategies for Post Covid-19 Business Operations** in association with International faculty and students Multi Research Consortium(IFSMRC),Chennai held on 30th & 31st March,2021
- 5.** Presented a paper on **ANALYSIS OF ONLINE BUYING BEHAVIOUR OF CONSUMER IN INDIA** International e-Conference on sustainable Innovation Research & emerging Trends in Entrepreneurship ON 3rd April 2021
- 6.** Participated **International Webinar on Entrepreneurship & Startups – Challenges & Opportunities** organized by Internal quality assurance cell,Dr.S.Gopalraju Government first Grade college ,Anekal ,Bangalore,Karnataka,India on 8th July 2020

NATIONAL CONFERENCES / SEMINARS / WEBINARS ATTENDED

1. Participated in the AVS College of Arts and science, Salem National Seminar on **FOREIGN DIRECT INVESTMENT IN RETAILING** held on 27th January 2012
2. Participated in the Arignar Anna college of arts and science Krishnagiri A National Workshop on **THE APPLICATION OF STATISTICAL TOOLS, TECHNIQUES AND WRITING SKILLS IN RESEARCH METHODOLOGY** held on February 2013
3. Presented a paper in the DR.G.R. Damodaran College of science A National Conference on **IMPACT OF STRESS ON BANK EMPLOYEES HEALTH AND PERFORMANCE** held on Feb 14th 2013
4. Presented a paper in the St. Josephs college of arts and science for women, Hosur A One day National Conference on **E- MARKETING A LITERATURE REVIEW FROM A SMALL BUSINESS PERSPECTIVE** held on 1st September 2016
5. Presented a paper in the St. Josephs College of arts and science for women. Hosur. A One day National Conference on **A STUDY ON OPERATION RESEARCH AND DYNAMIC PROJECT SCHEDULING WHEN RESEARCH MEETS PRACTICE** held on 13TH Dec 2017
6. Participated in the Chevalier T.Thomas Elizabeth College for women Chennai, A National Level **Webinar on Management of Intangibles during COVID-19th** on June 5, 2020
7. Government Ramnarayan Chellaram of Commerce and Management organized a One day **National Level webinar on the topic Creating Organizations for Tomorrow Roadmap to Future Entrepreneurs** held on Friday 11th June-2021
8. Participated **One day online National Workshop on Role of IQAC** in Assessment and Accreditation Process organized by Internal quality Assurance cell of PSGVP Mandals SIP arts, GBP science and STKVS commerce college, Shahada, Nandurbar
9. Participated in **National Level E-Quiz on Consumer Rights** organised by Department of management, Christ college of science and Management held from 14th-21st March, 2021 and successfully scored **100%**
10. Participated in **National level Management E-Quiz 2020** organized by Department of management St. Josephs College of arts and science for women, Hosur held on 11.06.2020 Successfully Scored **100%**
11. Participated in **National level webinar on Crucial Role of HR Leaders – Pre & Post covid-19** organized by department of commerce in association with NHRD Coimbatore chapter held on 2nd June 2020

12 Participating **National level 4 Days Entrepreneurship development program on self-discover the journey of an Entrepreneur** A Session for a Mission on June 04.2020

13. Participated one day National level workshop on Research Methodology in social Science using SPSS organized by Department of commerce St. Josephs College of arts and science for women, Hosur held on Oct 20th 2022

14. Participated in **5 Days National Level Faculty Development programme on NACC Criteria's** organized by Jana Jyothi Degree College Bengaluru 6 Feb to 11 Feb 2023

15. Participated in **National Level Faculty Development Programme on NAAC ACCREDITATION AND SSR PREPARATION** organizes by the Internal Quality assurance Cell of St. Joseph's College of Arts and Science for Women, Hosur, between 20 June 2023 to 19 August 2023.

Number of Publications (International/National):

RECENT PAPERS PUBLISHED: (AUTHORS NAME, JOURNAL NAME, VOL., YEAR, PAGES):

- 1. Analysis of Consumer Attitude Towards Online Shopping:** A Realistic Study on Bangalore city Karnataka published in Journal of education; Rabindra Bharati University **ISSN: 0972-7175 Vol : XXIV, No :10, 2021-2022**
- 2. The Buying Behavior Influence of Consumers in Hosur Municipality :** Published in Shanlax International Journal of Commerce **ISSN : Vol 6, Year 2018, Pages 285 to**

Achievements:

1. Completed the One Day State Level Seminar on **CHALLENGES AND PROSPECTS IN HR IN THE MODERN ERA** on Gonzaga College of arts and science for women Krishnigiri, held on 28th February 2013
2. Completed the Two days **LEGAL AWARENESS PROGRAMME** Organized by WSC. Periyar University ,Salem in association with National Commission for women, New Delhi held from 25.10.2016 to 26.10.2016
3. K.S.R College of Arts and Science for Women has successfully completed **E-Quiz on Hunt for Knowledge** Organized by the Department of English on 29.5.2020
4. For participating in Interactive Live webinar **KANAVU MEIPADA** organized by Innovative services on 3.4.2021
5. Completed the 7 days program **Art of Business LEARNATHON 2.0** Certificate of Achievement on from 13-19 July 2020 ,organized by the headway Academy
6. Narayana Engineering college : Nellore Certificated is awarded for successful completion of the **E-Quiz on Production and Operation management** on 22-6-2020 with a passing Score of **93%**
7. Vaagdevi Degree And P.G College Organized **Quiz on Managerial Communication** Conducted by the department of commerce and business management and Secured a score of **92%**
8. Crescent organized online quiz competition **Test your Knowledge Plagiarism** Conducted by Office of Dean Research during may 2020
9. Don Bosco College of arts and Science organized **Webinar on Career Planning after Covid-19** has participated on 27th May 2020
10. Participated in the Webinar **PERSPECTIVES OF LEARNING** organized by Department of BBA Aviation Management,G.T.N Arts college Dindigul,Tamil nadu on 28.05.2020
11. St. Josephs college of arts and science for women, Hosur has organized **E-Quiz on Quizzards** of ComSTA held from 20th June 2020 to 23rd June 2020
12. Participating in the **Webinar on Protecting Your Mind** organized by SJB Institute of

Technology held on 18th July 2020

- 13.** Participated in a **Quiz on Account of World Ocean Day 2021** organized by Sree Narayana Guru College Coimbatore held on 08.06.2021
- 14.** Participated one day **Entrepreneurship Development and Innovation Institute** organized by Periyar University Innovation and entrepreneurship development programmer held on 22.7.2022
- 15.** Participated **5 Days Virtual Faculty Development Program on DATA ANALYSIS USING JASP** conducted from Primax Foundation held on 24.04.2023 to 28.04.2023
- 16.** Participated **one day Skill Development workshop on E-Content organized by the Internal Quality Assurance Cell** of St. Joseph's College of Arts and Science for Women, Hosur, on 02 September 2023