

Name : Ms.R.Banu rekha
Designation : Assistant Professor
Qualification : M.B.A., M.Phil.
Experience : Teaching: 9 Years Industry: 2 1/2 Years
Specialization(s) : Marketing, HR, Soft Skill Trainer
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M. Phil.	Commerce	PSGR Krishnammal College for Women,Coimbatoree	2018
M.B.A	Management	PSGR Krishnammal College for Women,Coimbatore	1997
B. Sc	Nutrition & Dietetics	PSG College of Arts and Science, Coimbatore	1993

Research Publications

International:

- Study on Work Life Balance among women teaching staff at various colleges
– Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREM]vol.4, 2020, pp.263-272,
- Job Stress and Job Satisfaction among the Managerial Personnel of Textile Industry
– Mrs. R. Banurekha & Dr. P. Paramanandam [SUMEDHA Journal of Management]Journal, Vol: 6, Issue No:03, pp 65-75, Sep 2017. ISSN: 2322 -0449.
- An Overview of Work Life Balance of Employee
– Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREM]vol.4, 2020, pp.137-143
- Work Life Balance of Police Officers
– Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREM]vol.4, 2020, pp.194-201
- Work Life Balance among Women Entrepreneurs
– Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREM]vol.4, 2020, pp.232-239
- Work Life Balance of Women Teacher
– Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREM]vol.4, 2020, pp.202-215
- Work Life Balance of Female Nurses
–Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREMvol.4, 2020, pp.111-118
- Work Life Balance of Women Employees in Banking Sector
–Mrs. R. Banurekha[International Journal of Research in Engineering and Management – IJREMvol.4, 2020, pp.319-334

Participation in Orientation Programme / Short Term Courses / Certificate Course

- Completed an online course on“FinTech law & Policy” at Duke University, April 21, 2020
- Completed an online course on“Sales Training Technique for a Human - Centric sales process”at Hubspot Academy, May 9, 2020
- Completed an online course on”Essentials of Entrepreneurship: Thinking and action”at UCI Division of Continuing Education, University of California, Irvine, July 17, 2020
- Completed an online course on”Entrepreneurship strategy from Ideation to Exit”at HEC Paris, Nov 14, 2020
- Completed an online course on”Models & Frameworks to support sales planning”at FIA Business School, Brazil, July 25, 2020
- Completed an online course on”Sales & Marketing Alignment” at FIA Business School, Brazil, Oct 30, 2020
- Completed an online course on”Introduction to Digital Marketing” at Great Learning Academy, Chennai, July 2020
- Completed an online course on”Marketing: Strategic Framework”at Great Learning Academy, Chennai, July 2020

Participation in Workshop

- Participated in “Two day Workshop on “Students Guidance and Counselling” by Coimbatore Institute of Technology, Coimbatore on 7th & 8th March, 2019.

Conference / Seminar / Workshop/ Events Organized

- Conducted debate, Group discussion, industry interaction and field visit, career awareness program and special lectures for MBA Department and other Engineering Streams in SNS Institutions
- Organised Various Webinar on HR and Marketing for MBA Students
- Co ordinator in the event Ideathon, Tedx, Kovai wonder women program held in prozone mall
- Jury for various Business Management events like Adzap, Business Managers, Treasure Hunt
- Coordinator for Outbound Training programme and organised OBT for other colleges
- Conducted Mock Interview and Personality grooming classes for various department students
- Acted as Soft skill trainer for student placements
- Paper setting for University examinations
- Organized Goal setting, Case Study and Video Resume building workshops
- Annual Best Outgoing Student / All Round Performer Committee Organizer