

**NAME** : A. I. AUXILIA FELICITAS  
**POSITION** : ASSOCIATE PROFESSOR  
**FACULTY OF** : COMMERCE



**LANGUAGES PROFICIENCY**

**READ** : TAMIL & ENGLISH

**WRITE** : TAMIL & ENGLISH

**SPEAK** : TAMIL & ENGLISH

**1. QUALIFICATION**

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	U.G.	COMMERCE	ST. MAY'S COLLEGE, TUTICORIN	1983
2.	P.G.	COMMERCE	ST. MARY'S COLLEGE, TUTICORIN	1985
3.	M.PHIL.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	1996
4.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2011

**2. TEACHING EXPERIENCE**

S. No.	INSTITUTION	FROM – TO
1.	FATIMA COLLEGE AUTONOMOUS, MADURAI	01.07.1985 - ONWARDS

**3. POSITION HELD IN FATIMA**

S. No.	NAME OF THE POSITION	DURATION
1.	PROGRAMME OFFICER - NAEP	1986 - 1987 To 1992 - 1993
2.	DEAN OF ACADEMIC AFFAIRS	1998 - 1999 To 2000 - 2001
3.	MEMBER-NAAC STEERING COMMITTEE	1998 - 1999
4.	MEMBER, ACADEMIC COUNCIL	1998 - 1999 To 2000 - 2001
5.	MEMBER, AWARDS COMMITTEE	1998 - 1999 To 2000 - 2001
6.	MEMBER- BUILDING COMMITTEE – WOMEN'S HOSTEL SCHEME UGC AIDED (VIMALITTA BLOCK)	2002 - 2003
7.	COLLEGE TIME TABLE & ROOM ALLOTMENT	2004 - 2005 To 2006 - 2007
8.	DEAN OF STUDENT ACTIVITIES	2006 - 2007 To 2007 - 2008
9.	COORDINATOR, CITIZEN CONSUMER CLUB	2010 - 2011
10.	COORDINATOR - EXTENSION ACTIVITY	2011 - 2012
11.	COORDINATOR - DIAMOND JUBILEE EXHIBITION ON ECO SUSTAINABILITY	2012 - 2013

12.	COORDINATOR, VALUE EDUCATION	2014 - 2015
13.	COORDINATOR, CERTIFICATE COURSES	2015 - 2016
14.	MEMBER, CALENDAR COMMITTEE	2013 - 2017
15.	MEMBER, RESEARCH ADVISORY COMMITTEE	2015 - 2016
16.	COORDINATOR, IQAC	2016 - 2017 To 2017 - 2018
17.	MEMBER, ADMINISTRATIVE COMMITTEE	2016 - 2017 To 2017 - 2018
18.	MEMBER, LIBRARY COMMITTEE	2016 - 2017 To 2017 - 2018
19.	MEMBER, GOVERNING BODY	2016 - 2017 To 2017 - 2018
20.	COORDINATOR, QUIZ CLUB	2018 - 2019
21.	MEMBER, FINANCE COMMITTEE	2018 - 2019

#### 4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	ALAGAPPA UNIVERSITY, KARAICKUDI	CHAIR PERSON - QUESTION PAPER SETTERS BOARD FOR B.COM. CA	2011 - 2014
2.	ST. MARY'S COLLEGE, TUTICORIN	EXTERNAL EXPERT, ACADEMIC COUNCIL	2018 - 2019

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

S. No.	PROGRAMMES	THEME	ORGANIZED BY	YEAR
1.	ORIENTATION	-	MADURAI KAMARAJ UNIVERSITY, MADURAI	1990
2.	REFRESHER	FINANCIAL MARKET REFORMS	MADURAI KAMARAJ UNIVERSITY, MADURAI	1997
3.	REFRESHER	-	MADURAI KAMARAJ UNIVERSITY, MADURAI	2000
4.	REFRESHER	EMERGING TRENDS IN INDIAN BUSINESS	MADURAI KAMARAJ UNIVERSITY, MADURAI	2004

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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	UGC SPONSORED NATIONAL SEMINAR ON "QUESTION BANK PHASE I"	PSG COIMBATORE	12.12.1996 - 14.12.1996	PARTICIPATED	-
2.	ILO SPONSORED INTERNATIONAL SYMPOSIUM ON "LABOURISATION"	VIVEKANANDA COLLEGE, THIRUVEDAGAM	14.01.1998 & 15.01.1998	PARTICIPATED	-

3.	UGC SPONSORED NATIONAL SEMINAR ON "QUESTION BANK PHASE II"	PSG COIMBATORE	27.01.1999 - 29.01.1999	PARTICIPATED	-
4.	STATE LEVEL SEMINAR ON "CAPITAL MARKET"	V.V.V COLLEGE VIRUDHU NAGAR	21.09.2004	PRESENTED	CAPITAL MARKET & ITS IMPACT ON INVESTMENT
5.	NATIONAL SEMINAR ON "RECENT TRENDS (CHALLENGES & CHANGES) IN COMMERCE"	SRI KALISWARI COLLEGE SIVAKASI	03.02.2006	PRESENTED	IMPACT OF GLOBALIZATION IN INDIAN INDUSTRIES
6.	STATE LEVEL SEMINAR ON "VALUE ADDED TAX"	WALKHF BOARD COLLEGE MADURAI	15.03.2006	PARTICIPATED	-
7.	ICSSR SPONSORED INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	DEPARTMENT OF ECONOMICS, CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR	03.03.2008 - 05.03.2008	PARTICIPATED	-
8.	NAAC SPONSORED NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	FATIMA COLLEGE, MADURAI	27.02.2009	PRESENTED	STRATEGIES FOR CURRICULUM DEVELOPMENT & EVALUATION FOR ENHANCING QUALITY OF HIGHER EDUCATION IN COMMERCE
9.	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	DEPT. OF ECONOMICS, FATIMA COLLEGE, MADURAI	23.01.2010	PRESENTED	GLOBAL RECESSION AND ITS IMPACT (WITH SPECIAL REFERENCE TO GOLD)
10.	UGC SPONSORED INTERNATIONAL CONFERENCE ON "BANKING SECTOR IN THE GLOBAL SCENARIO"	M. S. UNIVERSITY, TIRUNELVELI	21.01.2011 & 22.01.2011	PRESENTED	IT ENABLED BANKING PRODUCTS AND SERVICES
11.	UGC SPONSORED NATIONAL SEMINAR ON "INNOVATIVE MARKETING STRATEGIES FOR SUSTAINABLE GROWTH"	JEYARAJ ANNAACKIAM COLLEGE FOR WOMEN (AUT.) PERIAKULAM	DEC. 15 & 16, 2015	PRESENTED	CONSUMER AWARENESS ABOUT GREEN PRODUCTS – A STUDY WITH SPECIAL REFERENCE TO MADURAI CITY
12.	ICSSR SPONSORED NATIONAL SEMINAR ON "INDIAN RETAIL SECTOR IN THE GLOBAL ECONOMY- EMERGING TRENDS, ISSUES AND CHALLENGES"	SRI KALEESWARI COLLEGE FOR WOMEN (AUT.), SIVAKASI	DEC. 2015	PRESENTED	A STUDY ON JOB SATISFACTION AMONG LOGISTIC WORKERS IN MADURAI CITY
13.	NATIONAL SEMINAR ON "IMPACT OF DEMONETISATION ON INDIAN ECONOMY"	THE RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 10, 2017	PRESENTED	A STUDY ON IMPACT OF DEMONETISATION ON REAL ESTATE IN MADURAI CITY
14.	NATIONAL SEMINAR ON "BUSINESS INTELLIGENCE SYSTEMS"	THE RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, MADURAI	MAR. 07, 2018	PRESENTED	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES TOWARDS STATE BANK OF INDIA IN MADURAI CITY
15.					A STUDY ON EFFECTIVE MOBILE APPLICATIONS AND TRANSACTIONS OF BUSINESS GROWTH

16.	UBCHEA SPONSORED FACULTY WORKSHOP	LADY DOAK COLLEGE, MADURAI	AUG. 16, 2018	PARTICIPATED	STRATEGIC PLANNING AND FUND RAISING
17.	NATIONAL SEMINAR ON TRENDS IN COMMERCE	SERMATHAI COLLEGE FOR WOMEN, MADURAI	FEB. 06, 2019	PRESENTED	A STUDY ON CUSTOMERS ATTITUDE ON THE SERVICES PROVIDED IN BEAUTY PARLOURS IN MADURAI CITY
18.	INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN BANKING, INSURANCE & INTERNATIONAL TRADE	THIAGARAJAR COLLEGE MADURAI	MAR. 27 & 28, 2019	PRESENTED	A STUDY ON PERCEPTION OF BEAUTY PARLOUR CUSTOMERS TOWARDS HEALTH INSURANCE IN MADURAI CITY
19.	NATIONAL SEMINAR ON IMPACT OF GST ON SERVICE SECTOR	FATIMA COLLEGE, MADURAI	AUG. 08, 2019	PRESENTED	GST ON EDUCATION SECTOR IN INDIA

## 7. 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.	MADURAI KAMARAJ UNIVERSITY, MADURAI	-	1538	14.02.2017	-	5	-	-

### PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	STUDENT NAME	TITLE OF THESIS	MODE OF PH.D.	REG. 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.	NANBHINI S	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS NATURAL SAND AND MANUFACTURED SAND IN MADURAI DISTRICT	PART TIME	P5153	19.01.2018	MADURAI KAMARAJ UNIVERSITY, MADURAI	PURSUING	-
2.	ANITHA S	A STUDY ON CALL TAXI SERVICES IN MADURAI DISTRICT [WITH SPECIAL REFERENCE TO WOMEN PASSENGERS & CALL TAXI OPERATORS]	PART TIME	P5484	06.10.2018	MADURAI KAMARAJ UNIVERSITY, MADURAI	PURSUING	-
3.	CHITRA DEVI S	A STUDY ON JOB SATISFACTION OF WOMEN WORKERS IN RESTAURANTS IN MADURAI DISTRICT	PART TIME	P5485	06.10.2018	MADURAI KAMARAJ UNIVERSITY, MADURAI	PURSUING	-

4.	TRESA E A	A STUDY OF THE FACTORS MOTIVATING CARDOMOM PLANTERS WITH SPECIAL REFERENCE TO UDUKKI DISTRICT	PART TIME	P5486	26.10.2018	MADURAI KAMARAJ UNIVERSITY, MADURAI	PURSUIING	-
5.	JAMESLYN VIDYA	A STUDY ON CUSTOMER ATTITUDE TOWARDS MOBILE APPS WITH REFERENCE TO MADURAI DISTRICT	PART TIME	-	06.10.2018	MADURAI KAMARAJ UNIVERSITY, MADURAI	PURSUIING	-

### M.PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	ORGANIZATION	STUDENT NAME	YEAR
1.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS CELL PHONE SERVICES WITH SPECIAL REFERENCE TO WOMEN IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	N. KALAVATHY	2007
2.	A STUDY ON CONSUMER PREFERENCE OF WASHING MACHINES IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	T. K. GEETHA PRIYA	2008
3.	ATTITUDE OF EMPLOYED WOMEN TOWARDS INVESTMENT IN GOLD WITH SPECIAL REFERENCE TO MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	M. BETSY	2011
4.	A STUDY ON STRESS MANAGEMENT OF WOMEN PROFESSIONALS IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	P. ABINAYA	2011
5.	A STUDY ON JOB SATISFACTION OF WOMEN TEACHERS OF SELF FINANCED ARTS AND SCIENCE COLLEGES IN MADURAI	FATIMA COLLEGE (AUTONOMOUS), MADURAI	S. CHITHRA DEVI	2012
6.	A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIZED RETAILING IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	P. RUBY LEELA	2012
7.	A STUDY ON THE ROLL OF PART TIME EMPLOYMENT ACTIVITIES IN THE ECONOMIC UPLIFTMENT OF STUDENTS OF WOMEN COLLEGES IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	A. NITHYA	2012
8.	A STUDY ON BRAND LOYALTY OF CONSUMERS TOWARDS HAIR CARE PRODUCTS IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	V. SOBANA	2013
9.	A STUDY ON IMPULSIVE BUYING BEHAVIOUR AMONG CONSUMERS IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	J. KALAIVANI	2013
10.	A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS DTH SERVICES IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	J. MONICA	2014
11.	A STUDY ON PASSENGERS' SATISFACTION TOWARDS CALL TAXI SERVICES WITH SPECIAL REFERENCE TO WOMEN IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	S. ANITHA	2014
12.	A STUDY ON CONSUMER AWARENESS AND PREFERENCE TOWARDS ORGANIC FOOD PRODUCTS IN MADURAI	FATIMA COLLEGE (AUTONOMOUS), MADURAI	S. KALEESWARI	2015
13.	A STUDY ON ENTREPRENEURIAL TRAITS OF ENGINEERING STUDENTS OF MADURAI DISTRICT	FATIMA COLLEGE (AUTONOMOUS), MADURAI	V. RAJEE	2015
14.	A STUDY ON SOCIO –ECONOMIC CONDITIONS OF SALES WOMEN IN UN ORGANIZED SECTOR IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	RESHMA. S	2016

15.	A STUDY ON BRAND PREFERENCE AND SATISFACTION TOWARDS FOUR WHEELERS WITH SPECIAL REFERENCE TO SELF-DRIVING WOMEN IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	AISHWARYA. C	2016
16.	A STUDY ON THE MOTIVATIONAL PRACTICES FOLLOWED IN THE POLICE DEPARTMENT IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	SAGAYAVANI. N	2016
17.	A STUDY ON CONSUMER PREFERENCE TOWARDS SMARTPHONES AMONG WOMEN IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAHALAKSHMI. P	2017
18.	BENEFICIARIES ATTITUDE TOWARDS CHIEF MINISTER'S COMPREHENSIVE HEALTH INSURANCE SCHEME IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	DIVYABHARATHI. B	2017
19.	A STUDY ON CONSUMER SATISFACTION TOWARDS JIO MOBILE SERVICES IN MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	ANGEL AUDREY FERNANDEZ. A	2018
20.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS STREET FOOD PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY	FATIMA COLLEGE (AUTONOMOUS), MADURAI	SUBATHRA. S	2018

## 8. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISBN/ ISSN	PUBLISHER
1.	CO - OPERATIVES	A STUDY ON THE BUYER BEHAVIOUR OF CO - OPERATIVE SILK SAREES	2000	-	-	150 - 160	81-7141-521-0	DISCOVERY PUBLISHING HOUSE NEW DELHI
2.	PROCEEDINGS OF NATIONAL SEMINAR ON "RECENT TRENDS (CHALLENGES AND CHANGES) IN COMMERCE"	IMPACT OF GLOBALIZATION IN INDIAN INDUSTRIES	2006	-	-	15	-	SREE KALEESWARI COLLEGE, SIVAKASI
3	PROCEEDINGS OF NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	STRATEGIES FOR CURRICULUM DEVELOPMENT AND EVALUATION FOR ENHANCING QUALITY OF HIGHER EDUCATION IN COMMERCE	FEB. 2009	-	-	202 - 205	-	IQAC, FATIMA COLLEGE, MADURAI
4.	BANKING SECTOR IN THE GLOBAL SCENARIO	IT ENABLED BANKING PRODUCTS / SERVICES	2011	-	-	402 - 407	978-93-80812-05-2	SRI MARUTI PUBLISHERS, CHENNAI
5.	RETAIL MARKETING IN INDIA TRENDS AND CHALLENGES	RETAIL INDUSTRY IN INDIA	2011	-	-	14 - 18	978-93-20657-50-9	SHANLAX PUBLISHERS, MADURAI
6.	FACET 2K11 - ANNUAL JOURNAL OF RESEARCH	STRESS MANAGEMENT BY PROFESSIONAL WOMEN IN MADURAI CITY	2011	3	-	1 - 11	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI

7.	FACET 2K12 - ANNUAL JOURNAL OF RESEARCH	THE BENEFITS OF PART TIME EMPLOYMENT ACTIVITIES TO THE STUDENTS OF WOMEN COLLEGES IN MADURAI CITY IN THEIR ECONOMIC UPLIFTMENT	2012	4	-	87 - 99	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
8.	FACET 2K14 - ANNUAL JOURNAL OF RESEARCH	A STUDY ON PASSENGERS SATISFACTION TOWARDS CALL TAXI SERVICES (WITH SPECIAL REFERENCE TO WOMEN IN MADURAI CITY)	2014	-	-	1	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
9.		A STUDY ON FACTORS INFLUENCING THE CONSUMERS BRAND PREFERENCE TOWARDS DTH IN MADURAI CITY				67		
10.	INTERNATIONAL JOURNAL OF ECONOMICS AND BUSINESS REVIEW	ECONOMIC UPLIFTMENT OF FEMALE STUDENTS OF COLLEGES AND PART TIME EMPLOYMENT ACTIVITIES	APRIL 2015	3	4	240-248	2347-9671	EPRA TRUST
11.	FACET 2K15 - ANNUAL JOURNAL OF RESEARCH	A STUDY ON CONSUMERS AWARENESS ABOUT ORGANIC FOOD PRODUCTS IN MADURAI	Nov. 2015	7	-	1	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
12.		A STUDY ON BARRIERS PREVENTING ENGINEERING STUDENTS TO ENTER INTO ENTREPRENEURSHIP				18		
13.	PROCEEDINGS OF UGC SPONSORED NATIONAL SEMINAR	INNOVATIVE MARKETING STRATEGIES FOR SUSTAINABLE GROWTH	DEC. 2015	-	-	1	978-81-923121-0-1	JEYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUT.), PERIAKULAM
14.	PROCEEDINGS OF ICSSR SPONSORED NATIONAL SEMINAR	A STUDY ON JOB SATISFACTION AMONG LOGISTIC WORKERS IN MADURAI CITY	DEC. 2015	-	-	123	978-81-930024-7-6	SRI KALEESWARI COLLEGE FOR WOMEN (AUT.), SIVAKASI
15.	FACET 2K16 - ANNUAL JOURNAL OF RESEARCH	A STUDY ON BRAND PREFERENCE AND SATISFACTION TOWARDS FOUR WHEELERS WITH SPECIAL REFERENCE TO SELF-DRIVING WOMEN IN MADURAI CITY	Nov. 2016	-	-	1	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
16.		A STUDY ON SOCIO-ECONOMIC CONDITIONS OF SALES WOMEN IN UNORGANIZED SECTOR IN MADURAI CITY				52		
17.		A STUDY ON MOTIVATIONAL PRACTICES FOLLOWED IN THE POLICE DEPARTMENT IN MADURAI CITY				20		
18.	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE	A STUDY ON IMPACT OF DEMONETIZATION ON REAL ESTATE IN MADURAI CITY	JUNE 2017	5	SPL. ISS.	6	2320-4168	FATIMA COLLEGE, MADURAI
19.	FACET 2K17 - ANNUAL JOURNAL OF RESEARCH	SATISFACTION LEVEL OF THE BENEFICIARIES OF THE CHIEF MINISTER'S HEALTH INSURANCE SCHEME IN MADURAI CITY	Nov. 2017	9	-	87	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI

20.	BODHI INTERNATIONAL JOURNAL OF COMMERCE – ONLINE, PEER REVIEWED, REFEREED AND QUARTERLY JOURNAL (UGC APPROVED JOURNAL 44274)	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES TOWARDS STATE BANK OF INDIA IN MADURAI CITY	MAR. 2018	2	12 (SPL. ISS.)	1	2456-5571	CENTER FOR RESOURCE, RESEARCH AND PUBLICATION SERVICES (CRRPS), INDIA
21.		A STUDY ON EFFECTIVE MOBILE APPLICATIONS AND TRANSACTIONS OF BUSINESS GROWTH				6		
22.	FACET 2K18 – MULTIDISCIPLINARY ANNUAL JOURNAL OF RESEARCH	A STUDY ON THE SERVICES PROVIDED BY JIO DIGITAL LIFE AND THE LEVEL OF SATISFACTION OF JIO CONSUMERS IN MADURAI CITY	DEC. 2018	9	1	-	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
23.	INTERNATIONAL JOURNAL OF RESEARCH & BUSINESS INNOVATION	EFFECT ON HIGH PERFORMANCE CONCRETE USING M SAND	JAN. 2019	7	1	6	2321-5615	IJRBI

## 9. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	GREEN MARKETING - A THRUST ON REVIEWABLE ENERGY PRODUCTS	2014	RESEARCH CENTRE OF COMMERCE, FATIMA COLLEGE, SHANLAX PUBLISHERS, MADURAI	978-93-80686-46-2
2.	MEMBER EDITORIAL COMMITTEE FACET ANNUAL JOURNAL OF RESEARCH	2014 & 2015	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI	0975-6973
3.	MEMBER EDITORIAL COMMITTEE MASIV J-INTERNATIONAL JOURNAL-BI-ANNUAL	2017 & 2018	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE POOVANTHI	2454-4558

## 10. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	DATE
1.	CHIEF GUEST	MANGAYARKARASI COLLEGE, MADURAI	JUDGE FOR PAPER PRESENTATION" GUSTO-COM 06"	01.03.2006
2.	MODERATOR 1 SESSION	THE AMERICAN COLLEGE, MADURAI	STATE LEVEL SEMINAR -ISSUES & CHALLENGES OF BUSINESS ENTERPRISES IN INDIA WITH REFERENCE TO GLOBAL SCENARIO	16.03.2010
3.	INAUGURAL ADDRESS	SERMATHAI VASAN COLLEGE, MADURAI	VIII INTER COLLEGIATE TROOPERS OF COMMERCE MEET PAPER PRESENTATION	11.08.2010
4.	SPECIAL ADDRESS	NADAR SARASWATHI COLLEGE, MADURAI	TRANSACTIONAL ANALYSIS	10.08.2010
5.	GUEST LECTURE	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE	WORK CLIMATE	18.07.2013



6.	GUEST LECTURE	JEARAJ ANNA PACKIAM COLLEGE FOR WOMEN (AUTONOMOUS), PERIYAKULAM	BEHAVIOURAL ASPECTS IN THE ORGANIZATION	24.09.2013
7.	RESOURCE PERSON STATE LEVEL WORKSHOP FOR RESEARCH SCHOLARS	RESEARCH CENTRE OF COMMERCE, SARASWATHI NARAYANAN COLLEGE, MADURAI	FORMULATING RESEARCH PROBLEMS IN AREAS OTHER THAN HR AND MARKETING	30.12.2015
8.	GUEST LECTURE	DEPT. OF M.COM CA, PKN COLLEGE, THIRUMANGALAM	GROUP DYNAMICS	01.09.2016
9.	A CHIEF GUEST AND SPECIALADDRESS	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE POOVANTHI	EDUCATION AND WOMEN EMPOWERMENT	06.09.2017
10.	CHIEF GUEST	ST. IGNATIUS' CONVENT HIGHER SECONDARY SCHOOL PALAYAMCOTTAI	96 <sup>TH</sup> ANNUAL DAY	13.10,2017
11.	MEMBER OF NEIGHBOURHOOD COLLEGE	MANGAYARKARASI COLLEGE, MADURAI	IQAC- MANGAYARKARASI COLLEGE, MADURAI	06.01.2018
12.	EXTERNAL EXAMINER - PH.D. PUBLIC VIVA-VOCE	ST. JOSEPH'S COLLEGE, TRICHIRAPALLI	-	29.08.2018

### 11. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	THEME	RADIO/TV SHOWS	ORGANIZED BY	PLACE	DATE
1.	INDUSTRIAL ORGANIZATION	RADIO	ICC - MKU & ALL INDIA RADIO	MADURAI	1990
2.	OFFICE MANAGEMENT	RADIO	ICC - MKU & ALL INDIA RADIO	MADURAI	1991

### 12. MEMBER OF ACADEMIC BODIES

S. No.	NAME OF THE POSITION & BODY	NAME OF THE INSTITUTION	DURATION
1.	MEMBER OF BOARD OF STUDIES FOR B.COM. CA OF AFFILIATED COLLEGES	ALAGAPPA UNIVERSITY, KARIKUDI	2017 - 2020
2.	MEMBER OF BOARD OF STUDIES FOR B.COM., M.COM. AND M.PHIL.	ST. MARY'S COLLEGE, TUTICORIN	2017 - 2020