

**Name: Dr.S.MEENA**



Designation : ASSOCIATE PROFESSOR  
Nature of Employment : FULL TIME  
Qualification : M.Com, M.Phil, PhD  
Phone : 9444612221  
Email ID : smeena@hindustanuniv.ac.in

**Educational Background:**

Degree	Discipline	Year of Passing	University
PhD	COMMERCE	2016	UNIVERSITY OF MADRAS
M.Phil	COMMERCE	2002	UNIVERSITY OF MADRAS
M.Com	COMMERCE	2001	UNIVERSITY OF MADRAS

**Qualified - National Eligibility Test for Lectureship NET-JUNE 2012**

**Work Experience (Academic):**

Designation	Institution	Duration	No. of Years
Associate Professor, SLAAS	Hindustan Institute of Technology and Science	28.06.2021 to till date	
Associate Professor & Head, Dept. of Accounting & Finance	Bhaktavatsalam Memorial College for Women	2015-2020	5 years
Assistant Professor, Dept. of Commerce	Bhaktavatsalam Memorial College for Women	2004-2015	11 years
<b>Total</b>			<b>16 years</b>

**Research Areas of Research Interest: Marketing, Human Resource Management**

**M.Phil Guidship: – 8 Candidates awarded.**

**Chief Superintendent** – Conducting University of Madras Examination from June 2017 to November 2019 in Bhaktavatsalam Memorial College for women.

**Convenor:** For MoU's from 2016 -2017

**Referee:**

- **Inderscience Online Journal**

**Resource Person :**

- **“National Workshop on Application of SPSS & AMOS in Business Research” Organised by Dept. of Commerce, University of Madras on 6<sup>th</sup> to 8<sup>th</sup> June 2017.**

**Books Edited:**

- **Proceedings of the National Conference on “Success Through Synergy” 2018**

**ORGANISED:**

- National Level Webinar on “Win Life with Financial Planning” on 13<sup>th</sup> May 2020 by Mr.M.Jeyaprakash, Director, MCUBE Academy, Approved Trainer of NSE & NISM (Lockdown Initiative)
- Inter-Collegiate Competition “COMBUZZ 2020” on 20<sup>th</sup> February 2020
- One day Basic Training Programme on Educating Women in Cyber Stalking & Women Abuse – Sponsored by **NHRC**, New Delhi on 22<sup>nd</sup> March 2019.
- One day Workshop on Capital Market Operations & Online Trading on 15<sup>th</sup> February 2019. by **NSE**.
- Two Day National Conference on Success Through Synergy’ 18 on 2<sup>nd</sup> & 3<sup>rd</sup> February 2018.
- UGC Sponsored International Conference on “The Emerging Landscape of Retail and Impact of Economy” on 6<sup>th</sup> and 7<sup>th</sup> September 2012, Conducted by University of Madras. (Member of Organising Committee)

**Journal Publications**

"Consumer Psychology and Marketing" - International Journal of Research and Analytical Reviews", Volume 5, Issue 3(August 2018), ISSN 2349-5138.

“The effect of window display on purchase behaviour” – International journal of Business and Administration Research Review, Vol.1, Issue 3, July-Sep 2016, ISSN No. 2348-0653.

“Impulse Buying: A Literature Overview” – International Journal of Innovative Research and Development, Vol.4, Issue 6, June 2015, ISSN.No.2278-0211.

“Green Consumerism in India and Sustainable Consumption” – International Journal of Consumerism, Vol. II Issue, July 2012, ISSN. NO: 2250-1010.

**Paper Presentation**

- “Basel Norms” – International Conference – Conducted by University of Madras on 16<sup>th</sup> and 17<sup>th</sup> March 2010 ISBN – 978-81-8209-267-9
- “The Impact of Visual Merchandising on the Consumer Decision Making Process” conducted by Bhaktavatsalam Memorial College for Women on 2<sup>nd</sup> & 3<sup>rd</sup> March 2012 ISBN – 978-93-81430-43-2

- “Exploring contemporary Business Basics – Business & Ecosystems” – Annamalai University on 20<sup>th</sup> & 21<sup>st</sup> March 2010
- “Impact of Globalisation on Insurance Sector”- National Seminar conducted by the NallamuthuGounderMahalingam College – Pollachi – on 31<sup>st</sup> March 2007
- “Risk Management in Banks” – National Seminar conducted by University of Madras – on 31<sup>st</sup> March 2007
- “Challenges of Rural Financial Services” – National Seminar conducted by University of Madras – on 9<sup>th</sup> December 2005

### **Participation**

- Participated in the Faculty Development Programme organised by University of Madras & Madras Management Association, “Inspire – Change the learning path” on 19.08.2016.
- Participated in UGC sponsored “National Interaction Programme for Research Scholars” conducted by Pondicherry University on 30.09.2010 & 01.10.2010.
- Participated in the two day program on the “Application of Software Package for Data Analysis in Commerce” September 2012 conducted by the University of Madras.
- Participated in the Workshop on the “Application of the Statistical Tools and Techniques for Researchers” on 17<sup>th</sup> and 18<sup>th</sup> December 2009 conducted by the University of Madras.

### **Refresher Course**

Participated in the “Refresher Course” conducted by the UGC Academic Staff College, University of Madras held from 04.07.2007 to 24.07.20.

