

**NAME** : DR. M. ARASAMMAL  
**POSITION** : ASSISTANT PROFESSOR & HEAD  
**FACULTY OF** : COMMERCE WITH COMPUTER APPLICATIONS  
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**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.	UG	COMMERCE	HOLY CROSS COLLEGE, TRICHY	1991
2.	PG	COMMERCE	SEETHALAKSHMI RAMASAMY COLLEGE, TRICHY	1994
3.	M.PHIL.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	1996
4.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2008
5.	CERTIFICATE	TALLY EES 6.3	JL COMPUTER ACADEMY	2003

### 2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	SRC (AUTONOMOUS) COLLEGE, TRICHY	1994 - 1995
2.	P.K.R. ARTS COLLEGE FOR WOMEN, GOBI	1996 - 2000
3.	THE AMERICAN COLLEGE, MADURAI	2000 - 2001
4.	LADY DOAK COLLEGE, MADURAI	2001 - 2003
5.	FATIMA COLLEGE, (AUTONOMOUS) MADURAI	2003 - TILL DATE

### 3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	YOUTH RED CROSS (SF) COORDINATOR	2003 - 2005
2.	UNION ADVISOR	2009 - 2010
3.	STAFF SECRETARY	2010 - 2011
4.	DISCIPLINE MEMBER	2009 - 2010
5.	HOD	2011 - TILL DATE

6.	IQAC CORE MEMBER	2011 - 2012
7.	FOREIGN STUDENTS WELFARE CELL MEMBER	2010-2015
8.	CO-ORDINATOR FOR RESEARCH ADVISORY CELL	2013 -2015
9.	DEAN OF RESEARCH SF	2015 - 2017
10.	VICE PRINCIPAL	JUNE 2018 - TILL DATE

#### 4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	LADY DOAK COLLEGE, MADURAI	QUESTION SETTER	2004 TILL DATE
2.	THE AMERICAN COLLEGE, MADURAI	QUESTION PAPER SETTER	2005 TILL DATE
3.	DEVANGA ARTS COLLEGE (AUTONOMOUS), ARUPPUKOTTAI	QUESTION PAPER SETTER	2009 TILL DATE
4.	V.V.V. VANIAPERUPAL COLLEGE, VIRUDHUNAGAR	QUESTION PAPER SETTER	2010 - 2011
5.	ALAGAPPA UNIVERSITY, KARAIKUDI	QUESTION PAPER SETTER	2010 - TILL DATE
6.	SREE SARASWATHI THYAGARAJA COLLEGE (AUTONOMOUS), COIMBATORE	EXTERNAL MEMBER, BOARD OF STUDIES	2017 - TILL DATE

#### 5. AREAS OF SPECIALIZATION

- ACCOUNTANCY
- COST ACCOUNTING
- MANAGEMENT ACCOUNTING
- INCOME TAX

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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	NATIONAL SEMINAR ON "CUSTOMER RELATIONSHIP MANAGEMENT"	DEPT. OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	MAR. 01, 2006	PRESENTED	CUSTOMER RELATIONSHIP MANAGEMENT
2.	NATIONAL SEMINAR ON "MANAGING THE FUTURE"	DEPT. MANAGEMENT STUDIES, SOURASHTRA COLLEGE, MADURAI	MAR. 08, 2008	PRESENTED	STRESS IN THE WORK PLACE
3.	NATIONAL SEMINAR ON "RECENT TRENDS IN INFORMATION TECHNOLOGY"	DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE, MADURAI	FEB. 15, 2008	PRESENTED	TOURISM MARKETING
4.	NATIONAL SEMINAR ON "INTERNAL QUALITY ASSURANCE SYSTEM-INNOVATION AND INITIATIVES"	IQAC, FATIMA COLLEGE, MADURAI	FEB. 19 & 20, 2008	PRESENTED	INTERNAL QUALITY ASSURANCE SYSTEM-INNOVATION AND INITIATIVES
5.	NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	IQAC, FATIMA COLLEGE, MADURAI	FEB. 27, 2009	PRESENTED	LEARNER CENTERED TEACHING

6.	NATIONAL SEMINAR ON "CONTEMPORARY PROGRESS IN CYBERSPACE"	DEPT. OF IT, FATIMA COLLEGE, MADURAI	FEB. 17, 2012	PRESENTED	M- PAYMENT
7.	NATIONAL CONFERENCE ON "GREEN BUSINESS-POWERING SUSTAINABLE DEVELOPMENT"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	SEP. 15, 2012	PRESENTED	WATER CONSERVATION
8.	NATIONAL CONFERENCE ON "INNOVATIVE TECHNOLOGIES AND ADVANCED COMPUTING" – NCITAC'15	PG DEPT. OF INFORMATION TECHNOLOGY, FATIMA COLLEGE, MADURAI	AUG. 21, 2015	PRESENTED	MODEL
9.	INTERNATIONAL CONFERENCE ON "MANAGING DISASTER – A STRATEGIC PERSPECTIVE"	DEPT. OF MANAGEMENT STUDIES, FATIMA COLLEGE, MADURAI	SEP. 29 & 30, 2016	PRESENTED	MULTIMEDIA DISASTER – A STUDY CONDUCTED AMONG NON-TEACHING STAFF IN COLLEGES
10.	NATIONAL SEMINAR "CORPORATE GOVERNANCE AND SHAREHOLDERS VALUES"	PG & RESEARCH DEPT. OF COMMERCE (CA)	MAR. 25 , 2017	PRESENTED	CONFLICT MANAGEMENT IN PRIVATE INSURANCE COMPANY
11.	INTERCOLLEGIATE RESEARCH FEST EXPLORIA'16	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 09, 2016	ORGANISED	EXPLORIA'16
12.	INTERNATIONAL SYMPOSIUM "THE ENGINEERING OF DRUG DELIVERY SYSTEM USING ULTRASOUND – RESPONSIVE BIO MOLECULES"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	SEP. 19, 2017	ORGANISED	INNOVATIVE RESPONSES TO SOCIAL AND ENVIRONMENTAL ISSUES"
13.	NATIONAL SEMINAR "SCIENCE AND SCIENTIFIC OUTLOOK"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	FEB. 26, 2017	ORGANISED	-
14.	NATIONAL LEVEL INTERCOLLEGIATE RESEARCH FEST YOUTH: AGENTS OF EMANCIPATION & SOCIAL TRANSFORMATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 14, 2017	ORGANISED	YOUTH: AGENTS OF EMANCIPATION & SOCIAL TRANSFORMATION
15.	NATIONAL LEVEL RESEARCH FEST YOUTH DEVELOPMENT: HOLISTIC HEALTH	FATIMA COLLEGE (AUTONOMOUS), MADURAI	FEB. 22, 2018	ORGANISED	YOUTH DEVELOPMENT: HOLISTIC HEALTH
16.	ONE-DAY WORKSHOP ON "INTELLECTUAL PROPERTY RIGHTS"	RESEARCH ADVISORY COMMITTEE FATIMA COLLEGE (AUTONOMOUS), MADURAI	DEC. 10, 2016	ORGANISED & PARTICIPATED	-
17.	NATIONAL CONFERENCE ON " E- COMMERCE: CHALLENGES & OPPORTUNITIES IN GLOBAL SCENARIO"	MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	FEB. 05, 2016	PRESENTED	M-COMMERCE
18.	ONE-DAY SEMINAR IMPLICATIONS OF NEW EDUCATIONAL POLICY: A DISCOURSE	FATIMA COLLEGE (AUTONOMOUS), MADURAI	AUG. 10, 2016	PARTICIPATED	-
19.	TWO –DAY INTERNATIONAL CONFERENCES "SOCIAL MEDIA FOR SERVICES SECTOR"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	AUG. 20 & 21, 2014	PRESENTED	SOCIAL MEDIA –EFFECTS ON EMPLOYER & EMPLOYEE
20.	INTERNATIONAL WORKSHOP "RECENT TRENDS IN FINANCIAL STATEMENTS – IAS & IFRS REQUIREMENTS"	MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, MADURAI	JAN. 19, 2018	PARTICIPATED	-
21.	INTERNATIONAL CONFERENCES ON "GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA "	DEPTS. OF MBA, MCA &M.Sc. IT, FATIMA COLLEGE (AUTONOMOUS), MADURAI	SEP. 13, 2017	PRESENTED	CORE BANKING

## 7. RESEARCH GUIDANCE

➤ **NO. OF M.PHIL. GUIDED : 3**

### M. PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF THESIS	STUDENT NAME	UNIVERSITY	YEAR
1.	A GENERAL STUDY WITH REFERENCE TO THE EFFECTIVENESS OF MEDIA ON THE USAGE OF CELLULAR NETWORKS IN SALEM TOWN.	B. THANUJA	PERIYAR UNIVERSITY,	2007
2.	A STUDY ON SPENDING HABITS AMONG COLLEGE STUDENTS IN GOPICHETTYPALAYAM	P. JAYASUDHA	PKR ARTS AND SCIENCE COLLEGE FOR WOMEN, GOPICHETTYPALAYAM	2008
3.	A STUDY ON THE ATTITUDE OF WOMEN TOWARDS TELEVISION ADVERTISEMENT IN MADURAI CITY	S . MEENAKSHI	FATIMA COLLEGE, MADURAI	2011

## 8. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL/BOOK NAME	TITLE OF THE ARTICLE	MONTH/ YEAR	VOL. No.	ISSUE No.	PAGE No.	ISBN	PUBLISHER
1.	HRD	LEARNER CENTERED TEACHING	OCT, 2009	11	10	13	-	HRD TIMES OF INDIA, CHENNAI
2.	INTERNATIONAL JOURNAL OF EDUCATION AND SOCIAL SCIENCE	CONFLICT MANAGEMENT IN PRIVATE INSURANCE COMPANIES	MARCH,2017	44	10	93	ISSN2410-5171	MAHENDRA ARTS AND SCIENCE COLLEGE, NAMAKKAL