

**NAME** : M. FANNY  
**POSITION** : ASSISTANT PROFESSOR  
**FACULTY OF** : B.COM. WITH COMPUTER APPLICATIONS  
**EMAIL ID** : fannymdhas@gmail.com



**LANGUAGES PROFICIENCY**

**READ** : TAMIL, ENGLISH, HINDI & RUSSIAN

**WRITE** : TAMIL, ENGLISH, HINDI & RUSSIAN

**SPEAK** : TAMIL & ENGLISH

**1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	SUBJECT	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE, MADURAI	2009
2.	PG	COMMERCE	FATIMA COLLEGE, MADURAI	2011
3.	M.PHIL.	COMMERCE	FATIMA COLLEGE, MADURAI	2012
4.	DIPLOMA	FRONT OFFICE MANAGEMENT	FATIMA COLLEGE, MADURAI	2008

**2. TEACHING EXPERIENCE**

S. No.	INSTITUTION	FROM – TO
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2012 - TILL DATE

**3. POSITION HELD IN FATIMA**

S. No.	NAME OF THE POSITION	DURATION
1.	ROTARACT CLUB INCHARGE	2012 – 2013
2.	EXTENSION ACTIVITY INCHARGE	2012 – 2015
3.	ROTARACT CLUB COORDINATOR	2013 – 2016
4.	ASSISTANT PLACEMENT COORDINATOR	2015 – TILL DATE
5.	IQAC ASSISTANT COORDINATOR	2016 – TILL DATE
6.	MEMBER OF ADMINISTRATIVE COMMITTEE	2016 – TILL DATE
7.	NSS Co-ORDINATOR	2017 – TILL DATE

**4. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED**

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	CERTIFICATE COURSE	BASICS OF RUSSIAN LANGUAGE	FATIMA COLLEGE	SEP. 30, 2016

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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	STATE LEVEL SEMINAR ON "BANKING IN 'IT' ERA"	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	09.12.2006	PARTICIPATED	-
2.	STATE LEVEL SEMINAR ON "DEBT WAIVER A SOLUTION FOR FARMERS"	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	02.02.2009	PARTICIPATED	-
3.	NATIONAL SEMINAR ON "OPPORTUNITIES AND CHALLENGES FOR WOMEN IN BUSINESS"	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	29.01.2010	PARTICIPATED	-
4.	INTER COLLEGIATE SYMPOSIUM ON "LIC – IN THE SERVICE OF THE NATION"	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	03.09.2010	PARTICIPATED	-
5.	INTERNATIONAL CONFERENCE ON "ENVIRONMENTAL SUSTAINABILITY: CHALLENGES AND STRATEGIES"	DEPT. OF HISTORY, ECO, HISTORY AND COMMERCE, FATIMA COLLEGE, MADURAI	FEB, 17 & 18, 2011	PARTICIPATED	-
6.	NATIONAL SEMINAR ON "RETAIL MARKETING IN INDIA : TRENDS AND CHALLENGES"	DEPT. OF PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI	24.09.2011	PRESENTED	FUTURE TRENDS OF RETAIL IN INDIA
7.	NATIONAL CONFERENCE ON "RURAL MARKETING AND RURAL CONSUMERISM : ROAD MAP TO BUILD VIBRANT RURAL INDIA"	DEPT. OF RURAL INDUSTRIES AND MANAGEMENT, GANDHIGRAM RURAL INSTITUTE – DEEMED UNIVERSITY, GANDHIGRAM	DEC, 17 & 18, 2011	PRESENTED	PRODUCTION MARKETIN AND EXPORT OF PADDY IN INDIA
8.	UGC SPONSORED WORKSHOP	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	02.03.2012	PARTICIPATED	-
9.	NATIONAL SEMINAR ON "GREEN MARKETING A THRUST ON RENEWABLE ENERGY PRODUCTS"	DEPT. OF COMMERCE, FATIMA COLLEGE, MADURAI	05.03.2013	PRESENTED	SOLAR ENERGY A BOON TO TODAY'S GENERATION
10.	NATIONAL SEMINAR CONDUCTED ON "TOURISM INDUSTRIES IN INDIA : CHALLENGES & OPPORTUNITIES"	DEPT. OF PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI	12.08.2013	PRESENTED	CHALLENGES & OPPORTUNITIES IN TOURISM INDUSTRIES IN INDIA
11.	INTERNATIONAL CONFERENCE ON SOCIAL EXCLUSION AND INCLUSION OF WOMEN	ALAGAPPA UNIVERSITY, KARAIKUDI & MOTHER THERESA UNIVERSITY, KODAIKANAL	AUG, 20 & 21, 2013	PRESENTED	SOCIAL EXCLUSION AND INCLUSION OF WOMEN IN THE FIELD OF EDUCATION IN INDIA
12.	INTERNATIONAL CONFERENCE ON "MANAGING DISASTER – A STRATEGIES PERSPECTIVE"	DEPARTMENT OF MBA & PG IT, FATIMA COLLEGE, MADURAI	SEP, 29 & 30, 2016	PRESENTED	DETECTION OF FAKE ACCOUNT USING SOCIAL NETWORK ANALYSIS
13.	INTERNATIONAL CONFERENCE ON "FINANCIAL SECTOR REFORMS – NEW VISTAS & NEW PRIORITIES"	DEPARTMENT OF COMMERCE IN ASSOCIATION WITH INSTITUTE OF COST ACCOUNTANTS OF INDIA SIRC - CHENNAI, GURUSHREE SHANTIVIJAY JAIN COLLEGE FOR WOMEN, 96, VEPEY HIGH ROAD, CHENNAI	15.12.2016	PRESENTED	DEMONETIZATION A BOON OR A BANE

14.	INTERNATIONAL CONFERENCE ON "CONTEMPORARY ISSUES IN COMMERCE, MANAGEMENT & IT"	DEPARTMENT OF COMMERCE (CA), MANGAYARKARASI COLLEGE OF ARTS & SCIENCE FOR WOMEN	04.04.2017	PRESENTED	GREEN MARKETING IN THE PRESENT SCENARIO
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## 6. AREAS OF SPECIALIZATION

### ➤ MARKETING

## 7. ARTICLES PUBLISHED IN JOURNALS

S. No.	BOOK NAME	TITLE OF THE ARTICLE	MONTH/ YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN	PUBLISHER
1.	RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES	FUTURE TRENDS OF RETAIL IN INDIA	2011	-	-	9-13	978-93- 90657- 50-9	SHANLAX PUBLICATIONS
2.	GREEN MARKETING – A THRUST ON RENEWABLE ENERGY PRODUCTS	SOLAR ENERGY A BOON TO TODAY'S GENERATION	MARCH, 2013	-	-	32-35	978-93- 80686- 46-2	SHANLAX PUBLICATIONS
3.	MANAGING DISASTER – A STRATEGIES PERSPECTIVE	DETECTION OF FAKE ACCOUNT USING SOCIAL NETWORK ANALYSIS	2016	-	-	185- 191	978-8- 1930- 234-26	WORLD LITERATURE BOOKS CENTRE & PUBLISHER PVT. LTD
4.	CONTEMPORARY ISSUES IN COMMERCE, MANAGEMENT & IT	-	-	-	-	-	2320- 4168 (IMPACT FACTOR : 2.13)	-

## 8. ACHIEVEMENTS

S. No.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	PROFICIENCY AWARD	I PRIZE MAJOR SUBJECTS III SEMESTER – M.COM.	FATIMA COLLEGE, MADURAI	2010
2.	PROFICIENCY AWARD	I PRIZE MAJOR SUBJECTS I SEMESTER – M.PHIL.	FATIMA COLLEGE, MADURAI	2011