

FACULTY PROFILE

Personal Details

Name : S.Ruby Grace
Designation : Assistant Professor
Department : Business Administration

Date of Birth : 04/04/1993

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Area of specialization : Marketing



Educational Qualification

Degree/ Diploma	Subject	Institution / University	Year of Completion	Grade / Percentage
UG	BBA	Theivanai Ammal college for women	2014	73
PG	MBA	Alagappa University	2017	66
Diplo ma	D.M.T.T	NCVRT	2019	88
P.hd	Management	Pursing	Dec 2023	

Teaching Experience

Sl. No.	Name of the college / institution	Year		Service	
		From	To	Year(s)	Month(s)
1.	S.D.Eaden Matriculation Higher secondary School, Vadalur.	2016	2020	4	

Orientation / Refresher / Faculty Development Programme Attended

Title of the Programme	Place	DATE

Workshop / Seminar Programme Attended

Title of the Programme	Place	DATE
Pathway to research excellence	Annamalai University	24/01/2022 to 29/01/2022
Reference Management in scholarly Article using Mendeley	Webinar	04/02/2021
Research Methodology	Online	01/03/2021
COVID-19- Challenges and Opportunities in Business and Industry	Online	27/09/2021- 28/09/2021

National / International Conference Attended

Title of the Conference	Place	DATE
Changing Global perspective on investment – career, financial statements and sustainability	Online	12/06/2021
Omnichannel Retailing in India: Opportunities and Challenges”		

Research Papers Presented

Title of the Paper	Place	DATE
Omnichannel Retailing in India: Opportunities and Challenges”	Annamalai University	06/02/2023

Research Papers Published

Title of the Paper	Journal	ISSN/Volume/Year
Factors Influence the Consumers’ Purchase Intention of Omnichannel in Tamil Nadu”	Scopus journal The Seybold report	ISSN 15339211 V18.I01
CUSTOMERS ATTITUDE TOWARDS OMNICHANNEL MARKETING RETAILING: AN EMPIRICAL STUDY	Remittances Review	June 2023 Volume: 8, No: 4, pp. ISSN: 2059-6596

Key Positions/Responsibilities Held / Holding

Position / Responsibility	Institution / Organization	Period	
		From	To

Project Guidance

S.No	Project Guided	No.of Students
	UG	
	PG	
	M .Phil	

Other Details (if any)

S.No	Details

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