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Date of Birth : 27.03.1994
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Educational Qualification

Course	University /College/School	Year of Completion
Ph. D	Madurai Kamaraj University, Madurai	Pursuing
SET Exam	TNSET (Mother Teresa Women's University)	March 2018
NET Exam	UGC – NET	Nov. 2017
M.Com	Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.	April, 2018
B.Com	Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.	April, 2016

Teaching Experience

Period	Designation	Institution
04.07.2018 to till date	Assistant Professor of Commerce	Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.

PROGRAMMES ATTENDED

1. Participated in National Conference on **"RECENT TRENDS IN COMMERCE AND MANAGEMENT"** on 21.02.2018, at Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.
2. Attended a National Seminar on **"INNOVATIVE MARKETING STRATEGIES FOR SUSTAINABLE GROWTH"** on 15.12.2015, at Jeyaraj Annapakkiam College for Women (Autonomous), Periyakulam.
3. Participated in National Conference on **"TRENDS AND OPPORTUNITIES IN BANKING, COMMERCE, ECONOMICS AND MANAGEMENT"** on 28.02.2019, at Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.
4. Attended a State Level Seminar on **"CUSTOMER RELATIONSHIP MANAGEMENT"** on 19.09.2015, at Theni Kammavar Sangam College of Arts & Science, Koduvilarpatti.
5. Attended a State Level Workshop on **"RESEARCH COLLOQUIUM IN SOCIAL SCIENCES"** on 10.09.2018, at Cardamom Planters Association College, Bodinayakanur.
6. Participated in National Workshop on **"PEDAGOGY OF FITNESS WORKOUTS"** on 21.06.2019, at Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.
7. Participated in National Seminar on **"e-BANKING IN RURAL ECONOMY: TRENDS AND DEVELOPMENTS"** on 21.01.2016, at Hajee Karutha Rowther Howdia College (Autonomous), Uthamapalayam.

PUBLICATIONS (JOURNAL)

1. **"CONSUMER PREFERENCE ON SHAMPOO BRANDS WITH REFERENCE TO CHINNAMANUR TOWN, THENI DISTRICT"**, The International Journal of Analytical and Experimental Modal Analysis (IJAEMA), Volume 11, Issue 11, pp. 337-346, November, 2019.
2. **"COSTS AND RETURNS OF CARDAMOM CULTIVATION IN IDUKKI DISTRICT KERALA, INDIA"**, The International Journal of Analytical and Experimental Modal Analysis (IJAEMA), Volume 11, Issue X1, pp. 2683-2693, November, 2019.
3. **"A STUDY ON PREFERENCE AND PROBLEMS OF CONSUMERS TOWARDS ONLINE SHOPPING"**, International Journal of Research and Analytical Reviews (IJRAR), Volume 6, Issue 1, pp. 202-209, February, 2019.
4. **"THE IMPACT OF SERVICE QUALITY ON CUSTOMERS' SATISFACTION, WITH REFERENCE TO BSNL MOBILE PHONE SERVICES IN THENI DISTRICT, TAMIL NADU"**, Shanlax International Journal of Commerce (SHANLAX), Volume 6, Special Issue 2, pp.127-134, February, 2018.
5. **"DIGITAL TRANSFORMATION AND INNOVATION IN THE PRESENT DIGITAL ERA"**, Wesleyan Journal of Research (WJR) , Volume 14, Issue 4(VII), pp. 57-58, March 2021.

CHAPTERS IN EDITED BOOKS

LEVEL	TITLE OF THE BOOK	TITLE OF THE CHAPTER	PUBLISHER	EDITION	ISBN No.
State	Tax Reforms in India	How will the GST affect Indian Small Scale Industries	Shanlax Publishers, Madurai.	2017	948-93-86537-99-7
National	e-Banking In Rural Economy: Trends And Developments	Challenges and Advantages of the Technology used in E-Banking	Grabs Educational Charitable Trust	2016	978-81-929313-5-7
National	Innovative Marketing Strategies for Sustainable Growth	Effects of Marketing Strategies in Transforming Rural India	Jeyaraj Annapakkiam College for Women (Autonomous), Periyakulam.	2016	978-81-923121-0-1
National	Digital India – Challenges Ahead	Dream of Digital India: Issues and Challenges	Jayalakshmi Publications, Madurai.	2017	978-93-84193-81-2

EXTRA CURRICULAR AND CO- CURRICULAR ACTIVITIES

- Adjudged as **“The Best Outgoing Student”** and awarded for the same during the college day celebrations in the final years of my UG and PG respectively.
- Received the **“Young Achiever”** Award for passing the NET Examination while pursuing the final year M.Com, from the Department of Commerce.
- Scored **International FIDE rating of 1271** till now. (**FIDE ID No. 25766376**)
- Received the **“Best Sportsman”** Award from the college in the year 2017-18. Won the **“Winner”** positions in Chess competitions held in the college for four consecutive years from 2014-15 to 2017-18.
- Won the **Runner-up** position in Chess competition at zonal level conducted by Madurai Kamaraj University, Madurai. Also secured 6th position in the two Chess Tournaments conducted by Madurai Kamaraj University at zonal level.
- **Secured II place twice** in the Open Chess Tournaments in the District Level Matches held at Theni and Markayankottai.
- Represented the college in the Chess Tournaments held at Madurai Kamaraj University and secured 3rd and 6th Stand-by positions.
- Participated in the State Level Open Chess Tournament held at Madurai.