

## PROFILE

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### Educational Qualification:

S. No	Degree	Subject	University/Board	Year of Passing
1	Ph.D.	Commerce	Madurai Kamaraj University, Madurai	2021
2	M.Phil.	Commerce	Madurai Kamaraj University College, Madurai	2006
3	M.Com	Commerce	Madurai Kamaraj University College, Madurai	2004
4	B.Com	Commerce	Madurai Kamaraj University College, Madurai	2002
5	DOA	Computer Application	CSC Computer Center, Cumbum	2005
6	Short Term Course	Teaching	Crescent College of Education for Women, Madurai.	2016

### Experience:

S. No	Designation	Department	Institution	Period
1	Assistant Professor	Commerce Banking	Hajee Karutha Rowther Howdia College, Uthamapalayam	2008 to till now

**Journal Publications:**

S. No.	Journal Name	Title of the Articles	ISSN Number
1	International Multilingual Research Refereed Journal	“Internal Influence Flat Attributes on the Buying Decisions of Residential Buyer”.	Issue 24, Volume 02, in the month of April to June 2018 (Impact Factor 5.131) (IJIF).
2	International Multilingual Research Journal,	“Impact of Advertising Attributes on the Criteria of Residential Flats Buying”	Issue 23, Volume 06, in the month of January to March 2018 (Impact Factor 5.131), Special Issue, Volume 06,
3	Shan lax International Journal of Commerce (Impact 3.017)	“Customer relationship management in banking sector”	Special issue, volume 06, March 2018.
4	International Multilingual Research Refereed Journal,	“A Study on Buyer Behavior in Purchasing Residential Flats in Chennai Cities”	Issue 22, Volume 05, in the month of April to June 2018 (Impact Factor 5.131) (IJIF).

**Responsibilities Held:**

1. IGNOU - Academic Counsellor.
2. Coordinator - Citizen Consumer Club.

**List of Conference / Seminar / Workshop Participated:**

S. No.	Level	Programme	Title of the Paper Presented	Institution	Date
1.	National	UGC Sponsored National level on “Recent Trends in Marketing”	“Dynamics of Commerce –Catalyst for Sustainable Corporate and Social Growth”	The Madura college. Madurai.	12,13 March 2015
2.	International	Effect of Foreign Investment in India Industries (International Conference)	India’s Foreign Trade- Opportunities and Challenges	Hajee Karutha Rowther Howdia College (Autonomous)	9 <sup>th</sup> Sep 2014
3	National	E-banking in Rural Area- Recent Trend and Development National conference	E-Banking in Rural EconomyRecent: Trend and Development	Hajee Karutha Rowther Howdia College (Autonomous)	21 <sup>st</sup> Jan2016
4	National	Effect of Foreign Direct Investment in Indian	Effect of Foreign Direct Investment in Indian National conference	Hajee Karutha Rowther Howdia College (Autonomous)	1 <sup>st</sup> March 2017

5.	National	Impact of Demonetization in India National Conference	Digital India-Challenges Ahead	Hajee Karutha Rowther Howdia College (Autonomous)	1 <sup>st</sup> March 2017.
6.	National	One day Workshop	“One day Workshop on Latex”,	Hajee Karutha Rowther Howdia College (Autonomous)	31 Jan 2017
7.	State	One day State Level of Workshop on held	Research Colloquium in Social Sciences	At the PG- Department of Commerce. CPA College, Bodi, Theni(district). Tamilnadu	Sep 10, 2018.
8.	National	Organized by IGNOU New Delhi through Teleconference Mode	“Special Training Programme for the Academic Counsellors”	IGNOU Study Centre- H.K.R.H. College.	On 19 <sup>th</sup> Oct, 2013

#### Conference and Seminars Attended:

S. No	Program	Program Title	Institution	Date
1.	One day National level of Conference	“Recent Innovation in Commerce, Economics and Management”	PG- Department of Commerce. CPA College, Bodi, Theni (district). Tamilnadu	October 15, 2018
2	One day National level of Conference	Trends and Opportunities in Banking, Commerce, Economics and Management	PG- Department of Commerce. CPA College, Bodi, Theni (district). Tamilnadu	28 <sup>th</sup> Feb, 2019
3.	International Conference	“Education, Culture and Literature of Greece and India”	Department of Commerce. Peravurani-614804.	2 <sup>nd</sup> Dec, 2009
4.	International Conference	“Impact of Social Media on Higher Education”	Department of Psychology K.L.ESS.Nijalingappa College, II block, Rajajinagar, Bengaluru.	7 <sup>th</sup> Nov 2020
5.	National Conference	“Robotics for Accounting & Auditing”	Department of Commerce & Internal Quality Assurance Cell at Government First Grade College, Bilikere, Hunsur Taluk, Mysuru,	10 <sup>th</sup> Oct, 2020.
6.	National Conference	“Role of ICT in Present Corporate Sector” by on	Department of Business Administration, School of Business and Commerce, Manipal University, Jaipur	12 <sup>th</sup> Nov, 2020.
7.	National Conference	“Funding Projects: Agencies, Procedures and Strategies”	Research development cell, Dr.N.S.A.M First Grade College, Bengaluru	11 <sup>th</sup> Nov, 2020.
8.	National level Conference	“Emerging Trends in IT and Computer Science Programmers offered by IGNOU”	H.K.R.H. College Uthamapalayam. Theni, (District), Tamilnadu	20. 08.2020.
9.	National level	“Effective Report Writing”	H.K.R.H. College	25 <sup>th</sup> June

	Faculty Development Program	Organized by Department of Commerce (banking)	Uthamapalayam. Theni,(District),Tamilnadu	2020
10.	National Conference	“Trends and Opportunity in Banking, Commerce, Economics and Management”, Entitled “E-commerce in India”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	28 <sup>th</sup> February 2019.
11.	State level Seminar	Consumerism: Initiative and Challenges, Entitled “Consumers Rights”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	5 <sup>th</sup> October 2017.
12.	International Conference	Impact of Globalization on Indian Economy, Entitled “On Impact of Globalization on Indian Economy”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	11 <sup>th</sup> March 2015.
13.	UGC Sponsored National Seminar	“e-Banking in Rural Economy: Recent Trends and Development holders, Entitled “SWOT Analysis of reach of Internet Banking in Rural India”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	On 21 Jan 2016
14.	International Conference	“India’s Foreign Trade – Opportunities and Challenges”, Entitled “India’s Foreign Trade – Opportunities”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	On 9 sep 2014.
15.	National Conference	Digital India – problems and prospects, “Role of E-Commerce in Today’s Business Technology”.	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	1 <sup>st</sup> March 2017
16.	National Conference	“Commerce Research Meet”	H.K.R.H. College Uthamapalayam. Theni,(District),Tamilnadu	on 28 <sup>th</sup> February 2009

**Online FDP / Webinar Attended:**

S. No.	Program	Level	Title of Program	Institution	From	To
1.	Webinar	Inter National	International Conclave “Tools and strategies for emerging business”.	Institution’s innovation council	18.08. 2021	
2	Webinar	National	Indian Council of Social Science Research (ICSSR) New Delhi Sponsored three day Training Workshop on Research Methodology for Research Scholars.	H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu.	28 <sup>th</sup> May 2016	30.5. 2016
3	Webinar	National	“Teaching and Learning Pedagogy for Faculty”.	IQAC H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu.	30 June 2018.	
2.	workshop	National	Compliance of Goods and Services tax(GST)	Sri Ramakrishna college of arts & science	23..08. 2021	27.08. 2021
3.	Conference	National	“Trends and Opportunities in Banking, Commerce, Economics and Management”	PG- Department of Commerce. CPA College, Bodi,	Februa ry 28, 2019	
4	Conference	Inter National	“Impact of Social Media on Higher Education” Organized	K.L.ESS.Nijalingappa College,II block,	7 <sup>th</sup> Novem	

			by the Department of Psychology	Rajajinagar, Bengaluru.	ber 2020.	
5	Conference	National	“Robotics for Accounting & Auditing” by the Department of Commerce & Internal Quality Assurance Cell	Government First Grade College, Bilikere, Hunsur Taluk, Mysuru,	Oct 10 <sup>th</sup> , 2020.	
6	Conference	National	“Role of ICT in Present Corporate Sector”	Department of Business Administration, School of Business and Commerce, Manipal University, Jaipur	12 <sup>th</sup> Nov, 2020.	
7	Conference	National	“Funding Projects: Agencies, Procedures and Strategies”	Dr.N.S.A.M First Grade College, Bengaluru on	11 <sup>th</sup> Nov 2020.	
8	Conference	National	“Emerging Trends in IT and Computer Science Programmers offered by IGNOU”	H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu.	20.08. 2020.	
9.	National	National Level one day F.D.P	“Effective Report Writing”	H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu.	on 26 <sup>th</sup> June, 2020.	
10.	National	National Level one day F.D.P	“Google Forms & Its Applications”	H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu	on 12 <sup>th</sup> October, 2020	
11.	National	National Level one day F.D.P	“Teaching and Learning Pedagogy for Faculty”,	IQAC, H.K.R.H.College, Uthamapalayam. Theni,(District), Tamilnadu	30 June 2018	

**List of Conferences / Seminars / Workshops Organized:**

Conference	Position	Conference / Workshop
National Conference	Organizing Secretary	“One Day National Conference on Recent Trends in Banking, Commerce, Economics & Management ” Hajee Karutha Rowther Howdia College, Theni District, held on 1 <sup>st</sup> March 2019
National Conference	Organizing Secretary	“One Day National Conference on A Road to Successful Career Growth for Commerce Graduates ” Hajee Karutha Rowther Howdia College,,Uthamapalayam, Theni District, held on 26 <sup>th</sup> February 2020
One day Online FDP	Organizing Secretary	“EFFECTIVE REPORT WRITING ” Hajee Karutha Rowther Howdia College,,Uthamapalayam, Theni District, held on 25 <sup>th</sup> June 2020
Workshop	Organizing Secretary	Research Methodology Hajee Karutha Rowther Howdia College,,Uthamapalayam, Theni District, held on 26 <sup>th</sup> Feb, 2017