

PROFILE

Dr.K.Sharifa Nizara.,M.Com.,M.Phil.,SET.,Ph.D.,
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PG and Research Department of Commerce,
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Educational Qualification

Course	University /College	Year of Passing
Ph.D	Madurai Kamaraj University, Madurai	2018
SET	Mother Teresa University, Kodaikanal	2016
M.Phil	Hajee Karutha Rowther Howdia College, Uthamapalayam	2013
M.Com	Hajee Karutha Rowther Howdia College, Uthamapalayam	2012
B.Com	Hajee Karutha Rowther Howdia College, Uthamapalayam	2010

Work Experience

Name of the Institution	Designation	Period
Hajee Karutha Rowther Howdia College,	Assistant Professor of Commerce	1 st July 2015 to Till date

Seminars / Conferences /Webinars attended

S.No	Topic	Institution	Sponsored by	Attended / Participated	Date and duration
1.	Dynamics of Commerce – Catalyst for Sustainable	The Madura College, Madurai	UGC	Attended	12 th and 13 th March 2015

	Corporate and Social Growth				
2.	Innovative Marketing Strategies for Sustainable Growth	PG and research centre of Commerce, Jayaraj Annapackiam College for Women (Autonomous) Periyakulam	UGC	Attended	15 th and 16 th December 2015
3.	E-Banking in Rural Economy : Recent Trends and Developments	PG and Research Department of Commerce Hajee Karutha Rowther Howdia College, Uthamapalayam	UGC	Attended	21 st January 2016
4.	Research Methodology for Research Scholars	PG and Research Department of Commerce Hajee Karutha Rowther Howdia College, Uthamapalayam	ICSSR	Attended	28 th to 30 th March, 2016
5.	Digital India – Challenges Ahead	PG and Research Department of Commerce Hajee Karutha Rowther Howdia College, Uthamapalayam	UGC	Attended	1 st March 2017
6.	Research Colloquium –VII	Post Graduate and Research Department of Commerce, Vivekananda		Attended	8 th July 2017

		College, Madurai			
7.	Tax Reforms In India	Post Graduate and Department of Commerce (SF), Cardamom Planters' Association College, Bodinayakanur		Attended	2017
8.	Webinar on Pedagogical Methods Suitable for a Pandemic Situation	Nallamuthu Goundar Mahalingam College, Pollachi		Attended	27 th May to 2 nd June 2020

Research Articles Published :

S.No	Title	Published in	ISSN / ISBN Number	Date
1.	Green Consumerism : Awareness of Environmental Issues Among Consumers In Tamil Nadu	International Journal of Research In Commerce, IT and Management, Volume no.3, Issue no 12	ISSN 2231 - 5756	December 2013
2.	SWOT Analysis on Green Marketing : An Empirical Investigation	International Journal of Research In Commerce, Economics and Management, Volume no.5, Issue no.6	ISSN 2231 - 4245	June 2015
3.	Influence of Green Atmospherics on Eco Friendly Consumers – A Study With Reference To Tamil Nadu	International Journal of Research In Commerce and Management, Volume no.8,	ISSN 0976 - 2183	August 2017

		Issue no.07		
4.	Green Marketing – Opportunities and Challenges	Dynamics of Commerce – Catalyst for Sustainable Corporate and Social Growth	ISBN 978- 93-85109-18-8	2015
5.	Turning Towards the Green Marketing : A Need of an Hour An Indian Corporate Sector	Innovative Marketing Strategies for Sustainable Growth	ISBN 978 -81-923121-0-1	2015
6.	E- Banking Technologies and Challenges in India	Implication of E- Banking In Rural India	ISBN 978 -81-929313-4-0	2016
7.	Demonetization	Digital India – Challenges Ahead	ISBN 978-93-84193-83-6	2017
8.	Impact of Goods and Service Tax on Different Sector	International Journal, MASIVJ,an International Journal (Multi Disciplinary)	ISSN 2454 - 4558	2017 -18
9.	Impact of GST on Various Sectors	Tax Reforms In India, Shanlex Publications	978 -93-86537-99-7	2017
10.	Impact of GST on Indian Economy	Tax Reforms In India, Shanlex Publications	978 -93-86537-99-7	2017
11.	M - Commerce in India	Trends and Opportunities in Banking, Commerce, Economics and Management, International Journal of Research and Analytical Reviews	ISSN 2348 - 1269	2019

Administrative Responsibilities :

- Acted as a Sports Committee member of **“A mega Sports Festival 2017”** organized by Hajee Karutha Rowther Howdia College, Uthamapalayam.
- Acted as Organising Committee Member of **“ICSSR Sponsered Three Day Training Workshop”** organized by PG and Research Department of Commerce, Hajee Karutha Rowther Howdia College, Uthamapalayam.
- Acted as Advisory Committee memberfor **“ One Day National Seminar On Digital India Challenges Ahead”** organized by PG and Research Department of Commerce, Hajee Karutha Rowther Howdia College, Uthamapalayam.
- Working as a member of **“Women’s Forum”**.
- Working as a member of **“Deeniyath Committee”**.