

Dr. S. RABIYATHUL BASARIYA



Designation : Asst. Professor
Nature of Employment : Permanent
Qualification : Mcom., MBA., Mphil., PhD
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Educational Background

Degree	Discipline	Year of Passing	University
PhD	Commerce/Management	2012	Madurai Kamaraj University
MPhil.,	Management	2006	Madurai Kamaraj University
MBA	HR & Finance	2012	Madurai Kamaraj University
Mcom	Accounting	2004	Madurai Kamaraj University
Bcom	Accounting	1999	University of Madras

Work Experience

Designation	Institution	Duration	No. of Years
Assistant Professor	B.S. Abdur Rahman Crescent Institute of Science & Technology	20 th April 2023- till date	1 yr
Associate Professor	Lebanese French University	1 st Sep 2018- 31 Nov 2021	3yrs 2mts
Associate Professor & Research Supervisor	Bharath Institute of Higher Education and Research	6 th June 2015- 30 th Aug 2018	3yrs 3mts
Assistant Professor	Hajee karutha Rowther Howdia college	4 th July 2005- 30 th May 2015	9 yrs 10mts

Lectures Courses Delivered

- Financial Accounting
- Management Accounting
- Cost Accounting
- Marketing Management
- Human Resources Management

Area of Research Interest

- Finance/ HR/ Management/Marketing

Publications

International Journal / National Journal/International Conferences / National Conferences/Seminars / Workshops

Publications in Web of Science/Scopus Indexed Journals

TITLE	JOURNAL	VOLUME/IMPACT FACTOR
Game Changing trends in Advertising to Define success in entrepreneurs life of 2022	<i>International Journal of Early Childhood Special Education</i>	ISSN: 1308-5581 Vol 14, Issue 03 2022 DOI: 10.9756/INT-JECSE/V14I3.1217
Challenges and Opportunities in Online Marketing	<i>European Journal of Molecular & Clinical Medicine,</i> (Scopus Indexed)	2020, Volume 7, Issue 4, Pages 1329-1333 https://ejmcm.com/article_1828.html
A TORCH ON BENCH MARKING” As an Indicator Of Best Practices In HRM	<i>European Journal of Molecular & Clinical Medicine,</i> (Scopus Indexed)	2020, Volume 7, Issue 4, Pages 1334-1341 https://ejmcm.com/article_1829.html
Today’s youngsters prefer online purchasing rather than traditional way of purchasing	<i>European Journal of Molecular & Clinical Medicine,</i> (Scopus Indexed)	2020, Volume 7, Issue 4, Pages 1322-1328 https://ejmcm.com/article_1827.html

Consumers' Preference and Their Buying Choice	NOVYI MIR Research Journal (Web of science)	VOLUME 5 - ISSUE 10 - October 2020 Page No: 77 to 88 DOI:16.10098.NMRJ.2020.V5I10.256342.1752
Online Marketing: A Step Towards Green Innovation-Audit Of Writing	Productivity management, (Scopus Indexed)	Volume-25(4), GITO Verlag, P. 21-27, ISSN 1868-8519, 2020 http://www.productivitymanagement.org/pm2520200803.html
Assessment of Online Promotion as a Coping Strategy for Career Plateau	Recent Developments in Engineering Research Vol. 2 Book chapter 4	August 17, 2020 DOI: https://doi.org/10.9734/bpi/rder/v2 ISBN-13 (15)978-93-90206-87-2 http://bp.bookpi.org/index.php/bpi/catalog/book/236
Green Marketing Products- Buyer Behaviour	Journal of critical reviews (Scopus Indexed)	http://www.jcreview.com/?mno=29385 JCR. 2020; 7(17): 1384-1390. doi: 10.31838/jcr.07.17.178
A Theoretical Study On Budget And Monetary Fund Management	International Journal of Psychosocial Rehabilitation (Scopus Indexed)	<i>Volume: Volume 24</i> <i>Issue-6, Year: 2020, Month: March</i> <i>DOI: 10.37200/IJPR/V24I6/PR260111</i> <i>Pages-1157-1164</i> https://www.psychosocial.com/article/PR260111/13365/
Performance And Compensation Management With Special Reference To Information Technology Industry	International Journal of Psychosocial Rehabilitation (Scopus Indexed)	<i>Volume: Volume 23</i> <i>Issuet-4, Year: 2019, Month: November DOI: 10.37200/IJPR/V23I4/PR190518 Pages: 1876-1882</i>
A Study on the uses of taxation in developing countries	Journal of Critical Review (Scopus Indexed)	Volume 2019; Issue 6(6): Page: 368-375 http://www.jcreview.com/index.php?mno=302645229

Corporate social Responsibility in Micro Small and Medium Industries.	International journal of control and Automation (Scopus Indexed)	Volume 12 issue 5 Nov 2019 ISSN- 2005-4297 http://sersc.org/journals/index.php/IJCA/article/view/1591
Employee Cross Training and Its Impact on Employee Performance	International Journal of Civil Engineering & Technology (Scopus Indexed)	(IJCIET), ISSN Print: 0976-6308 and ISSN Online: 0976 - 6316 Volume 9, Issue 6, June 2018, pg. 800–806 https://iaeme.com/Home/article_id/IJCIET_09_06_092
Impact of Cross Training on Career Planning and Progression	Indian Journal of Public Health Research & Development (IJPHRD) (Scopus Indexed)	ISSN:0976-0245E Vol. 10, No. 03 March 2019, Pg:1082-1085
Influence of Value analysis and Cross Training on the productivity of the industry	International Journal of Engineering and Advanced Technology (IJEAT) (Scopus Indexed)	ISSN: 2249-8958 (Online)Volume-8 Issue-6, August 2019, Pg.:1810-1811.
Impact of Cross Training on Employee Skill Development and Career Growth using Prediction Monitoring System	International Journal of Innovative Technology and Exploring Engineering (IJITEE) (Scopus Indexed)	ISSN: 2278-3075 Volume-8, Issue-11S, September 2019 Pg. 1184-1187
Cross Training – A long term beneficial tool to an Employer	International Journal of Innovative Technology and Exploring Engineering (IJITEE) (Scopus Indexed)	ISSN: 2278-3075, Volume-8 Issue-11, September 2019 Pg:1468-1470
Designing implementing and evaluating employee training programs	International Journal of Recent Technology and Engineering (IJRTE) (Scopus Indexed)	International Journal of Recent Technology and Engineering (IJRTE) (Scopus Indexed)

Pros and Cons of On-the-Job Training Versus Off the Job training	International Journal of Scientific & Technology Research (IJSTR) (Scopus Indexed)	ISSN 2277-8616, Volume 8, Issue 10, October 2019 Pg:671-674
Implementation of Virtual Reality in Serious Gaming - War Simulation	International Journal of Recent Technology and Engineering (IJRTE) (Scopus Indexed)	ISSN: 2277-3878 Volume-8 Issue-2S5, July 2019 Pg: 245-248
Online Marketing - Study on Customer Satisfaction and Relationship	Indian Journal of Public Health Research & Development (Scopus Indexed)	March 2019, Vol. 10, No. 03 DOI Numbers: 10.5958/0976-5506.2019.00649.1 Pg-1072-1078
A General Study On the Ratio Analysis Tool To Trigger Out Financial Performance.	Indian Journal of Public Health Research & Development (Scopus Indexed)	DOI Numbers: 10.5958/0976-5506.2019.00650.8 March 2019, Vol. 10, No. 03 Pg: 1079-1081
A Study on Problem Faced on E-Filing by Corporate Experts in the Companies Act, 2013	Journal of Advanced Research in Dynamical and Control Systems – JARDCS (Scopus Indexed)	Volume 11 07-Special Issue Pages: 1018-1021. https://www.jardcs.org/abstract.php?id=1878#
Genys'Online Marketing Buying Behaviour	International Journal of Recent Technology and Engineering (IJRTE) (Scopus Indexed)	ISSN: 2277-3878 Volume-8 Issue-1S2, May 2019 Pg: 323-325
Impact of Career Plateau on Employees Attitude and Behavior	International Journal of Civil Engineering & Technology (IJCIET), (Scopus Indexed)	ISSN Print: 0976-6308 and ISSN Online: 0976-6316, Volume 9, Issue 6, June 2018, pg. 813–819
Strategies Influencing Withholding of Women Employees In IT Sector In Chennai, Tamil Nadu	Indian Journal of Public Health Research & Development, (IJPHRD) (Scopus Indexed)	ISSN:0976-0245E Vol. 10, No. 03 March 2019, Pg:1086-1089

Career plateau different from employee obsolescence	International Journal of Innovative Technology and Exploring Engineering (IJITEE) (Scopus Indexed)	ISSN: 2278-3075, Volume-8 Issue-11, September 2019, Pg:822-824
Impact of human process interventions on employee performance in organisations	International Journal of Recent Technology and Engineering (IJRTE), (Scopus Indexed)	ISSN: 2277-3878, Volume-8 Issue-3, September 2019 Pg: 3051-3054
Theoretical study on the Strategic Challenges and Future of E-Commerce	The Middle East International Journal for Social Sciences (MEIJSS)	e-ISSN: 2682-8766 Vol 1, No 1 Sep https://meijss.org/wp-content/uploads/2019/09/PDF-11-20.pdf (2019): 11-20
The effectiveness of publicity and advertising on consumer's purchase behavior	International Journal of Innovative Technology and Exploring Engineering (IJITEE) (Scopus Indexed)	ISSN: 2278-3075, Vol.8, Issue-11S1, Sept 2019 pp.1181 – 1183
Effect of Career Plateau on Job Stress and Managing Stress by Employees	International Journal of Engineering and Advanced Technology (IJEAT), (Scopus Indexed)	ISSN: 2249 – 8958, Volume-9 Issue-1, October 2019 Pg 1690-1693
Impact of Workplace Stress on Employee Career Plateau	International Journal Of Scientific & Technology Research (IJSTR), (Scopus Indexed)	ISSN 2277-8616, Volume 8, Issue 10, October 2019 Pg 2570-2573
The Success of Online Marketing Relies on Improving Public Relations	International journal of management and Business Research (Scopus Indexed)	Volume 9 Issue1 March 2019 ISSN 2228-7019 Online ISSN 2228-7027
The Influence of 'Adventure Tourism Activities' in promoting tourism business in mountain stations	African Journal of Hospitality, Tourism and Leisure (Scopus Indexed)	Volume 8 (2) - (2019) ISSN: 2223-814X http://www.ajhtl.com
A Study on Attrition: Turnover intentions of employees	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 10, Issue 9, Jan2019. . ISSN Print: 0976 - 6308 ISSN Online: 0976 – 6316

A study on customer satisfaction towards - E Banking	INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND COMMERCE (IRJMC)	Volume 5, Issue 12, Dec 2018. ISSN:(2348-9766), IMPACT FACTOR-5.564
A Study On consumer satisfaction and preference of colour TV brands in Chennai city	INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND COMMERCE (IRJMC)	Volume 4, Issue 10, Nov 2018. ISSN:(2348-9766), IMPACT FACTOR-5.564
A Study On The Customers Benefits On Mutual Funds	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 9, Issue 4, Apr 2018. ISSN Print: 0976 - 6308 ISSN Online: 0976 – 6316
“Theoretical framework on “customer satisfaction towards reliance jio” ‘a study in related to Chennai city”	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 9, Issue 4, Apr 2018. ISSN Print: 0976 - 6308 ISSN Online: 0976 - 6316
“Women entrepreneurs- problems and prospects in India”	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	IJCIET, Volume 9, Issue 4, April 2018. ISSN Print: 0976 - 6308 ISSN Online: 0976 – 6316
“A Knowledge Torch On Consumer Preferences And Distinctive Problems And Prospects Of Kanchipuram Handloom Products”	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 9, Issue 4, April 2018, pp. 103–109, ISSN Print: 0976-6308 and ISSN Online: 0976-6316
The role of social media on Enhancing advertising effectiveness	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 8, Issue 9, September 2017, pp. 1042–1047, Article ID: IJCIET_08_09_116
Perspectives And the Factors Influencing Effectiveness of Training and Development on Employees’ Performance	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 8, Issue 9, September, 2017
Measuring Financial Performance Through Ratio Analysis	International Journal of Civil Engineering and Technology (IJCIET) (Scopus Indexed)	Volume 8, Issue 9, September, 2017

Role and the value of creativity in the effectiveness of Advertising	International Journal of Research in Management	Issue 7, Vol 3 (May 2017)
Career Plateau of employees and its causes	International Journal of Advanced research and Science Engg. and technology (Scopus Indexed)	Vol 4, Issue 3, Mar 2017
Job Enrichment: Conceptual review	International Journal of organisational behaviour and management perspectives	Vol 6, Jan-Mar 2017 pp 2832-2838
Cross training employees: A conceptual review.	International Journal of Advanced research and Science Engg. and technology	Vol 4, Issue 3, Mar 2017
Developing managing and sustaining high performance teams.	International Journal of organisational behaviour and management perspectives	Vol 6, Jan-Mar 2017 pp 2826-2831
Attracting and maintaining personnel: The position of Branding and industry photograph	Journal of Innovative Research and solutions	Vol 2, Issue.2, Jul-Dec 2016
Rural Marketing Strategies for Selling Products & Services:	BOOK	(ISBN No: 978-81-929292)
Issues & Challenges		
A study On Customer Satisfaction towards shopping malls	International Journal of Business Intelligence and Innovations	Volume 1, Issue 2, special edition Oct-2015, ISSN 2348 4705
Scope of the Indian Retail Market	Pezzotaitte Journals	Volume 4, Number 3, July -Sep-2015. ISSN No: 2279 0942

International/National Conference

Major FDP / Workshop / Seminar Attended & Organized

Work shop /Conferences	Presented	Attended	Key note speaker
Work shop (National)	20	40	4
Work shop (International)	10	20	5
Conference (National)	20	40	7
Conference (International)	10	20	6

Additional Responsibilities

- MBA OL Programme Coordinator
- SLM (Self Learning Material) Coordinator
- Reviewer for many International journals and one Taylor and Francis Journal
- External Doctoral committee member for many Universities

Achievements

MPhil/PhD	Pursuing	Awarded
MPhil	-	31
PhD	1	07

Projects Developed

- A study on “The Basic stages of preparing a public budget” May 2019. Lebanese French University, Erbil.
- A study on the problems and prospects of women entrepreneurs with special reference to Chennai City” July 2018
- A survey on “the performances of Tata Ace’ in Theni District, Madurai, Dec 2013.
- A survey on “Customer Satisfaction regarding Maruthi Alto Cars” in Cumbum City April 2012.
- A study on “Customer Satisfaction Regarding MRF Tyres in Madurai City” Dec.2011