

## STAFF PROFILE



1. Name: **Dr. BEULAH SURESH**
2. Designation: Head & Assistant Professor
3. Qualification: MBA, M.Com, M. Phil, Ph. D, NET
4. Mobile number: 9444730483
5. E-mail id: beulah@auxiliumcollege.edu.in
6. Teaching Experience: 19 years
7. Area of specialization: Marketing
8. Research Experience and Guidance: UG – 19 years, PG- 09 years, M. Phil and Ph. D – 04 years (03 M. Phil scholars were guided and 04 Ph. D research scholars have submitted their thesis)
9. Projects Completed / Ongoing:  
**Completed**
  - A Small Grant Project was sponsored by United Board Hong Kong for US \$ 5,000 for the year 2015 to 2016.**Ongoing**
  - Seed Money of Rs.50000 received from the Management of Auxilium College for the ongoing research project for the year 2021-2022.
10. No. of Papers Published: 20 (National and International Journals)
11. No. of Papers Presented in National/International/Seminars/Workshops/Conferences: 28
12. No. of Seminars/Workshops/Conferences organized: 08
13. No. of Books Published/Edited/Co-edited: 01

14. Responsibilities held:

- Appointed as Center Coordinator by Laurus Edutech Life Skills Private Limited for implementing STAR Scheme in Auxilium College from 10-02-2014 to 15-08-2014.
- Member of Internal Quality Assurance Cell, Auxilium College, from 2008 to 2016.
- Member of Research and Publication Committee, Auxilium College, from 2010 to 2016.
- Coordinator for ABIC –Auxilium Business Incubation Centre for the year 2018-2020.
- Member of the Sr. Ethelvina Research Committee for the year 2019-2020

15. Current Responsibilities:

- Head, PG and Research, Department of Business Administration
- Chairman for the Board of Business Administration, Auxilium College from 2006 till date.
- Member of the College Council, Auxilium College from 2003 till date.
- Member of the Academic Council, Auxilium College from 2007 till date.
- Member of the Examination Committee, Auxilium College from 2007 till date.
- Member in the Intellectual Property Rights Cell from 2019 till date.

16. Membership in professional bodies:

- Member of the Educative Committee in Auxilium Higher Secondary School, Vellore, from 2007-2011.
- Member of the Board of Studies in commerce of Jayaraj Annapackiam College for Women, Periyakulam, for the year 2007 - 2009.
- Member of the Board of Studies in Management Studies of Muthurangam Govt Arts College, Vellore for the year 2014-2016.
- University nominee for the Board of studies in Business Administration of C. Abdul Hakeem College (Autonomous), Melvisharam from 2014 to 2020
- Member of the expert committee in subject to scrutinize the application for research supervisor in Thiruvallur University for 2016 -17.
- Member of the inspection commission for affiliation of new arts and science colleges affiliated to Thiruvallur University for 2016 -17.

- Academic Audit Member for Department of Business Administration ,Voorhees College, Vellore for the year 2020-2021
- Member of the Board of Studies in Business Administration (UG) for Thiruvalluvar University for the year 2019-2020
- Member in the Academic Council of CMCH, Vellore for the Course in Diploma in Hospital Administration from 2019 till date.
- Member of the Board of Studies in Management Studies of Sacred Heart College , Vellore from 2020
- Doctoral Research Committee Member for DKM College in Management studies from 2020
- Doctoral Research Committee Member for Sacred Heart College in Management studies from 2019

17. Other bodies:

- Reviewer in the International Journal of Research and Innovation in Social Science (IJRISS) for the year February 2021 to January 2022.

18. Honours & awards received:

- Won “First Best Doctoral Paper Award” in the Doctoral Paper Contest organized by Chitkara University, Punjab in ICMIS – 18 at Hotel Rembrandt, Bangkok on 22<sup>nd</sup> September, 2018.
- Won Best Paper Award on 11<sup>th</sup> October ,2018 in the International Conference Organized by Sri Sai Ram Institute of Management Studies, Chennai
- Won Second Prize in the District level Competition during the Training Programme organized by the State Police Department along with NIMHANS, Bengaluru during 4<sup>th</sup> February 2019 to 8<sup>th</sup> February, 2019.
- Won Best Paper Award on 29<sup>th</sup> March 2019 in the International Conference Organized by Sathyabama Institute of Science and Technology, Sathyabama University, Chennai
- On 8<sup>th</sup> March 2020 The Royal Commonwealth Society Asia Region, Malaysia awarded with the “Change Maker” award for promoting global citizenship and entrepreneurship among young women in India.

19. No. of Online Courses completed (Minimum of 4 Weeks):

- Healthcare Organizations and the Health System from Rutgers The State University of New Jersey
- Inspiring and Motivating Individuals from University of Michigan
- COVID 19 – Contact Tracing from John Hopkins University
- Principles of Human Resource Management through NPTEL
- Stress Management through NPTEL

20. Any Other:

**Guest Faculty**

- Guest Faculty in APCA – Academy of Prisons and Correctional Administration, Vellore. Management Principles Classes handled for Prison Officers from 2002 till date.
- Guest faculty in Christian Medical College and Hospital, classes handled for MHA students from 2020.

**Consultancy service**

- Consultancy service and Expertise is provided to Academy of Prison and Correctional Administration, Vellore by organizing Lifestyle Management Workshop for the prison officers of different states
- Selected by the Tamil Nadu Police Department from the District to train the Police Officials in Vellore District to manage stress and was trained for one week in NIMHANS, Bengaluru, from 4<sup>th</sup> February to 8<sup>th</sup> February, 2019.

**Foreign Exposure**

- Participated as the coordinator for the India - Srilanka Youth Exchange Programme 2015 for Global understanding and sustainable development.
- Chaired a session in the International Conference at Bangkok on September 2018 and won the best Doctoral Paper Award in the conference.
- Participated as the coordinator for the India – Malaysia Youth Exchange Programme 2019 for Global understanding and sustainable development.

### **Refresher Programme Attended**

- Completed ARPIT- Annual Refresher Programme on “Teacher and Teaching in Higher Education” of MHRD and National Testing Agency on 16<sup>th</sup> February 2020.
- Attended AICTE sponsored Refresher Programme on “Nurturing Marketing and Digital Skills” organized by Ramakrishna engineering College, Coimbatore from 17<sup>th</sup> March 2021 to 23<sup>rd</sup> March 2021.
- Attended Two Weeks Refresher Course on “Teaching, Learning and Research Pedagogy for Excellence in Education” organized by Sri Sai Ram Institute of management Studies, Chennai from 31<sup>st</sup> May 2021 to 14<sup>th</sup> June 2021.

### **Faculty Development Programme Attended**

- AICTE sponsored Staff Development Program conducted by Vellore Institute of technology from 02.02.05 to 16.02.05.
- Faculty Development Programme on “Experiential Learning” organized by VIT, Business School, Vellore on 21.11. 2009.
- Faculty Development Programme in Entrepreneurship organized by Centre for Entrepreneurship Development and Thiruvalluvar University, from 11-02-2013 to 23-02-2013.
- Faculty Development Programme on promoting Youth volunteerism and skill development through Global Recognition organized by International Special Project of the International Award for Young People on 10<sup>th</sup> February 2016.
- Faculty Development Programme on “Entrepreneurship, Innovation and Incubation” organized VITBI, VIT University, between 26<sup>th</sup> November to 8<sup>th</sup> December, 2018.
- Faculty Development Programme – Webinar Series School of Management Studies, Sathyabama Institute of Science and Technology, Chennai from 9<sup>th</sup> May to 13<sup>th</sup> May 2020.

- International Faculty Development Programme on “360 degree classroom management – Teaching Methodology” organized by Sri Sairam Engg. College, Chennai from 16<sup>th</sup> May to 22<sup>nd</sup> May 2020.
- International Faculty Development Programme on “Synergia to Revitalise, Reform, and Refresh Ourselves as Agents to Ensure Quality Education.” Organized by Department of Business Administration, Auxilium College in association with VIT B School, Amaravathi, AP from 1<sup>st</sup> June to 7<sup>th</sup> June 2020.
- International Faculty Development Programme on “Classroom Management Techniques organized by Department of Commerce, Auxilium College, Vellore from 2<sup>nd</sup> June to 8<sup>th</sup> June 2020.
- International Faculty Development Programme on Evolving Best Teaching and Learning Practices in the Pandemic Era 2020 organized by the Board of Management, Auxilium College, from 15<sup>th</sup> June to 21<sup>st</sup> June.

### **Out Reach Activities**

- Certificate Courses in Basic Management Skills & Human Resource Management was framed and conducted for the life time prisoners in Vellore Prison .
- Educational service and timely need is offered to children of After Care Home, Allapuram, Vellore.
- From 2006 to 2015 Christmas celebration in Central Prison, Vellore and in After Care Home, Allapuram, Vellore was coordinated for the inmates by organizing cultural programmes and sharing gifts with the inmates .
- Coordinator for the Training for Trainers Programme for the year 2015-2016 - Life Skill Training was given to the Government School Children of Katpadi girls and boys school through college girls.