

# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University

Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## REPORT OF RESEARCH ORIENTATION PROGRAMME- 2020-21

<b>Title</b>	<b>Presentation on writing scientific research paper</b>
<b>Date of Event</b>	<b>8<sup>th</sup> Dec 2021</b>
<b>Time of the Event</b>	<b>1.00 pm to 2.00 pm</b>
<b>Department / Association</b>	<b>DESMA - Department of Business Administration</b>
<b>Mode/Platform</b>	<b>Offline</b>
<b>Number of Participants</b>	<b>60</b>

<b>Resource Person(s) with qualification</b>	<b>Dr Prabha Deena M.Com, MBA, M.Phil, B.Ed, Ph.D</b>
<b>Organiser</b>	<b>Prof. Geetha PS</b>

### REPORT

A session on "Writing scientific research paper" was organized by the department of Business Administration on 8<sup>th</sup> December 2021. The session started at 1:00 PM in the room no. 404, SFS Degree College, Bengaluru.

Dr Prabha Deena was the speaker of the day. She is the program head & Professor in St Francis Business School Bangalore. At the beginning of the session Desalite Sumaiya Banu, DESMA President welcomed the speaker and participants.

The main objective this orientation is to promote a wide range of research, from basic researches to the students and get it published in UGC care list journals. And also to develop a research environment in which students researchers can become active.

Dr Prabha Deena started the session by sharing the importance of knowing how to prepare a research paper and spoke about the format of research paper. She highlighted the importance of each section of the research paper. Different elements of research paper are,

- Title

- Author
- Abstract
- Introduction
- Materials and methods
- Results
- Discussion
- Acknowledgments
- Reference

Then she gave a brief comparison of plagiarism and paraphrasing and gave an idea on formatting the research paper and discussed about different formats like,

- MLA Format
- APA Format
- ACM Format

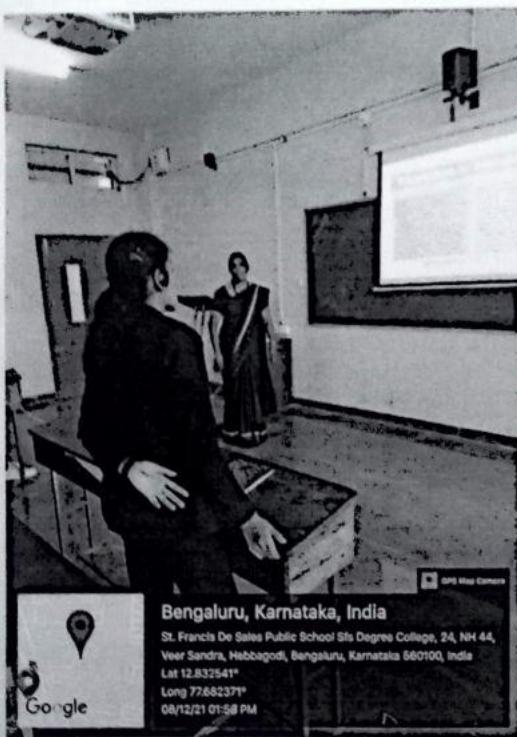
Dr. Prabha Deena started interacting with the students and cleared various queries. The session was concluded by showing one of her research paper as sample, students were asked to analyze and Dr Prabha was asked to tell the dependent and independent variable. Students showed interest and actively involved themselves which in turn done the variable analysis. A total of 62 students of Vth Sem BBA took part in this orientation. The orientation made the research activity very interesting and a resourceful one.

The session concluded at 2.15 pm and the students expressed their opinion to have more such oriented activities in the coming days too.

#### PHOTOS OF THE EVENT:

*Debytha*  
COORDINATOR  
Department of Business Administration  
St. Francis de Sales College  
Bengaluru - 560 100.





*Prakash*  
**COORDINATOR**  
Department of Business Administration  
St. Francis de Sales College  
Bengaluru - 560 100.



# DR. PRABHA DEENA

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E-mail: prabhavathy4131@gmail.com

## TARGET POSITIONS

Principal  
Professor  
Dean

## PERSONAL INFORMATION

Address: SF-6, Swarna Meridian Homes, NS Palaya, BTM II stage, 29<sup>th</sup> main Bangalore- 560076

Gender: Female

Linguistics: English, Telugu, Tamil

Marital Status: Married

## KEY SKILLS

- Multitasking & Result Oriented
- Quick work changing adaptability
- Verbal, written, presentation & analytics
- Educational Administration &
- Management
- Guidance & Motivation

## PROJECTS HANDLED

A Special Assignment conducted at various personality development workshops.

Students Empowerment Workshops at Various levels.

Mentoring for Research Scholars & Staff for publishing papers in Journals

## TRAININGS, WORKSHOPS & SEMINARS

- 25 Research papers published in National and International Journals.
- Published 5 Scopus Papers In International Journals
- Published Book on The Topic of "Brand Management"
- Participated in 15 International Workshops

## Education

- Ph. D in Management (Marketing)
- M.B.A in Marketing
- M.Com in Commerce
- M Phil in Marketing
- B. Ed in Commerce

## Experiences

Jan 2021-Till Date: **Program Head & Professor**

*St. Francis Business School, Bangalore*

Oct 2020 – Till Date: **Research Head & Professor**

*St. Xavier's College, Bangalore*

Oct 2017- Sept 2020: Conducted classes for UGC / NET exam

Dec 2014 –Sep 2017: **Head of the Department**

*Shri Krishnaswamy College for Women, Chennai, Tamil Nadu*

Aug 2011–Aug 2014: **Head of the Department**

*Chennai Public School, Chennai, Tamil Nadu*

May 2009 –June 2011: **Head – Admissions**

*Shanthi Niketan Degree College, Bangalore, Karnataka*

June 2003 – Mar 2008: **Head of the Department**

*St Ann's Higher Secondary School*

June1999–April 2003: **Head of the Department**

*Allwyn Matriculation Higher Secondary School, Chennai, Tamil Nadu*

June 1997-April 1999- **Head-Admission**

*Kalaimagal Matriculation Higher Secondary School, Tamil Nadu*

## Summary

Educational Administrative capabilities of more than 15 years of experience in renowned Colleges and Business Schools, inclusive of extensive Research knowledge, and Facilitated Excellent support services in Academic & Administration. Excelled in Multi-tasking activities.

## Achievements

- Got Award, from *Shri Krishnaswamy College for Women, Chennai, Tamil Nadu* for Centum Result in Marketing Management and management accounting for the year 2014-2015.
- Got Appreciation Award from Chennai public school for Centum Result in Commerce and Accountancy in Board Exam For the year 2013- 2014.
- Got "Golden Gurus" Award for Helping Mould India's Future from GR JEWELLERS for the year 2016, for exhibiting dedication, quality and excellence in educating the future minds of India.

**ACADEMIC YEAR :**

**NOMINAL ROLL - BBAV SEM SEC 'A'**

SL.NO.	NAME	ROLL NO.	REMARKS
1	ABHISHEK, KP	19B001	H P
2	ALLEN O JOLLY	19B002	H P
3	ANUSHA, D	19B003	K P
4	ASHOK KUMAR	19B004	H P
5	DEEPA G	19B005	K P
6	DEEPA R	19B006	K P
7	DEEPA, S	19B007	K P
8	DHANUSH, S	19B008	K P
9	HARSHITH, C.P	19B010	K P
10	HARSHITHA, N	19B011	K P
11	KAVYA, D	19B012	K P
12	KEERTHI KUMAR	19B013	K P
13	LIKITHA, S	19B014	K P
14	MADHUSUDAN, N	19B015	T P
15	MAHESH, R	19B016	H P
16	MOHAMMED FAIZAL	19B017	H P
17	NANDINI, M	19B018	H P
18	PAVAN N	19B019	K P
19	RAHUL KUMAR KANTA	19B020	E P
20	RAMLAL B	19B021	H P
21	RANJEETHA C NAGANUR	19B022	K P
22	SAHAL, M.K	19B023	E P
23	SANTHOSH KUMAR C	19B024	H P
24	SHIVAPRASAD, P	19B025	K P
25	SHRAVYA, V	19B026	K P
26	SUJITHRA, V.B	19B027	K P
27	SYED AZEEM N	19B028	H P
28	SYED AZHARUDDIN	19B029	H P
29	VIJAYALAKSHMI, G	19B030	T P
30	CHANDINI THOMAS	19B031	H P
31	PRAVEENKUMAR P	19B032	K P
32	VIJAYALAKSHMI, R	19B033	T P
33	MONISHA V	19B034	K P
34	AKSHAY R	19B035	E P
35	RANI R	19B036	H P
36	NEERUMALLA ESWAR PRATHYUSH	19B037	E P
37	CHANDANA G	19B038	K P
38	AMJO JOSHY	19B039	H P
39	SANDEEP KUMAR D S	19B040	K P
40	VARUN V SAGAR	19B041	K P
41	MOHAMMED ISMAIL	19B042	H P
42	DEEPAK M	19B043	H P
43	VIVEK KUMAR M	19B044	H P