

**NAME** : DR. P. SHYAMALA  
**POSITION** : ASSOCIATE PROFESSOR & HEAD  
**FACULTY OF** : MANAGEMENT STUDIES  
**EMAIL ID** : drshyamala@yahoo.in



**LANGUAGES PROFICIENCY**

**READ** : TAMIL, ENGLISH & HINDI  
**WRITE** : TAMIL, ENGLISH & HINDI  
**SPEAK** : TAMIL, ENGLISH & HINDI

**1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	BBA	FATIMA COLLEGE, MADURAI	1998
2.	PG	MBA	FATIMA COLLEGE, MADURAI	2000
3.	M. PHIL.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY	2005
4.	PH.D.	MANAGEMENT	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	2010
5.	PG	WOMEN'S STUDIES	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	2013
6.	DIPLOMA	OFFICE AUTOMATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2011
		PGDCA		

**2. TEACHING EXPERIENCE**

S. No.	INSTITUTION	FROM – TO
1.	MANAGAYARKARASI COLLEGE FOR WOMEN	2000 – 2001
2.	E.M.G YADAVA WOMEN'S COLLEGE	2001 – 2005
3.	FATIMA COLLEGE, MADURAI	2005 – TILL DATE

**3. POSITION HELD IN FATIMA**

S. No.	NAME OF THE POSITION	DURATION
1.	ASSISTANT PROFESSOR	2005 - 2017
2.	CIA	2009 - 2010
3.	STAFF SECRETARY	2011 - 2012
4.	HEAD OF THE DEPARTMENT, PG DEPT. OF INFORMATION TECHNOLOGY	2012 - 2017
5.	DEAN OF ACADEMIC AFFAIRS (S.F.)	2012 - 2015
6.	DIAMOND JUBILEE CELEBRATIONS CORE COMMITTEE – MEMBER	2013
7.	CO-ORDINATOR – ONLINE COURSE	2013 - TILL DATE

S. No.	NAME OF THE POSITION	DURATION
8.	MEMBER, UGC PROJECT INITIATION COMMITTEE	2015 - TILL DATE
9.	MEMBER, STUDENTS GRIEVANCE COMMITTEE- MEMBER	2015 - TILL DATE
10.	EXECUTIVE COMMITTEE MEMBER, FATIMA COLLEGE ALUMNAE ASSOCIATION (FCAA)	2015 - TILL DATE
11.	MEMBER, FOREIGN STUDENTS' WELFARE CELL	2015 - 2016
12.	ASSOCIATE PROFESSOR	JULY 2017 ONWARDS
13.	HEAD OF THE DEPARTMENT, DEPT. OF MANAGEMENT STUDIES	2017 ONWARDS
14.	ASSISTANT COORDINATOR, IQAC	2017 - 2018
15.	MEMBER, RESEARCH ADVISORY COMMITTEE	2016 - 2017 & 2018 - TILL DATE

#### 4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	ANNA UNIVERSITY, MADURAI	VISITING FACULTY	2010 - 2011
2.	SRI GVG VISALAKSHI COLLEGE, UDUMALPET	BOARD OF STUDIES, SUBJECT EXPERT	2011 - 2013
3.	SUBBALAKSHMI LAKSHMIPATHY COLLEGE	UNIVERSITY NOMINEE, BOARD OF STUDIES	2013 - 2015
4.	DEPT. OF BUSINESS ADMINISTRATION, ARULANANDAR COLLEGE, KARUMATHUR	ACADEMIC AUDIT EXPERT	06.01.2015
5.	NMSSVN COLLEGE, MADURAI	BOARD OF STUDIES, SUBJECT EXPERT	19.02.2016

#### 5. AREAS OF SPECIALIZATION

➤ **MARKETING**

#### 6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	BUSINESS INTELLIGENCE	DEPARTMENT OF COMPUTER APPLICATIONS, FATIMA COLLEGE, MADURAI	14.02.2009
2.	INTERNSHIP PROGRAMME	-	ABT INDUSTRIES LIMITED MADURAI	30.11.2009 - 04.12.2009
3.	INTERNSHIP PROGRAMME	-	REGUS CENTRES, MALAYSIA	20.01.2012 - 27.01.2012
4.	TRAINING PROGRAMME	E-CONTENT DEVELOPMENT	FATIMA COLLEGE, MADURAI	16.04.2012 - 20.04.2012
5.	TRAINING PROGRAMME	STATISTICAL TRAINING PROGRAMME (BASIC LEVEL)	IQAC, FATIMA COLLEGE, MADURAI	04.11.2013 - 07.11.2013

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
6.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP DEVELOPMENT	CED, ARASARADI, MADURAI	02.12.2013 - 14.12.2013
7.	TRAINING PROGRAMME	STATISTICAL TRAINING PROGRAMME (ADVANCED LEVEL)	IQAC, FATIMA COLLEGE, MADURAI	20.01.2014 - 22.01.2014
8.	OUTBOUND TRAINING PROGRAMME	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE, DINDIGUL	21.03.2016 - 22.03.2016
9.	AWARENESS PROGRAMME	PRICE RISK MANAGEMENT USING THE EXCHANGE PLATFORM	HOTEL ROYAL COURT, MADURAI	24.06.2016
10.	OUTBOUND TRAINING PROGRAMME	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE, DINDIGUL	01.03.2017 - 02.03.2017
11.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP	DEPARTMENT OF E&CE, RATHINAM TECHNICAL CAMPUS, COIMBATORE	04.06.2018 - 09.06.2018
12.	OUTBOUND TRAINING PROGRAMME	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE, DINDIGUL	27.02.2018 - 28.02.2018
13.	INTERNSHIP PROGRAMME	-	SAHAY RACKS (P) LTD., TUTICORIN	03.12. 2018 - 08.12.2018
14.	OUTBOUND TRAINING PROGRAMME	HEALING THE INNER CHILD	ANUGRAHA ARTS AND SCIENCE COLLEGE, DINDIGUL	06.02.2019 - 07.02.2019

## 7. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	NATIONAL SEMINAR ON "EMERGING ISSUES AND CHALLENGES IN MANAGEMENT"	P.S.N.A., COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	17.02.2007	PRESENTED	STRESS MANAGEMENT AND WORK LIFE BALANCE
2.	NATIONAL SEMINAR ON "CHALLENGES TO GLOBALIZATION AND STRATEGIES TO OVERCOME THEM"	MISRIMAL NAVAJEE MUNOTH JAIN ENGINEERING COLLEGE, CHENNAI	8. 03. 2007	PRESENTED	QUALITY OF WORK LIFE BALANCE AND GLOBALISATION
3.	NATIONAL SEMINAR ON "180 DAYS/360 DEGREE KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION"	THE ETHIRAJ COLLEGE FOR WOMEN, CHENNAI	06.02.2008 & 07.02.2008	PRESENTED	KNOWLEDGE MANAGEMENT- CULTURE, SOCIETY AND ETHICAL ISSUES
4.	NATIONAL CONFERENCE ON "INFORMATION TECHNOLOGY AND MANAGEMENT"	PSNA COLLEGE OF ENGINEERING AND TECHNOLOGY, DINDIGUL	16.02.2008	PRESENTED	ENTERPRISE RESOURCE PLANNING
5.	ICSSR SPONSORED INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR	04.03.2008	PRESENTED	EMERGING TRENDS IN HIGHER EDUCATION
6.	NATIONAL SEMINAR ON "INVESTMENT TECHNIQUES"	FATIMA COLLEGE, MADURAI	05.03.2008	PRESENTED	E-BANKING
7.	NATIONAL CONFERENCE ON "SERVICE SECTOR-CHANGING ROLE OF SERVICE SECTOR -A GLOBAL PERSPECTIVE"	KALASALINGAM UNIVERSITY, KRISHNANKOIL	07.03.2008	PRESENTED	A STUDY ON CHANGING ROLE OF SERVICE SECTOR
8.	NATIONAL SEMINAR ON "SOUTHERN REGIONAL SEMINAR ON LEADERSHIP IN MANAGEMENT"	AIMS, MKU& PSG INSTITUTE OF MANAGEMENT	08.08.2008 & 09.08.2008	PARTICIPATED	-

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
9.	SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION : INTERVENTION STRATEGIES"	IQAC, FATIMA COLLEGE, MADURAI	27.02.2009	PRESENTED	TEACHING PEDAGOGIES IN PROFESSIONAL COURSES
10.	TAMILNADU STATE COUNCIL FOR HIGHER EDU. SPONSORED NATIONAL SEMINAR ON "FINANCIAL INSTITUTIONS"	DEPARTMENT OF COMMERCE GOVERNMENT ARTS COLLEGE, CHENNAI	27.02.2009	PRESENTED	FINANCIAL INSTITUTIONS IN INDIA
11.	INTERNATIONAL SEMINAR ON "ECONOMIC RECESSION"	DEPARTMENT OF MANAGEMENT STUDIES, K.S.R COLLEGE OF TECHNOLOGY, THIRUCENCODE	25.03.2009	PRESENTED	ECONOMIC RECESSION IN TRANSFORMING THE WORK LIFE BALANCE
12.	WORKSHOP ON "WORKSHOP ON UNDERSTANDING AND HANDLING STRESS"	TOPKIDS, MADURAI	10.08.2009 & 11.08.2009	PARTICIPATED	-
13.	INTERNATIONAL SEMINAR ON "PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION"	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	11.01.2010 & 12.01.2010	PRESENTED	CORPORATE GOVERNANCE IN HIGHER EDUCATION
14.	INTERNATIONAL SEMINAR ON "GLOBAL RECESSION"	DEPARTMENT OF ECONOMICS, FATIMA COLLEGE, MADURAI	22.01.2010	PRESENTED	GLOBAL RECESSION – AN OPPORTUNITY FOR INDIAN ECONOMY
15.	NATIONAL SEMINAR ON "THE IMPACT OF FOREIGN DIRECT INVESTMENT ON INDIAN ECONOMY"	DEPARTMENT OF COMMERCE, LOYOLA COLLEGE, CHENNAI	10.02.2010 & 11.02.2010	PRESENTED	INVESTMENT CLIMATE AND LABOR ISSUES IN INDIA
16.	NATIONAL SEMINAR ON "ETHICAL TRANSFORMATION OF CONTEMPORARY MANAGEMENT BUSINESS"	DEPARTMENT OF MANAGEMENT STUDIES, SNGIMS, COIMBATORE	12.02.2010	PRESENTED	CHANGING SCENARIO IN MARKETING PRACTICES
17.	SEMINAR ON "GLOBAL ECONOMIC MELTDOWN"	MADURAI MANAGEMENT ASSOCIATION	22.02.2010	PRESENTED	GLOBAL ECONOMIC MELTDOWN IN THE INDIAN CONTEXT
18.	NATIONAL SEMINAR ON "PROSPECTS AND CHALLENGES IN ENTREPRENEURIAL DEVELOPMENT IN THE POST ECONOMIC CRISIS SCENARIO"	DEPARTMENT OF BUSINESS ADMINISTRATION, ST. XAVIER'S COLLEGE, PALAYAMKOTTAI	26.02.2010	PRESENTED	MARKETING COMPETENCY – A KEY FOR Sme SUCCESS
19.	SEMINAR ON "ENHANCING CUSTOMER RELATIONSHIP"	DEPARTMENT OF MANAGEMENT STUDIES, GOVT. ARTS COLLEGE, PARAMAKUDI	05.03.2010	PRESENTED	CrM IN MODERN BANKING ERA
20.	NATIONAL CONFERENCE ON "MANAGEMENT – A CHANGING SCENARIO"	DEPARTMENT OF MANAGEMENT STUDIES, PANIMALAR ENGINEERING COLLEGE, CHENNAI	06.03.2010	PRESENTED	ADVERTISING – AN INSTRUMENT FOR EFFECTIVE SALES
21.	NATIONAL SEMINAR ON "NEW PARADIGM OF COMPETITIVENESS - POSITIONING MANAGEMENT EDUCATION FOR CHALLENGES OF TOMORROW"	CMR INSTITUTE OF MANAGEMENT STUDIES, BANGALORE	12.03.2010	PRESENTED	MENTORING – A MOLDING TOOL IN ACADEMICS

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
22.	NATIONAL SEMINAR ON “EMERGING TRENDS IN RETAILING INDUSTRY”	SNR INSTITUTE OF MANAGEMENT SCIENCES, COIMBATORE	20.03.2010	PRESENTED	RELATIONSHIP MARKETING IN RETAIL BANKING
23.	NATIONAL SEMINAR ON “QUALITY MANAGEMENT IN HIGHER EDUCATION –ROLE OF IQAC”	KRISTU JAYANTI COLLEGE, BANGALORE	11.11.2010 & 12.11.2010	PRESENTED	ROLE OF STUDENTS AND IQAC IN ENHANCING TEACHING, LEARNING AND EVALUATION METHOD
24.	NATIONAL SEMINAR ON “IMPACT OF MICRO FINANCE IN ENHANCING COMPETITIVENESS AND GROWTH OF RURAL MARKETS IN INDIA”	P.S.G.R. KRISHNAMMAL COLLEGE FOR WOMEN, COIMBATORE	23.12.2010	PRESENTED	MEDIA PENETRATION IN RURAL MARKETING
25.	NATIONAL SEMINAR INDIAN HERITAGE – A PATHWAY TO WORLD CLASS MANAGEMENT	SNGIMS, COIMBATORE	01.02.2011	PRESENTED	Hrm HORIZONS AND MANAGEMENT OF WORK PLACE DIVERSITY
26.	SEMINAR ON “CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT”	GANDHIGRAM RURAL INSTITUTE DEEMED UNIVERSITY, DINDIGUL	13.02.2011	PRESENTED	CORPORATE SOCIAL RESPONSIBILITY OF INDIAN BUSINESS AND SUSTAINABLE DEVELOPMENT
27.	NATIONAL SEMINAR ON “GLOBALIZATION”	GOVT. ARTS AND SCIENCE COLLEGE FOR WOMEN, KRISHNAGIRI	10.03.2011	PRESENTED	ROLE OF MNCS IN GLOBAL BUSINESS TRADE WITH SPECIAL REFERENCE TO INDIA
28.	INTERNATIONAL SEMINAR ON “DISASTER MANAGEMENT – DEVELOPMENT DISCOURSE”	ARUL ANANDAR COLLEGE, MADURAI	16.03.2011	PRESENTED	DISASTER MANAGEMENT- MITIGATION AND DISPLACEMENT
29.	NATIONAL SEMINAR ON “ISSUES AND CHALLENGES IN SERVICE SECTORS”	SNR SONS COLLEGE, COIMBATORE	17.3.2011	PRESENTED	MAJOR ISSUES AND CHALLENGES IN TRANSPORTATION SERVICES
30.	NATIONAL SEMINAR ON GLOBALIZATION AND CONSUMERS – ISSUES AND CHALLENGES	SCHOOL OF COMMERCE- BHARATHIAR UNIVERSITY, COIMBATORE	22.07.2011 & 23.07.2011	PRESENTED	APPLICABILITY OF CONSUMER PROTECTION ACT IN THE BANKING SERVICES
31.	INTERNATIONAL SEMINAR ON INDIA’S EMERGING SERVICES SECTOR- CHALLENGES AND OPPORTUNITIES	NMSSVN COLLEGE, MADURAI	25.08.2011	PRESENTED	RECENT ISSUES AND CHALLENGES IN TRANSPORTATION SERVICES
32.	INNOVATIVE MANAGEMENT STRATEGIES FOR GLOBAL COMPETITIVENESS	RKKR SCHOOL OF MANAGEMENT STUDIES	20.10.2011	PRESENTED	ENTREPRENEURSHIP THROUGH EMPOWERMENT AN APPROACH FOR SUSTAINABLE DEVELOPMENT OF RURAL WOMEN
33.	NATIONAL SEMINAR ON ORGANISED RETAILING	DEPARTMENT OF BUSINESS ADMINISTRATION & COMMERCE WITH Ca, (FATIMA COLLEGE)	09.03.2012	PRESENTED	TRENDS IN GLOBAL RETAILING
34.	INTERNATIONAL CONFERENCE ON APPLICATION OF MANAGEMENT AND TECHNOLOGY RESEARCH IN GLOBAL ECONOMY	DEPARTMENT OF INDIAN STUDIES, FACULTY OF ARTS AND SOCIAL SCIENCES UNIVERSITY OF MALAYA & SRI Sai RAM INSTITUTE OF MANAGEMENT STUDIES	02.06.2012 & 03.06.2012	PARTICIPATED	-

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
35.	INTERNATIONAL SEMINAR ON IMPACT OF GLOBAL CRISIS IN INDIAN BUSINESS	ANNAI MATHAMMAL SHEELA ENGINEERING COLLEGE, DEPT. OF MANAGEMENT STUDIES	14.09.2012	PRESENTED	IMPACT OF GLOBAL CRISIS ON INDIAN ECONOMY
36.	WORKSHOP ON PRE-PLACEMENT PROGRAMME	INDIAN INSTITUTE OF TRAINING AND DEVELOPMENT	18.01.2013 & 19.01.2013	PARTICIPATED	-
37.	INTERNATIONAL CONFERENCE ON SOCIAL MEDIA FOR SERVICE SECTOR	PROFESSIONAL COURSES, FATIMA COLLEGE	20.08.2014 & 21.08.2014	PRESENTED	SOCIAL MEDIA MARKETING STRATEGY
38.	INTERNATIONAL CONFERENCE ON THE IMPACT OF E-COMMERCE IN MODERN BUSINESS	RATHINAM COLLEGE OF ARTS AND SCIENCE, COIMBATORE	12.08.2015	PRESENTED	THE BOOM IN E-COMMERCE ATTRIBUTED TO TECHNOLOGICAL ADVANCEMENTS
39.	INTERNATIONAL CONFERENCE ON "INNOVATIVE HR PRACTICES IN CORPORATE WORLD"	RATHINAM COLLEGE OF ARTS AND SCIENCE, COIMBATORE	19.08.2015	PRESENTED	INTEGRATION STRATEGIES AND BUSINESS GOVERNANCE
40.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY AND ORGANISATIONAL STRATEGIES"	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE, MADURAI	21.08.2015	PRESENTED	DEVELOPING A KNOWLEDGE MANAGEMENT STRATEGY
41.					BUSINESS INTELLIGENCE AND KNOWLEDGE MANAGEMENT- A REVIEW
42.					A STUDY ON SAFETY MANAGEMENT IN FIREWORKS INDUSTRY IN SIVAKASI
43.					DIGITAL MARKETING
44.	INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT	RANI ANNA GOVERNMENT COLLEGE FOR WOMEN, VERGAL, MADURAI	29.01.2016	PRESENTED	A STUDY ON QUALITY OF WORK LIFE OF MANAGEMENT SCHOOL TEACHERS WITH SPECIAL REFERENCE TO MADURAI DISTRICT
45.					PREVENTION OF RISK IN FIREWORKS INDUSTRY - A STUDY WITH SPECIAL REFERENCE TO SIVAKASI, VIRUDHUNAGAR DISTRICT
46.					NEED FOR GREEN MARKETING IN THE PRESENT SCENARIO
47.	INTERNATIONAL CONFERENCE ON INNOVATIVE MANAGEMENT PRACTICES	SRI VIDYA COLLEGE OF ENGINEERING AND TECHNOLOGY, VIRUDHUNAGAR	29.01.2016	PRESENTED	THE ROLE OF ETHICS INCORPORATES IN THE NEW MILLENNIUM
48.	INTERNATIONAL CONFERENCE ON CHANGING URBAN SCENARIO: OPPORTUNITIES AND CHALLENGES	RESEARCH CENTRE OF ECONOMICS, FATIMA COLLEGE	17.02.2016	PRESENTED	THE NEED FOR CORPORATE TO GO GREEN

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
49.	NATIONAL CONFERENCE ON ACADEMIC AUDIT AND QUALITY ENHANCEMENT IN HEIS	IQAC, ARUL ANANDAR COLLEGE, KARUMATHUR	22.03.2016 & 23.03.2016	PRESENTED	STATUS AND JOB SATISFACTION OF SELF FINANCING TEACHERS IN HIGHER EDUCATION
50.	INTERCOLLEGIATE RESEARCH FEST- EXPLORIA'16 – INNOVATIVE RESPONSES TO SOCIAL AND ENVIRONMENTAL ISSUES	RESEARCH CELL, FATIMA COLLEGE, MADURAI	09.03.2016	PRESENTED	A STUDY ON DIETARY BEHAVIOURAL HABIT AMONG COLLEGE STUDENTS
51.	ONE DAY WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE AND CENTRE FOR INTELLECTUAL PROPERTY RIGHTS, CHENNAI	10.12.2016	PARTICIPATED	-
52.	WORKSHOP ON PREVENTIVE CARE AND CONTROL OF NON-COMMUNICABLE DISEASES FOR MARGINALISED SOCIAL GROUPS UNDER (YLSDP)	YOUTH LED SUSTAINABLE DEVELOPMENT PROGRAMME AND FATIMA COLLEGE	05.01.2017 - 07.01.2017	PARTICIPATED	-
53.	SYMPOSIUM ON “GATEWAY TO BANKING CAREER”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	04.10.2017	PARTICIPATED	-
54.	SYMPOSIUM ON “ROAD MAP TO A CULTURE OF SELF IMPROVEMENT”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	09.10.2017	PARTICIPATED	-
55.	SYMPOSIUM ON “ENHANCING RESEARCH SKILLS”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	12.12.2017	PARTICIPATED	-
56.	STATE LEVEL SEMINAR ON “QUALITY ASSURANCE AND ACCREDITATION”	IQAC, LOYOLA COLLEGE, CHENNAI	02.03.2018	PARTICIPATED	-
57.	INTERNATIONAL FORUM ON “WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY”	BINARY UNIVERSITY OF MANAGEMENT & ENTREPRENEURSHIP, MALAYSIA	14.09.2018	PARTICIPATED	-
58.	SYMPOSIUM ON “EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES”	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	18.09.2018	PARTICIPATED	-

## 8. ORGANIZER / CONVENER

S. No.	PROGRAMMES	ORGANIZED BY	DATE
<b>ORGANIZER</b>			
1.	NATIONAL SEMINAR ON GREEN BUSINESS MANAGEMENT-POWERING SUSTAINABILITY	DEPT. OF MANAGEMENT STUDIES AND PG IT, FATIMA COLLEGE, MADURAI	15.09.2012
2.	NATIONAL CONFERENCE ON COMPUTATIONAL INTELLIGENCE	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	22.09.2012
3.	WORKSHOP ON ANDROID TECHNOLOGIES	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE, MADURAI	20.10.2012
4.	INTERNATIONAL SUMMIT ON BUSINESS INNOVATIONS	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	12.08.2013 - 17.08.2013

S. No.	PROGRAMMES	ORGANIZED BY	DATE
5.	NATIONAL CONFERENCE ON COMPUTING & CONVERGENCE TECHNOLOGIES	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	20.09.2013
6.	WORKSHOP ON "CORPORATE RESEARCH"	DEPT. OF MANAGEMENT STUDIES, PG IT FATIMA COLLEGE, MADURAI	25.10.2013
7.	WORKSHOP ON "PROJECT MANAGEMENT AND CORPORATE READINESS	PG DEPT. OF COMPUTER APPLICATIONS, PG IT FATIMA COLLEGE, MADURAI	26.10.2013
8.	TWO-DAY WORKSHOP ON LIFE SKILLS	PROFESSIONAL COURSES, FATIMA COLLEGE AND ANUGRAHA, DINDIGUL	05.02.2014 & 06.02.2014
9.	INTERNATIONAL CONFERENCE ON SOCIAL MEDIA FOR SERVICE SECTOR	PROFESSIONAL COURSES, FATIMA COLLEGE	20.08.2014 & 21.08.2014
10.	WORKSHOP ON CAREER OPPORTUNITIES IN IT INDUSTRY	PG DEPT. OF INFORMATION TECHNOLOGY	17.10.2014
11.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY AND ORGANISATIONAL STRATEGIES"	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE	21.08.2015
12.	PLACEMENT WORKSHOP ON "TECHNOLOGY & BEHAVIORAL TRANSFORMATION – NEED FOR AN HOUR"	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE	29.09.2015
13.	INTERNATIONAL CONFERENCE ON MANAGING DISASTER – A STRATEGIC PERSPECTIVE	MBA & PG IT, FATIMA COLLEGE, MADURAI	29.09.2016 & 30.09.2016
14.	WORKSHOP ON CAREER GUIDANCE FOR SOFT SKILLS TRAINING PROGRAMME	PG IT, FATIMA COLLEGE, MADURAI	13.10.2016
15.	INTERCOLLEGIATE RESEARCH FEST ON "YOUTH: AGENTS OF EMANCIPATION & SOCIAL TRANSFORMATION"	RESEARCH ADVISORY COMMITTEE, FATIMA COLLEGE	14.03.2017
16.	INTERNATIONAL CONFERENCE ON GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	FATIMA INSTITUTE OF MANAGEMENT- MBA, MCA & M.Sc. (IT&M)	13.09.2017
17.	PLACEMENT WORKSHOP ON CORPORATE SKILLS	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	08.09.2017
18.	BRILSZ 2K18 - INTERCOLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	24.01.2018
19.	INTERNATIONAL LEVEL CONFERENCE ON DIGITAL MARKETING – A GLOBAL PERSPECTIVE	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	10.08.2018
20.	BRILZ 2K18 - INTERCOLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	11.08.2018
21.	PLACEMENT WORKSHOP ON CORPORATE GROOMING	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	08.10.2018
22.	NATIONAL CONFERENCE ON BUSINESS ANALYTICS – A ROADMAP TO ENTREPRENEURSHIP	MBA & MCA, FATIMA COLLEGE, MADURAI	06.09.2019
23.	BRILZ 2K19 – INTER COLLEGIATE MEET	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	07.09.2019
24.	PLACEMENT WORKSHOP ON 360° CAREER DEVELOPMENT	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	18.09.2019
<b>CONVENER</b>			
25.	NATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY: MYTHS AND REALITIES	DEPT. OF SOCIOLOGY, MANAGEMENT STUDIES FATIMA COLLEGE, VERGAL (ROOTS)-EDUCATIONAL TRUST, MADURAI	22.11.2014



## 9. RESEARCH GUIDES/GUIDANCE DETAILS

### RESEARCH DETAILS

S. No.	NAME OF THE UNIVERSITY IN WHICH RECOGNIZED AS GUIDE	DATE OF REGISTRATION	REGISTRATION NUMBER	DATE OF GUIDESHIP RECEIVED	PH.D. GUIDESHIP DETAILS			
					ONGOING		COMPLETED	
					FULL TIME	PART TIME	FULL TIME	PART TIME
1.	MOTHER TERESA WOMEN'S UNIVERSITY, KODAIKANAL	-	-	06.06.2013	-	2	-	-
2.	MADURAI KAMARAJ UNIVERSITY, MADURAI	-	1411	28.11.2014	-	7	-	-

### PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	STUDENT NAME	TITLE OF THESIS	MODE OF PH.D. (FULL TIME / PART TIME)	REGISTRATION NUMBER	DATE OF REGISTRATION	NAME OF UNIVERSITY/ INSTITUTION UNDER WHICH REGISTERED	REGISTERED/ PURSUING/ SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED	DATE (SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED)
1.	S. NAGALAKSHMI	AN EMPIRICAL INVESTIGATION ON THE ROLE OF BEHAVIOURAL FINANCE IN PORTFOLIO INVESTMENT DECISION WITH SPECIAL FOCUS ON INDIVIDUALS WORKING IN BFSI SECTOR IN BENGALURU CITY	PART TIME	PHDMS2 014P297	26.06.2014	MOTHER TERESA WOMEN'S UNIVERSITY	PURSUING	-
2.	P. SONIKA	SAFETY MANAGEMENT IN FIREWORKS INDUSTRY- A STUDY WITH SPECIAL REFERENCE IN VIRUDHUNAGAR DISTRICT	PART TIME	PHDMS1 5P368	19.02.2015	MOTHER TERESA WOMEN'S UNIVERSITY	PURSUING	-
3.	P. JERLIN RUPA	A STUDY ON QUALITY OF WORK LIFE OF WOMEN TEACHERS' IN SELF FINANCED COLLEGES	PART TIME	P3900	19.06.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
4.	K. MANGAYARKARASI	A STUDY ON FACTORS INFLUENCING GREEN MARKETING IN MADURAI DISTRICT	PART TIME	P4170	07.09.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
5.	G. VIGNESHWARAN	A STUDY ON EFFECTIVENESS OF ONLINE ADVERTISING WITH SPECIAL REFERENCE TO MADURAI DISTRICT	PART TIME	P4023	07.09.2015	MADURAI KAMARAJ UNIVERSITY	PURSUING	-

S. No.	STUDENT NAME	TITLE OF THESIS	MODE OF PH.D. (FULL TIME / PART TIME)	REGISTRATION NUMBER	DATE OF REGISTRATION	NAME OF UNIVERSITY/ INSTITUTION UNDER WHICH REGISTERED	REGISTERED/ PURSUING/ SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED	DATE (SUBMITTED/ PRE-VIVA/ VIVA/ AWARDED)
6.	A. SCHOLASTICA SNEHA	A STUDY ON EMPLOYEE RETENTION PRACTICES AND ITS EFFECTIVENESS IN IT SECTOR, CHENNAI	PART TIME	P4340	08.01.2016	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
7.	D. NAVEEN VANAN	ASSESSMENT OF CUSTOMER SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE PRIVATE BANKING SECTOR IN CHENNAI	PART TIME	P4364	08.01.2016	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
8.	B. SUGANYA	IMPACT OF E-BANKING ON BUSINESS AND INDIVIDUAL CUSTOMERS AND RATE OF ADOPTION IN MADURAI CITY	PART TIME	P4821	07.01.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-
9.	R. MUTHARASU	A STUDY OF NON-GOVERNMENTAL ORGANISATIONS' ROLE IN EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP IN SIVAGANGAI DISTRICT	PART TIME	P4852	09.01.2017	MADURAI KAMARAJ UNIVERSITY	PURSUING	-

#### 10. ARTICLES PUBLISHED IN JOURNALS/MAGAZINES

S. No.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. NO.	ISS. No.	PAGE No.	ISBN/ ISSN	PUBLISHER
1.	HRD TIMES	PARADIGM SHIFT IN HIGHER EDUCATION	2009	11	3	30-31	-	M. FARHATH HUSSAIN HRD, CHENNAI
2.	MBA REVIEW	ECONOMIC RECESSION TRANSFORMING THE WORK LIFE BALANCE	2009	VIII	5	34-37	0972-6764	THE ICAFI UNIVERSITY PRESS, BANGALORE
3.	MBA REVIEW	PERSONAL AND PROFESSIONAL CONFLICTS	2009	III	6	46-49	0974-6838	THE ICAFI UNIVERSITY PRESS, BANGALORE
4.	JOURNAL FOR BLOOMERS OF RESEARCH	SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP WITH PARTICULAR REFERENCE TO MADURAI CITY	AUG. 2011	4	1	360-364	0974-6838	V.H.N SENTHIKUMARA NADAR COLLEGE, VIRUDHUNAGAR
5.	JOURNAL OF BUSINESS RESEARCH	WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS	SEP. 2011	I	2	91-96	2248-9711	DHANRAJ BAID JAIN COLLEGE, CHENNAI

S. No.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. NO.	ISS. No.	PAGE NO.	ISBN/ ISSN	PUBLISHER
6.	JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP	SERV QUAL ANALYSIS ON CUSTOMER EXPECTATIONS AND PERCEPTIONS TOWARDS LIFE INSURANCE	DEC. 2011	I	3	161-166	2231-3710	MANAGEMENT TEACHERS CONSORTIUM GLOBAL CHENNAI CHAPTER
7.	Selp JOURNAL OF SOCIAL SCIENCE	LEGAL PROTECTION FOR THE CONSUMER IN THE BANKING SERVICES	MAR. 2012	III	9	70-73	0975-9999	SELP TRUST
8.	RESEARCH EXPLORER	BARRIERS TO TECHNOLOGY USAGE AMONG FEMALE TEACHERS IN CHENNAI –AN ANALYSIS	JUNE 2012	I	1	101-106	2250-1940	SOCIAL EMPOWERMENT OF LOCAL PEOPLE TRUST
9.	INTERNATIONAL JOURNAL OF MANAGEMENT REVIEW	CrM IN RETAILING	AUG. 2012	-	-	112-116	2277-5803	-
10.	JOURNAL OF MANAGEMENT RESEARCH	KNOWLEDGE MANAGEMENT –THE KEY FACTOR TO SUCCESS	DEC. 2012	2	5	51-55	2249-6459	KPCJMR, CHENNAI
11.	JOURNAL OF MANAGEMENT AND SCIENCE	CONFLICT BETWEEN WORK AND LIFE AND ITS EFFECT ON WORK CULTURE	DEC. 2012	II	4	120-129	2250 1819	NON OLYMPIC TIMES
12.	RESEARCH EXPLORER	STRATEGIES OF MARKETING FOR THE BENCHMARK IN TODAY’S BUSINESS SCENARIO	JAN. 2013	II	3	25-28	2250-1940	INDIAN ACADEMIC RESEARCHERS ASSOCIATION
13.	RESEARCH EXPLORER	IMPACT OF GLOBAL ECONOMIC CRISIS ON INDIAN WOMEN	APR. 2013	II	10	120-123	2250 1940	INDIAN ACADEMIC RESEARCHERS ASSOCIATION
14.	JOURNAL OF MANAGEMENT	WORKERS’ VIEWS ON SAFETY SYSTEM TO PREVENT ACCIDENT IN FIREWORKS, INDUSTRY, SIVAKASI	APR. 2015	-	-	106-110	0974-0406	-
15.	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCHES	FACTORS AFFECTING THE GROWTH OF ENTREPRENEURSHIP IN SMALL SCALE SECTOR	SEP. 2015	2	SPECIAL ISSUE	11-14	2349-8684	DR. S. BALAKRISHNAN VERGAL (ROOTS) MADURAI
16.	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCHES	ONLINE ENTREPRENEURSHIP- A SOLID INVESTMENT	SEP. 2015	2	SPECIAL ISSUE	15-23	2349-8684	DR. S. BALAKRISHNAN VERGAL (ROOTS) MADURAI
17.	ROOTS INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCHES	NEED FOR GREEN MARKETING IN THE PRESENT SCENARIO	FEB. 2016	2	1	53-55	2349 - 8684	DR. S. BALAKRISHNAN VERGAL (ROOTS) MADURAI
18.	INTERNATIONAL JOURNAL OF ADVANCE RESEARCH AND INNOVATIVE IDEAS IN EDUCATION	THE ROLE OF ETHICS IN CORPORATE IN THE MILLENNIUM	2016	1	1	254-258	2395 4396	IJARIE

S. No.	JOURNAL / MAGAZINE NAME	ARTICLE TITLE	MONTH/ YEAR	VOL. NO.	ISS. No.	PAGE NO.	ISBN/ ISSN	PUBLISHER
19.	JOURNAL OF SCIENTIFIC PRAXIS AND ACTION RESEARCH FOR KNOWLEDGE SOCIETY	QUALITY OF WORK LIFE OF WOMEN TEACHERS – A STUDY WITH SPECIAL REFERENCE TO SELF FINANCING TEACHERS IN MADURAI DISTRICT	MAY 2016	5	1	46-51	2277-5021	BRITTO PUBLISHING HOUSE, ARUL ANANDAR COLLEGE
20.	KAIZEN MAGAZINE	ROLE OF DIGITAL MEDIA MARKETING IN MODERN WORLD	MAR. 2017	7	1	1	-	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE
21.	ROYAL – PEER REVIEWED AND UGC LISTED JOURNAL	AN EMPIRICAL INVESTIGATION TO UNDERSTAND THE KEY FACTORS INFLUENCING BEHAVIOUR OF INDIVIDUAL INVESTOR IN INDIAN EQUITY MARKET	JAN. 2018	VI	1	119-132	2319-359X	AJANTA PRAKASHAN, AURANGABAD
22.	BODHI – INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS & SCIENCE	SOCIO-ECONOMIC IMPLICATIONS OF LINKING AADHAAR WITH BANKS	JAN. 2018	2	3	83-86	2456-5571	CENTER FOR RESOURCE, RESEARCH AND PUBLICATION SERVICES (CRRPS), INDIA
23.	BODHI – INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES , ARTS & SCIENCE	A STUDY ON STRESS AMONG SCHOOL TEACHERS WITH SPECIAL REFERENCE TO MADURAI DISTRICT	JAN. 2018	2	3	91-94	2456-5571	CENTER FOR RESOURCE, RESEARCH AND PUBLICATION SERVICES (CRRPS), INDIA
24.	BODHI – INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES , ARTS & ACIENCE	SHRINKING OF WOMEN PROPORTION AT EXECUTIVE MANAGEMENT IN INDIAN IT SECTOR	FEB. 2018	2	3	73-76	2456-5571	CENTER FOR RESOURCE, RESEARCH AND PUBLICATION SERVICES (CRRPS), INDIA

#### 11. ARTICLES PUBLISHED IN BOOKS

S. No.	BOOK NAME	ARTICLE TITLE	MONTH / YEAR	PAGE NO.	ISBN/ ISSN	PUBLISHER
1.	ETHICAL TRANSFORMATION OF CONTEMPORARY BUSINESS	CHANGING SCENARIO IN ETHICAL MARKETING PRACTICES	2010	64-72	978-81-909150-3-8	NCRC PUBLICATIONS
2.	EMERGING TRENDS IN RETAILING INDUSTRY	RELATIONSHIP MARKETING IN RETAIL BANKING	MAR. 2010	82-89	978-81-7273-537-1	AUTHORS PRESS
3.	CHANGING PERSPECTIVES OF MANAGEMENT	HUMAN RESOURCE MANAGEMENT CHALLENGES IN THE WORKPLACE DIVERSITY	2011	537-543	81-88223-00-X	HIS PUBLICATIONS
4.	CHALLENGES AND ISSUES IN SERVICES MARKETING	MAJOR ISSUES AND CHALLENGES IN TRANSPORTATION SERVICES	MAR. 2011	88-93	907494-2-8 PAGE	ANURADHA PUBLISHING COMPANY

S. No.	BOOK NAME	ARTICLE TITLE	MONTH / YEAR	PAGE No.	ISBN/ ISSN	PUBLISHER
5.	INDIAN HERITAGE – A PATHWAY TO WORLD CLASS MANAGEMENT	HRM HORIZON AND MANAGEMENT OF WORK PLACE DIVERSITY	2011	292-304	909150-5-2	NCRC PUBLICATIONS
6.	GLOBAL COMPETITIVENESS IN BUSINESS: TRENDS AND TRAITS	ROLE OF MNCs IN GLOBAL BUSINESS	2011	90-92	1667-651-207	SRI BALAJI PUBLICATIONS
7.	EMERGING TRENDS IN GLOBAL BUSINESS	DYNAMIC SCENARIO OF CRM IN RETAILING	SEP. 2011	91-93	978-93-81537-00-8	NCRC PUBLICATIONS
8.	EMERGING TRENDS IN GLOBAL BUSINESS	EDUCATION INSTITUTION As CATALYST FOR DEVELOPING ENTREPRENEURS	SEP. 2012	431-434	978-93-81537-00-8	NCRC PUBLICATIONS
9.	WOMEN IN SCIENCE AND TECHNOLOGY: MAXIMIZING TALENTS-MINIMIZING BARRIERS	NEED AND BENEFITS OF WORK LIFE BALANCE	AUG. 2013	164-167	978-93-81992-89-0	TAMIL NADU OPEN UNIVERSITY
10.	CORPORATE SUSTENANCE- THROUGH PEOPLE, PROFIT AND PLANET MANAGEMENT	DEVELOPMENT OF SUSTAINABILITY AND ACCOUNTABILITY THROUGH CORPORATE ETHICS	2014	159-162	978-93-81992-45-6	BHARATHIDASAN GOVT. COLLEGE FOR WOMEN
11.	CONTEMPORARY SOCIAL DEVELOPMENT PARADIGMS	DISASTER MANAGEMENT: MITIGATION AND DISPLACEMENT	2014	310-317	978-81-7273-797-9	AUTHORSPRESS
12.	THE IMPACT OF E-COMMERCE IN MODERN BUSINESS	THE BOOM IN E-COMMERCE ATTRIBUTED TO TECHNOLOGICAL ADVANCEMENTS	AUG. 2015	125-126	978-93-82570-67-7	HIKEY MEDIA
13.	THE DOMAIN OF E-COMMERCE	A COMPARATIVE STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT & E-CRM TECHNOLOGIES	DEC. 2015	100-105	978-93-85399-93-0	SHANLAX PUBLICATIONS
14.	MANAGING DISASTER – A STRATEGIC PERSPECTIVE	ROLE OF DIGITAL MEDIA MARKETING IN MODERN WORLD	SEP. 2016	370-378	978-8-1930-234-26	WORLD LITERATURE BOOKS CENTRE & PUBLISHER PVT. LTD
15.		CRISIS MANAGEMENT: EXPOSITORY HR STRATEGIES		169-172		
16.		ROLE OF PUBLIC RELATION IN CRISIS MANAGEMENT		382-387		
17.		ROLE OF FINANCING IN DISASTER RISK MANAGEMENT		465-479		
18.		THE WAYS AND NEED FOR CORPORATES TO GO GREEN		484-488		
19.		BRANDING FOR WOMEN		149-155		
20.	GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA	ESSENTIALS OF GLOBAL TALENT MANAGEMENT FOR THE PROFITABLE GROWTH OF ORGANISATION	SEP. 2017	66-68	978-93-86537-95-9	SHANLAX PUBLICATIONS
21.		TALENT MANAGEMENT IN HIGHER EDUCATION SECTOR		135-138		
22.		GREEN MARKETING THE LEADING EDGE AT THIS MOMENT		153-156		

S. No.	BOOK NAME	ARTICLE TITLE	MONTH / YEAR	PAGE No.	ISBN/ ISSN	PUBLISHER
23.		BEHAVIOURAL FINANCE: A PERCEPTION OF INVESTORS PSYCHOLOGY		161-164		
24.		BRAND BUILDING THROUGH DIGITALISATION IN THE GLOBALISATION ERA		207-210		
25.		TECHNOLOGY ADVANCEMENT IN ONLINE BANKING		241-244		
26.	THE INTERNATIONAL CONFERENCE ON DIGITAL MARKETING - A GLOBAL PERSPECTIVE	DIGITAL LEARNING MANAGEMENT SYSTEM	AUG. 2018	17-19	978-93-87871-67-0	SHANLAX PUBLICATIONS
27.		GREEN MARKETING STRATEGIES BY USING DIGITAL MARKETING		138-140		
28.		DIGITAL REVOLUTION IN THE BANKING SECTOR		141-144		
29.		ARTIFICIAL INTELLIGENCE (AI) IN MARKETING		157-160		
30.		ROLE OF ICT IN RURAL MARKETING OF INDIA		223-226		
31.		E-BANKING TRENDS IN INDIA: AN OVERVIEW		275-282		
32.		A STUDY ON MARKETING PROBLEMS ENCOUNTERED BY RURAL WOMEN ENTREPRENEURS		295-297		

## 12. GUEST LECTURES DELIVERED

S. No.	ORGANIZATION	THEME/TITLE	DATE
1.	DEPARTMENT OF MATHEMATICS (UG), FATIMA COLLEGE	CAREER GUIDANCE	01.04.2014
2.	DEPARTMENT OF INFORMATION TECHNOLOGY (UG), FATIMA COLLEGE	INTRODUCTION TO ADVERTISEMENT	13.12.2014
3.	DEPARTMENT OF B.COM. Ca, FATIMA COLLEGE	PROJECT GUIDELINES	23.01.2015
4.	BBA DEPT. E.M.G. YADAVA WOMEN'S COLLEGE,	GUIDELINES FOR PROJECT	19.02.2015
5.	DEPT. OF HOME SCIENCE, FATIMA COLLEGE, MADURAI	PROJECT GUIDELINES	13.07.2015
6.	DEPARTMENT OF B.COM CA, FATIMA COLLEGE	RESEARCH GUIDELINES	08.12.2015
7.	WOMEN CELL	STRESS MANAGEMENT	04.02.2016
8.	N.M.S.S.V.N. COLLEGE, DEPT. OF MANAGEMENT STUDIES, MADURAI	APPLICATION OF STATISTICAL TOOLS IN RESEARCH USING SPSS	18.03.2016
9.	DEPARTMENT OF MATHEMATICS –SHIFT I, FATIMA COLLEGE	CAREER GUIDANCE PROGRAMME	30.11.2016

S. No.	ORGANIZATION	THEME/TITLE	DATE
10.	DEPARTMENT OF B.COM Ca, FATIMA COLLEGE	RESEARCH GUIDELINES	02.12.2016
11.	CAPACITY BUILDING FOR YOUNG LEADERS	INFORMATION AND FORESIGHTEDNESS	17.02.2017
12.	QUALITY CIRCLE, FATIMA COLLEGE	QC ORIENTATION	29.07.2017
13.	DEPARTMENT OF B.COM Ca, FATIMA COLLEGE	STATISTICAL METHODS IN RESEARCH	31.08.2017

### 13. MEMBERSHIP IN PROFESSIONAL BODIES

- ❖ INDIAN ACADEMIC RESEARCHERS ASSOCIATION – LIFE TIME MEMBER

### 14. FOREIGN COUNTRIES VISITED ON ACADEMIC ASSIGNMENTS/TRAINING/INVITED PROGRAMME

- ❖ MALAYSIA - INTERNSHIP PROGRAMME AT REGUS CENTRES FROM 20.01.2012 - 27.01.2012
- ❖ MALAYSIA - PARTICIPATED IN THE INTERNATIONAL WORKSHOP ON “WOMEN TRANSCENDING GENDER BOUNDARIES: THE MALAYSIAN STORY” ON SEP. 14, 2018 AT BINARY UNIVERSITY, MALAYSIA ORGANIZED BY FATIMA COLLEGE, MADURAI IN COLLABORATION WITH CENTRE FOR WOMAN LEADERSHIP, BINARY UNIVERSITY, MALAYSIA.

### 15. ACHIEVEMENTS

S. No.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	THE BEST PERFORMANCE AWARD 2015 - 2016	ACADEMIC EXCELLENCE, RESEARCH CULTURE AND DEDICATED SERVICE TO THE STUDENT COMMUNITY AND THE INSTITUTION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 11, 2016
2.	THE BEST PERFORMANCE AWARD 2016 - 2017	ACADEMIC EXCELLENCE, RESEARCH CULTURE AND DEDICATED SERVICE TO THE STUDENT COMMUNITY AND THE INSTITUTION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 11, 2017

### 16. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	DATE/ PERIOD	TOPIC & POSITION
1.	RESOURCE PERSON	ARULANANDAR COLLEGE, DEPT. OF IT & M, NATIONAL CONFERENCE ON INNOVATIVE TRENDS IN COMPUTING	25.02.2015	ROLE OF INFORMATION TECHNOLOGY IN BUSINESS – RESOURCE PERSON
2.	RESOURCE PERSON	QUIZ CLUB, FATIMA COLLEGE, MADURAI	18.12.2015	QUIZ MASTER
3.	RESOURCE PERSON	FACULTY INDUCTION PROGRAMME, FATIMA COLLEGE	11.11.2016	TEAM BUILDING – A LEADERSHIP STRATEGY, LECTURE DELIVERED.
4.	RESOURCE PERSON	FACULTY INDUCTION PROGRAMME, FATIMA COLLEGE	21.12.2016	TEAM BUILDING – A LEADERSHIP STRATEGY, LECTURE DELIVERED.
5.	RESOURCE PERSON	CAPACITY BUILDING PROGRAMME FOR HELPERS, FATIMA COLLEGE	06.02.2017	TIME MANAGEMENT

<b>S. No.</b>	<b>MAJOR ASSIGNMENTS</b>	<b>INSTITUTION</b>	<b>DATE/ PERIOD</b>	<b>TOPIC &amp; POSITION</b>
6.	RESOURCE PERSON	FATIMA COLLEGE, ORIENTATION FOR NEWLY APPOINTED STAFF	21.06.2017	TEAM BUILDING
7.	RESOURCE PERSON	PLACEMENT CELL, FATIMA COLLEGE, MADURAI	19.02.2018	CAREER OPPORTUNITIES FOR UG STUDENTS
8.	RESOURCE PERSON	MADURAI MANAGEMENT ASSOCIATION	21.02.2015	NATIONAL MANAGEMENT DAY CELEBRATION
9.	RESOURCE PERSON	CAPACITY BUILDING PROGRAMME FOR NON-TEACHING STAFF, FATIMA COLLEGE, MADURAI	19.07.2018 & 26.07.2018	SEVEN STEPS FOR SUCCESSFUL LIFE
10.	RESOURCE PERSON	CAPACITY BUILDING PROGRAMME FOR NON-TEACHING STAFF, FATIMA COLLEGE, MADURAI	26.07.2018	SEVEN STEPS FOR SUCCESSFUL LIFE