

## **BIODATA**

1. NAME: Dr. D. Maria Pon Reka
2. QUALIFICATION: M.B.A., M. Phil., Ph.D.
3. DESIGNATION & DEPARTMENT: Assistant Professor , Department of  
Business Administration
4. AGE & DATE OF BIRTH: 42 , 01.06.1977
5. SEX: Female
6. PERMANENT ADDRESS: Near M.G.R . Nagar, Opp.to Guru Bakery,  
Rajambadi, Nagamalai Pudukottai, Madurai.
7. ADDRESS FOR COMMUNICATION: Near M.G.R . Nagar,  
Opp.to Guru Bakery,Rajambadi,  
Nagamalai Pudukottai, Madurai.
8. EDUCATIONAL QUALIFICATION:

S.NO	COURSES	SUBJECT	YEARS OF COMPLETION	INSTITUTION
1.	B.Sc	Physis	1994-97	Jeyaraj Annapackiam College for Women , Periakulam.
2.	M.B.A	Business Administration	1997-99	P.K.R Arts College for Women , Gobichettipalayam.
3.	M.Phil	Management	2006	Madurai Kamaraj University, Madurai
4.	Ph.D	Business Administration	Nov.2009	Madurai Kamaraj University, Madurai

9. Research Work/Experience : 07 years

10. Recognized Research guide: yes

11. Area of Specialization: Human Resource and Finance

12. TEACHING EXPERIENCE:

S.NO	DESIGNATION	PLACE	DURATION	NO.OF.YEARS
1.	Assistant Professor.	Sri Meenakshi Govt. Arts College for Women(A), Madurai -2	from 2011 to till date	8 years 9 months
2.	Assistant Professor	SATHYABAMA UNIVERSITY, Chennai	July 2007 to 2010	2 years 8 months
3.	Lecturer	MADHA ENGINEERING COLLEGE, Chennai	march 2006 to 2007	6months
4.	Lecturer	N.S. COLLEGE OF ARTS & SCIENCE, Theni	Septemper 2001 to march 2006	4 years 5 months
TOTAL TEACHING EXPERIENCE				16 years 4 months

13. ORIENTATION/REFRESHER COURSES/OTHER PROGRAMMES & TRAINING:

S.NO	NAME OF THE COURSE	TOPIC	PLACE	PERIOD
1.	Orientation	-	UGC Academic Staff College, University of Madras.	04.05.2011 to 02.06.2011
2.	Refresher	Indian Economy- Its Prospects and Challenges (Business Studies)	UGC Academic Staff College, Madurai Kamaraj University, Madurai	01.0.2013- 21.03.2013

3.	Refresher	Women Towards Equality (Women's Studies – Multi – Disciplinary)	UGC Academic Staff College, Madurai Kamaraj University, Madurai	02.11.2016-22.11.2016
4.	Refresher	Gender Studies	UGC Academic Staff College, Madurai Kamaraj University, Madurai	10.10.2019-23.10.201

#### 14. INTERNATIONAL PUBLICATIONS:

S.NO	CONFERENCE	TITLE	PLACE	PERIOD
1.	International Marketing Conference on Creating , Communicating and Delivering Value - Co-sponsored by Kotler-Srinivasan Centre for research in Marketing, Great Lakes Institute of Management, Chennai .	Customer Satisfaction with Service Quality with special reference to Life Insurance Corporation in Madurai District	Chennai	Dec.22-23 ,2008
2.	<b>SONA JOURNAL OF MARKETING RESEARCH,Vol.1.,Issue 2., page 44.ISSN 0974-5890.</b>	A servqual approach of a leading insurance company in Madurai District.	Sona School of Management, Salem	July 2009
3.	<b>International Conference on Indigenous Management Practices , ANNAMALAI UNIVERSITY</b>	Assessing the uality of life insurance services using SERVQUAL with special reference to ICICI Prudential in Madurai District, Tamilnadu.	Chidambaram	16-18 July 2009
4.	<b>ADVANCES IN MANAGEMENT.,Vol.2(10).,pages 49 -53.ISSN 0974-2611.</b>	Customer satisfaction with service quality with special reference to LIC in Madurai district.		Oct.2009
5.	<b>BVIMR MANAGEMENT EDGE.,Vol.2., DELENG /2007/25437.</b>	An expectations and perceptions of service quality with specialreference to ICICI Prudential in Madurai District,Tamilnadu.		JULY – DECEMBER 2009

6.	<b>PARIPEX Indian Journal of Research,Vol.2.,Issue .1, pp. 30-31.ISSN : 2250-1991</b>	A case study of Pepsico India Holdings Pvt Limited, Madurai, Tamilnadu.		Jan.2013
7.	<b>Indian Journal of Applied Research,Vol.3.,Issue .4, pp. 241-242.ISSN : 2249-555X</b>	“Competency Mapping of the employees – A case study of Madura Coats Pvt. Limited , Madurai, Tamilnadu”.		April 2013
8.	<b>Research Explorer,Vol.2.,Issue .3, pp. 114-115.ISSN : 2250-1940.</b>	“A empirical assessment of Entrepreneurial abilities – A case study of Madurai Municipal Corporation”		Feb 2013
9.	<b>Asia Pacific Journal of Research,Vol.1.,Issue .1, pp. 33-37.ISSN : 2320-5504.</b>	An empirical investigation of the training program of a famous textile mill in Madurai district , Tamilnadu.		Feb. 2013
10.	<b>SIMS - Journal of Applied Management and Research,Vol.1.,Issue .2, pp. 40-41.ISSN : 2278-3326.</b>	A study on identifying prospective customers for spoken English courses in Madurai district,Tamilnadu.	Chennai	Jan- June 2013
11.	<b>ADAIKALAMATHA INSTITUTE OF MANAGEMENT,THANJAVUR.</b>	“ Quality service in Govt. Educational institutions”	Thanjavur	28 sep 2013.
12.	<b>ADAIKALAMATHA INSTITUTE OF MANAGEMENT,THANJAVUR</b>	“ Risk management in stock price fluctuations ”	Thanjavur	28 sep.2013
13	<b>MIT SCHOOL OF MANAGEMENT, PUNE,- Exploria -2014, ISSN 0976-8262.</b>	“ Demographic characteristics and Emotional Intelligence of employees working in IT sector- Chennai”.	Pune	30th Jan 2014
14.	<b>ETHIRAJ COLLEGE FOR WOMEN (A), CHENNAI.</b>	“ The link between employees job satisfaction and customer satisfaction (Public sector banks”.	Chennai	12th Feb 2014
15.	<b>International Journal of Business and Administration Research Review, Vol No.2,</b>	“A study on impact of advertisement in rural areas with special		July- Sep 2014

	<b>Issue No.6,pp. 100-105, ISSN NO: 2348-0653.Impact Factor: 0.314.</b>	reference to Kanadukathan, Sivagangai District,Tamil Nadu”.		
16.	<b>International Journal for Exclusive Management Research, ISSN NO:2249-8672, Online –ISSN 2249-2585.</b>	“A study on Service Quality Dimensions and Customer satisfaction with referene to banks in Chennai”.		<b>Nov . 2014</b>
17.	<b>Indian Journal of Applied Research, Vol:4,Issue :12, ISSN NO:2249-555X. Impact Factor :2.1652.</b>	“Diffusion of Innovation – A Conceptual Framework And Research Propositions”.		<b>Dec.2014</b>
18.	<b>International Journal of Business and Administration Research Review : ISSN NO: 2348-0653 E-ISSN NO: 2347-856X. Impact Factor 3.072Vol. No.2. Issue No. 12.</b>	“Entrepreneurial Intention: Review of Literature”.		Oct- Dec 2015.
19.	<b>International Journal of Commerce and Management Research (PIJCMR), Vol.4., Issue 2., page 33, Print ISSN : 2321 – 3604., Online ISSN : 2321- 3612., Impact Factor : 4.532</b>	“A Corporate social performance – gap analysis from stakeholders perspective.”		
20.	<b>International Journal of Exclusive Management Research , Conference Issue, page 49, ISSN : 2249 – 8672, Impact Factor : 5.76</b>	“A study on the Dimensions of Service Quality in Online Shopping “.		<b>5 th Nov. 2016</b>
21.	<b>International Journal of Management Review, Vol.3., No.1, ISSN : 2348 – 4373., Impact Factor : 3.8</b>	“Government initiatives for Entrepreneurship Development “		<b>Nov.2016</b>
22.	<b>International Conference on Global Talent Management in the Digital Era</b>	<b>Emotional Intelligence and Relationship Management</b>	<b>Fatima Institute of Management, Madurai</b>	<b>13<sup>th</sup> Sep.2017</b>
23.	<b>International Conference on Emerging Global Trends in Accounting, Finance &amp; Taxation</b>	<b>A study on factors influencing behavior of employees in opening of</b>	<b>Jain University, Bangalore</b>	<b>27<sup>th</sup> Feb.2018</b>

		<b>pension insurance plans – a structural modeling</b>		
24.	<b>Shanlax International Journal of Management , GC Approved Journal No. 44278 , Impact Factor : .122 , ISSN : 2321 – 4643., Vol.5 Issue .</b>	“Attitude of people in purchase of pension plans among private sector employees “.		<b>April 2018.</b>
25.	<b>International Journal of Advances in Arts Science &amp; Engineering,Mahratta Chamber of Commerce, Industries and Agriculture Pune . UGC approved multi disciplinary journal – No. 63017. ISSN : 2320– 6136..</b>	“Exploring the future through National Pension System ”		<b>May 2018.</b>
26.	<b>International Conference on Digital Marketing – A Global Perspective</b>	<b>Major Emotionally Intelligent Components of Digital Marketing</b>	Fatima Institute of Management, Madurai.	<b>10<sup>th</sup> Aug.2018</b>
27.	<b>International Conference on Management in Digital Era</b>	<b>Digital Emotional Intelligence</b>	Sri Krishna College of Engineering and Technology	<b>20<sup>th</sup> Dec.2018</b>
28.	<b>International Conference on Contemporary issues &amp; Futuristic Trends in Management</b>	<b>Futuristic Trends of Management with Emotional Intelligence</b>	Vijay Institute of Management, Dindugul	<b>19<sup>th</sup> Feb.2019</b>
29.	<b>AJANTA, An International Quarterly Research Journal , Vol. VIII., Issue No.1, ISSN : 2277 –5730., UGC Journal No.40776. Impact Factor : 5.5</b>	“Digital technology to unlock emotional intelligence “		<b>March.2019</b>

**15.NATIONAL PUBLICATIONS:**

<b>S.NO</b>	<b>CONFERENCE</b>	<b>TITLE</b>	<b>PLACE</b>	<b>PERIOD</b>
1.	Pondicherry University, Puducherry.	CSR Life Insurance Companies	Puducherry	12-13 April,2008

2.	Rajah Serfoji Government College , Thanjavur	An empirical assessment of entrepreneurial abilities – a case study of Madurai municipal corporation	Thanjavur	25 <sup>th</sup> & 26 <sup>th</sup> Feb.2013.
3.	<b>SRINIVAS INSTITUTE OF MANAGEMENT STUDIES , Chennai.</b>	“ The role of emotional intelligence in Employees job satisfaction – with reference to employees working in IT sector, Chennai”	Chennai	<b>9th April , 2014.</b>
4.	<b>K.C.S.KASI NADAR COLLEGE OF ARTS &amp; SCIENCE,CHENNAI.</b>	“Technology & Risk Management in Banking”	Chennai	<b>12th Sep,2014.</b>
5.	<b>SCOTT CHRISTIAN COLLEGE,NAGERCOIL</b>	“Impact of globalisation in the performance of micro and small enterprises in India”	Nagercoil	<b>26th &amp;27th Sep,2014</b>
6.	<b>THE AMERICAN COLLEGE, MADURAI</b>	“A study on effectiveness of Quality of work life in Madura Coats ltd. in Madurai”	Madurai	<b>10th Oct,2014</b>
7.	<b>THE AMERICAN COLLEGE, MADURAI</b>	“A study on employee productivity through welfare measures with special reference to Parani spinning mill private limited, Dindigul district ”	Madurai	<b>10th Oct,2014</b>
8.	<b>Indian Journal of Applied Research ISSN-229-555X Impact Facctor : 2.1652</b>	<b>Diffusion of Innovation – A conceptual Framework and Research Propositions</b>		<b>12th Dec.2014</b>

9.	Publication title: <b>Transformation for Business Sustainability: Issues and Strategies</b> ISBN: 978-93-85477-56-0	"A Study on impact of Reward and Recognition on Employees motivation	Kongu Engineering College, Erode.	26 <sup>th</sup> & 27 <sup>th</sup> Feb.2016
10.	Publication title: <b>New Dimensions of Management in the Globalised Era – 2016</b> ISBN: 978-93-85977-05-3.	A Study on Women Empowerment through SHG- A Care Study of Smile Group Avaniyapuram, Madurai District.	Madurai Kamaraj University, Madurai	30 <sup>th</sup> March,2016
11.	Publication title: <b>New Dimensions of Management in the Globalised Era – 2016</b> ISBN: 978-93-85977-05-3.	A Study on Assessing the Entrepreneurial ability of students with special reference to Sri Meenakshi Govt. Arts College for Women (A), Madurai.	Madurai Kamaraj University, Madurai	30 <sup>th</sup> March,2016
12.	Publication title: <b>New Dimensions of Management in the Globalised Era – 2016</b> ISBN: 978-93-85977-05-3.	A Study on Evaluation of Training Effectiveness in Aurolab, Madurai District.	Madurai Kamaraj University, Madurai	30 <sup>th</sup> March,2016
13.	Publication title: <b>New Dimensions of Management in the Globalised Era – 2016</b> ISBN: 978-93-85977-05-3	The Influence of Creativity on Student Entrepreneurial Intention- Controlling Factor Gender Education.	Madurai Kamaraj University, Madurai	30 <sup>th</sup> March,2016
14.	Publication title: <b>New Dimensions of Management in the Globalised Era – 2017</b>	Awareness of Group Insurance and Pension plans among private sector employees – an empirical study	Madurai Kamaraj University, Madurai	3 Feb.2017
15.	Publication title: <b>Total Quality Management in Higher Education</b> ISBN: 978-81-933316-8-2	Quality of Entrepreneurial Education in Higher Educational Institutions in India .	Sri Meenakshi Govt.Arts College for	23 & 24 Feb.2017



			Women(A), Madurai	
16.	Publication title: <b>Total Quality Management in Higher Education</b> ISBN: <b>978-81-933316-8-2</b>	Total Quality in Higher Education – Reviews of Literature.	Sri Meenakshi Govt.Arts College for Women(A), Madurai	23 & 24 Feb.2017
17.	Publication title: <b>Total Quality Management in Higher Education</b> ISBN: <b>978-81-933316-8-2</b>	Quality Management System in Higher Education in Various Countries.	Sri Meenakshi Govt.Arts College for Women(A), Madurai	23 & 24 Feb.2017
18.	Publication title: <b>Total Quality Management in Higher Education</b> ISBN: <b>978-81-933316-8-2</b>	Role of Total Quality Management in Higher Education.	Sri Meenakshi Govt.Arts College for Women(A), Madurai	23 & 24 Feb.2017
19.	National Conference on Corporate Race & Diversity – Management Research Perspective	A study on the importance of Service Quality in achieving customer satisfaction.	St.Joseph College of Engineering, Chennai	18 <sup>th</sup> &19 <sup>th</sup> Aug.2017

STATE LEVEL PUBLICATIONS: NIL

S.NO	CONFERENCE	TITLE	PLACE	PERIOD

16.REVIEWER FOR INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES: NIL

S.NO	CONFERENCE	TITLE	PLACE

17. CHAIR PERSON FOR INTERNATIONAL/NATIONAL/STATE CONFERENCES: NIL

S.NO	CONFERENCE	TITLE	PLACE

18. INVITED TALKS DELIVERED INTERNATIONAL/NATIONAL/STATE LEVEL CONFERENCES: NIL

S.NO	CONFERENCE	TITLE	PLACE

19. BOOKS PUBLISHED: NIL

S.NO	TITLE	PUBLISHER NAME	ISBN/YEAR

20. TECHNICAL TALKS DELIVERED: NIL

S.NO	RESOURCE PERSON	TITLE	PLACE

21. SEMINAR/SYMPOSIA/WORKSHOP ATTENDED:

S.NO	NAME & LEVEL OF THE PROGRAMME	TITLE	PLACE	PERIOD
1.	One day workshop	'Interview Techniques / Personality development'	P.K.R. School of Management Studies, Gobichettipalayam.	Jan. 1999
2.	One day State Level Seminar	'Globalization of Higher Education	MUCEA – Mother Teresa Extension	Feb. 1 <sup>st</sup> ,

		- Threats & Challenges'	Center, Madurai	2003
3.	Regional Symposium	'National policy for women empowerment'	Madurai Kamaraj University, Madurai	20 <sup>th</sup> Sep.2002
4.	One day training	'Personality development'	N.S. College of arts & Science, Theni.	
5.	One day state level seminar	Enterperneurship	PSNA, MTU, Dindigul.	
6.	One day seminar	Entrepreneureship	THEDITSSIA, Theni.	
7.	One day National Seminar	Challenges & Opportunities in Management Education	Sri Meenakshi Government Arts College for Women(A),Madurai	18 Feb.2013
8.	One day National Workshop	Application of Research tools in Management Education	Sri Meenakshi Government Arts College for Women(A),Madurai	19 Feb.2013
9.	One day FDP	Academic Research - Writing & Publishing Research Papers	OAA-MAVMM School of Management, Madurai	24 <sup>th</sup> Jan.2014
10	One day UGC Sponsored State level Seminar	Drought Management – A Strategic Approach	Sri Meenakshi Government Arts College for Women(A),Madurai	7 <sup>th</sup> Feb.2017
11.	One day UGC Sponsored Workshop	Mechanics of Thesis Writing and uses of SPSS	Sri Meenakshi Government Arts College for Women(A),Madurai	9 <sup>th</sup> March 2017.

22.SEMINAR/SYMPOSIA/SEMINAR CONDUCTED:

S.NO	NAME &LEVEL OF THE PROGRAMME	TITLE	PLACE	PERIOD
1.	One day National level Workshop	Application of Research tools in Management Education	Sri Meenakshi Government Arts College for Women(A),Madurai	Feb.19,2013

23.GUIDANCE FOR M.Phil: 5 students - Awarded

S.NO	NAME OF THE STUDENT	M.Phil	UNIVERSITY	YEAR
1.				
2.				
3.				
4.				
5.				

24.GUIDANCE FOR Ph.D UNDER MADURAI KAMARAJ UNIVERSITY,MADURAI:

S.NO	NAME	TITLE	STATUS
1.	M.NITHYAGNANA SOUNDARAM	A study on competency mapping in IT Industry with special reference to Chennai city, Tamilnadu	Awarded
2.	C.SUNDARI	A study on Pension and Group schemes of Life Insurance as vehicles of social security in India with special reference to Chennai city.	Awarded

3.	JANET GLORY.M.C	A study on Service Quality Evaluation in External and Internal chains of Automotive industry.	Submitted
4.	SEEMA THEVAR	A study on Emotional Intelligence among college teachers in Dindugul District, Tamil nadu	Submitted
5.	S.SRIDHARAN	A study on corporate social responsibility with special reference to stakeholder expectations and satisfaction in selected companies in Chennai, Tamil nadu.	Submitted

25. OTHER RESPONSIBILITIES HOLD IN SERVICE  
(CURRENT/PREVIOUS):

S.NO	NAME OF THE SERVICE/COMMITEE	PLACE	PERIOD
1.	<b>Treasurer</b> – Sri Meenakshi Govt. Arts Students and Staff Co-operative Stores	SMGAC	2013-14,2014-2015
2.	UGC –Autonomy Committee member	SMGAC	2017-18 to 2019-20 ( 3 years )
3.	NIRF committee member	SMGAC	2018-19 & 2019-20
2.	Career Guidance Committee member	SMGAC	2012-2018 ( 6 years)
3.	Campus Amenity Fund Incharge	SMGAC	2014
4.	ID Card incharge	SMGAC	2 academic years
5.	Science Forum Committee member	SMGAC	2017-18,2018-19

