

## PROFILE

**Dr. S. HASAN BANU**  
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15-4-43/9, Gnanamman Kovil Cross Street,  
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## Educational Qualifications

Qualification	Institute/University	Year of Passing	Percentage of marks
B.Com	Thiruvalluvar College, Pappanasam	1985	56%
M.Com	Sri Parasakthi College for women, Courtallam	1987	61%
M.Ed	Annamalai University, Chidambaram		54%
M.Phil	The New College, University of Madras, Chennai	1990	65%
Ph. D	Madura kamaraj university, Madurai	2003	Awarded

## Work Experience:

Name of the Institution	Designation	Service	
		From	To
Hajee Karutha Rowther Howdia College	Associate Professor	1993	Till date

## Research Experience

MAJOR RESEARCH PROJECT : 1 FUNDED BY UNIVERSITY GRANT COMMISSION  
(Completed) (UGC) NEW DELHI YEAR 2012

TOPIC: A STUDY OF IMPACT OF INFORMATION  
TECHNOLOGY ON RURAL DEVELOPMENT  
A CASE STUDY OF THENI DISTRICT

Ph.D., Guidance: 4

1. A Comparative Study of Public and Private Life Insurance Perspective in Theni District.
2. Production and Marketing of Betel Leaf A Study with Reference to Sholavandan Taluk Madurai District Tamilnadu.
3. Role of Public Sector Banks in Retail Credit: A Study with Reference to Theni District.
4. An Evaluation of Financial Inclusion in Rural Areas in Theni District Tamilnadu.

TOPIC:

No. of Ph.D., Scholars Awarded : 01  
 No. of Ph.D., Scholars Submitted : 01  
 No. of Ph.D., Scholars under Processing : 02  
 N o. of M.Phil., Scholars Awarded : 15

**INTERNATIONAL CONFERENCE ATTENDED AND PAPER PRESENTED IN**

**ABROAD : 2**

**1. PROGRAMME** : The 5<sup>th</sup> International Conference of Rural  
 Research and Planning Group (RRPG 5)  
**Malaysia**

**UNIVERSITY/COLLEGE** : INFRA Bangi, and Pahang –**Malaysia**

**SPONSORING AGENCY** : INFRA Bangi, and Pahang - **Malaysia**

**DURATION AND DATE** : 26-28, August 2014

**TITLE OF THE PAPER** : Impact Of Life Long Learning  
 (Mobile Voice Mail) On  
 Agriculture, Tamilnadu, India

**2. PROGRAMME** : The 5<sup>th</sup> International conference on  
 E-Business2006

**UNIVERSITY/COLLEGE** : School of information technology King  
 Mongkut’s University of Technology, Thonburi,  
**BANKOK 10140, THAILAND**

**SPONSORING AGENCY** : School of information technology King  
 Mongkut’s University of Technology, Thonburi,  
**BANKOK 10140, THAILAND**

**DURATION AND DATE** : November 2 and 3, 2006

**TITLE OF THE PAPER** : A Case Study Intellectual property RightsSWOT

: AN Analysis of Indian Pharmaceuticals Products.

## Research Articles Published National/International:

Sl. No.	Title of the Article	Name of the Journal, Place of Publication	Month, Year and Volume of Publication with Pages Nos.
1	Customer Service In Rural Banks: An Analytical Study of Attitude of types of Customers towards Banking services	IBA Bulletin Mumbai	August 2004, Vo. XXVI No.8
2	The Impact of Mergers and Acquisition of the Stakeholders of Banking Sectors.	IBA Bulletin Mumbai	January 2005 vol. XXVII
3	Co Branding – A power of Branding bank Services	IBA Bulletin	November 2005, Vol.XXVII, No.11
4	Mobile Learning Empowering Rural Women A Study of Vidiyal (NGO) in Theni District Tamilnadu	International Journal of Marketing and Technology ISSN:2249-1058	September 2011, Vol.1, Issue 4
5	A study on the customers perception and preferences towards departmental stores in theni	SHANLEX International Journal of commerce	March 2018 ,vol6 special issue ,2
6	Impact of liberalization and globalization in banking sector	The economic challenger Ajmer	Jul-sept 2001 No3 issue 12
7	The global presence of india and Canada in banking industry	The economic challenger Ajmer	Jan-march 2004 no 6 issue 22
8	Role of nationalized banks in SME credit: a Study in theni district	Indian journal of Marketing , New Delhi	Dec 2008 vol. XXXVIII No.12
9	Doubling the SME credit challenges and strategies	Southern Economist	July 15 , 2006 Vol.45no.6
10	Globalization and Human Resources development in Banking Industries: A SWOT analysis	Sothern Economist	Feb 1 2005 vol.43 No.19
11	Restructuring Banks : some suggestions	Southern Economist	Vol.no.42 Ist 2003 pp17-20
12	WTO Development – Impact on banking indutry	Southern Economist	Jan 1, 2004 pp24-26
13	Post VRS Manpower Management in Banking Industry	Indian commerce Bulletin .	Vol.VI No.1 june 2002 pp52-57
14	Outsourcing marketing : A New Mantra in Banking Industry.	Southern economist.	Vol.43 .No.9 sep-1 2004pp7-9
15	A study of the insurance perspective in uthamapalayam taluk .	Indian journal of marketing	Vol. XXXVII No.5.May2007
16	Job motivation: A study of women Police.	Southern economist.	Vol.47.No.22 March 15 2009pp26-29

17	Financial inclusion through business correspondent (BCs) model in India. A case study of the Indian Overseas Bank.	Asian research consortium. Asian Journal of research in banking and finance	Vol. 3 no 11 Nov 2013.pp153-159
18	A study on factors influencing the housing loan borrowers of Public & Private Sector banks in Uthamapalayam Taluk	Indian Journal of Marketing	Vol. No. XXXVI June 2006 pp3-11
19	Marketing Problems of Betel Leaf. A Study with Reference to Sholavandan at Madurai District in Tamilnadu.	Shanlax International Journal of Commerce Madurai.	April 2019 Vol.7, Issue.2 ISSN: 2320-4168,pp38-42
20	Production Problem of Betel Leaf. A Study with Reference to Sholavandan at Madurai District inTamilnadu.	The International journal of Analytical and Experimental Model Analysis.	ISSN:0886-9367, Vol.XI, IssueVIII August 2019, pp.475-486
21	Agronomy and Agro-Economics of Betel Leaf Production	Journal of Analysis and Computation(JAC)	ISSN: 0973-2861. UGC Approved Journal, Sr.No, 26412

### **Orientation / Refresher course / attended**

<b>PROGRAMME</b>	<b>UNIVERSITY</b>	<b>DURATION</b>
<b>Orientation course</b>	<b>Madurai Kamaraj University, Madurai</b>	<b>01-02-2000 to 28-02-2000</b>
<b>Refresher course</b>	<b>Madurai Kamaraj University , Madurai</b>	<b>05-04-1999 to 26-04-1999</b>
<b>Refresher course</b>	<b>Annamalai University, Chidambaram</b>	<b>01-08-2002to 21-08-2002</b>

### **Paper Presented in National and State level Seminar /Conference/Workshop**

<b>Sl.No.</b>	<b>Programme</b>	<b>University/College</b>	<b>Duration and Date</b>
1.	UGC National Level seminar on Emerging Trends in Advertising & Salesmanship in the global Era	The American College, Madurai	1-2, February 2004
2.	UGC State level Seminar on Banking In (on) The New Millennium	D.G.Vaishnav College Chennai	March 16, 2001
3.	IACS National Level Seminar on Canadian Studies.	Jamal Mohamed College Tiruchirappalli	27-29, March 2003
4.	ICSSR State level Seminar on Problems and Management of Rural Industries in the New Millennium	Gandhigram Deemed University, Gandhigram	11-12, December 2000
5.	UGC National Level Seminar on Impact of Liberalisation, Privatisation And Globalisation on Indian Commerce and Trade	Khadir Mohideen College Adirampattinam	16-17, August 2003

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|------|---|--|--|
| 6.   | UGC National Level Conference on Emerging Issues In Indian Banking Industry   | Nallmuthu Gounder Mahalingam College Pollachi                | 13-14, December 2002                                     |
| 7.   | National Seminar on All India Commerce Congress 2001  | St. Peter's College Kolenchery, Kerala                       | 8-10, February 2001                                      |
| 8.   | UGC Short Term Course for Research Guides   | UGC-Academic Staff College Bharathiar University Coimbatore. | 27-01-2009<br>To<br>31-01-2009                           |
| 9.   | ICSSR National Seminar on Economic Reforms and Rural Labour Market  | Gandhigram Rural Institute, Deemed University                | 30-31, October 2003                                      |
| 10   | UGC State Level Seminar on Information Technological Boom in Contemporary Trade And Commerce-Prospects And Challenges | Cardamom Planters' Association College Bodinayakanur         | 2-3, March 2001  |
| 11.  | State Level Seminar on 'e-Commerce'   | M.O.P. Vaishnav College For Women, Chennai                   | 3-4, December 1999                                       |
| 12.  | National Seminar on W.T.O. 'Agreements – Prospects and Challenges   | St. Joseph's College Tiruchirapalli                          | 23-24, February 2001                                     |
| 13.  | State Level Seminar on "e-Banking"  | M.O.P. Vaishnav College For Women, Chennai                   | 19-20, January 2001                                      |
| 14.  | National Seminar on Micro Credit  | M.O.P. Vaishnav College For Women, Chennai                   | 25 <sup>th</sup> February 2003                           |
| 15.  | UGC International Seminar on "Recent Trends in Capital Markets And Financial Innovation"                              | Bharathidasan University Tiruchirapalli                      | 19-20, January 2008                                      |
| 16.  | ICSSR International Conference On Socially Relevant Higher Education in India   | Cardamom Planters' Association College Bodinayakanur         | 21-23 January 2006                                       |
| 17.  | ICSSR National Level Seminar On Entrepreneurism in Rural Economy  | Cardamom Planters' Association College Bodinayakanur         | 28 <sup>th</sup> February and 1 <sup>st</sup> March 2003 |
| 18 . | State Level Seminar on Man Power Management in This Millennium  | The Thassim Beevi Abdul Kader College For Women, Kilakara    | 16 <sup>th</sup> October 2000                            |

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|-----|--|---|--------------------|
| 19. | AICTE National Workshop on Case Study Method of Teaching For Management and Commerce Teacher | Sri Ramachandra College of Management Deemed University | 30-31, August 2004 |
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## Participated

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|-----|--|---|--------------------------------|
| 20. | Joint Seminar on Commerce Education  | Madurai Kamaraj University Department of Commerce and The Institute of Chartered Accountants Of India , New Delhi | 14-15, October 1999            |
| 21. | UGC Inter-Collegiate Seminar on “The Women Empowerment and Economic Development” | Arulmigu Palaniandavar College of Arts & Culture, Palani  | 28 <sup>th</sup> August 2002   |
| 22. | “Commerce research Meet”   | PG Research Department Of Commerce Hajee Karutha Rowther Howdia College, Uthamapalayam Theni District, Tamilnadu  | 28 <sup>th</sup> February 2009 |
| 23. | University Level Symposium On Quality of Higher Education Today                  | Hajee Karutha Rowther Howdia College, Uthamapalayam Theni District, Tamilnadu                                     | 24 <sup>th</sup> February 2006 |
| 24. | UGC State Level Seminar On Examination Reforms                                   | Hajee Karutha Rowther Howdiae College, Uthamapalayam Theni District Tamilnadu                                     | 24 <sup>th</sup> March 2010    |

## ARTICLES PUBLISHED IN EDITED BOOKS: 03

1. Articles in Edited Book of Dr. Soundra Pandian Reader in rural Industries and management, Gandhigram Deemed University, Gandhigram. “Management of handicraft Wooden Toys in Ambasamudram Taluk of Tirunelveli District”. **Small Scale Industries, Vol.2,2002.pp 37-53**

2. Articles in Edited Book of Dr. S. Maria John, Dr. R. Jeyabalan, Dr. S. Krishnamurthy, CPA. College of Bodinayakanur.  
“Role of Commercial Banks in SSI’s Entrepreneurship Development under Liberalisation Context. **Rural Entrepreneurship**”
3. Articles in Edited Book of Dr. S. Maria John, Reader in CPA College, Bodinayakanur.  
“Information Technology Boom in Banking Industries- Vibrant Banking” Information Technology. Its application on the “**Small Scale Industries Sector**” pp258-265.

**Administrative experience:**

1. Presiding Officer, Internal Complaint Committee
2. Membership in PG Board of Studies (MFC) MaduraiKamaraj University
3. Member in Internal Quality Assurance Cell (IQAC)
4. Member in Discipline Committee

**Awards Received:**

BOLT AWARD

(BROAD-OUTLOOK-LEARNER  
TEACHER)

**BY AIR INDIA 2006 – 2007**

**Guest Lecture Delivered**

- : IAS COACHING MEETING – MADURAI
- : N.S COLLEGE FOR WOMEN, THENI, THENI DISTRICT