

FACULTY PROFILE

Name : Ms.S.Agila
Designation : Assistant Professor
Department : BBA IB & RM
Qualification : B.E.,MBA.,NET
Experience : Teaching -5 Years
Area of Specialization(s) : Marketing and Operations
Email (Official ID) : s_agila@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
MBA	Marketing and Operations	St.Joseph's College of Engineering/ Anna University	2018
B.E	ECE	Dhanalakshmi Srinivasan College of Engineering/ Anna University	2016

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certification	NPTEL	AI in Marketing- IIT Roorkee	2024
Certification	NPTEL	Product and Brand Management- IIT Roorkee	2024
Certification	NPTEL	Consumer Behaviour- IIT Kharagpur	2025

Research Publications (Indexed)

International

- An Extensive Study on Analyzing the Impacts of Human Resources Practices On Employees Performance, International Journal of Innovation Studies, 2024, 08(02), pp 246-253, ISSN 2096-2487.

Patent

S.No	Name of the Faculty	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	S.Agila	Digitalization of Anticorruption Monitoring System	202441011967A	21/02/2024	08.03.2024
2.	S.Agila	Neuro informed marketing optimization system for enhanced consumer engagement	20241024613	27/03/2024	05.04.2024

Book Published

- Published a book entitled “Personal Finance” in Taran Publication, March 2024
- Published a book entitled “Marketing Management” in Charulatha Publications, July 2024

Book Chapter Published

- Published an article entitled “The role of AI in Logistics: Enhancing efficiency, Resilience and customer satisfaction through Advanced Technologies” in the book title Uncovering Advances at the intersection of Multidisciplinary Research, ISBN: 978-81-976326-6-2, pp 65-72.

Participation in Workshop

- Workshop on Outcome Based Education, Sathyabama Institute of Science and Technology – 17.06.2023 and 24.06.2023.(Two days)
- Workshop on SPSS in Research, Star International Foundation for Research and Education- 26.12.2023 to 30.12.2023(5 days)
- Workshop on National Intellectual Property Awareness Mission, Intellectual Property Office India- 23.05.2024(1 day)
- Workshop on Foundation for Stock Market on Beginners, Star International Foundation for Research and Education- 23.09.2024 to 27.09.2024(5 days)

Participation in Faculty Development Programme

- National level FDP on Redefining Values in Management Education, Yuvaskhetra Institute of Management Studies- 11.07.2023 to 15.07.2023(5 days)
- FDP on Empowering Educators: Strategies for Holistic Teaching and Professional Growth, Sri Malolan College of Arts and Science- 18.12.2023 to 22.12.2023(5 days)
- FDP on NVIVO for Qualitative Data Analysis, MEASI Institute of Management- 24.02.2024(1 Day)
- FDP on Methods of Data Collection and Analysis through SPSS and using AI Technology for Research, Patrician College of Arts and Science- 18.03.2024 to 26.03.2024(7 Days)
- FDP on AI in Marketing, IIT Roorkee- Jan- Apr 2024 (12 weeks)
- FDP on AI tools for Teaching- Star International Foundation for Research and Education- 22.06.2024(1 day)
- FDP on Essentials Skills for Professional Development in Higher Education, Star International Foundation for Research and Education- 01.07.2024 to 07.07.2024(7 days)
- FDP on Power of AI tools on Enhanced Research, SRM Institute of Science and Technology- 09.07.2024 to 19.07.2024(10 days)
- FDP on Research Methodology: Writing Content for Thesis, St.Joseph's College- 19.08.2024 to 23.08.2024(5 days)

Participation Webinar

- National level Webinar on Girls' Education strengthens our Society, HKBKDC College- 18.01.2024
- Webinar on Gateway for Financial Freedom for Women- HKBK Degree College- 27.05.2024(1 day)