

NAME : DR. B. SAHAYARANI FERNANDO (RETIRED)
POSITION : ASSOCIATE PROFESSOR & HEAD
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. MARY'S COLLEGE, TUTICORIN	1982
2.	P.G.	COMMERCE	ST. MARY'S COLLEGE, TUTICORIN	1984
3.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY	2007
4.	CERTIFICATE	TALLY 7.2	CSC COMPUTER EDUCATION	2002

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	FATIMA COLLEGE, MADURAI	20.09.1984 - 31.05.2022

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	NCC OFFICER	1986-1991
2.	AICUF CO-ORDINATOR	1992-1994
3.	FACULTY ADVISOR-STUDENTS UNION	2004-2006
4.	DEAN OF ACADEMIC AFFAIRS	2010-2012
5.	MEMBER OF ACADEMIC COUNCIL	2010-2012
6.	MEMBER OF AWARDS COMMITTEE	2010-2012
7.	MEMBER OF PLANNING AND EVALUATION COMMITTEE	2010-2012
8.	MEMBER OF STUDENTS GRIEVANCES COMMITTEE	2010-2012
9.	MEMBER OF INTERNAL QUALITY CELL	2010-2012
10.	MEMBER OF COLLEGE COUNCIL	2010-2012
11.	MEMBER OF GOVERNING BODY	2015-2016

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	MADURAI KAMARAJ UNIVERSITY, MADURAI	EXAMINER	1986 - 2022
2.	THE AMERICAN COLLEGE, MADURAI	EXAMINER	1986 - 2022
3.	SVN COLLEGE, MADURAI	EXAMINER	2008 - 2022
4.	VVV COLLEGE, VIRUDHUNAGAR	EXAMINER	2010 - 2022
5.	THIAGARAJAR COLLEGE, MADURAI	EXAMINER	2006 - 2022
6.	JAYARAJ ANNAKIAM COLLEGE FOR WOMEN, PERIYAKULAM	EXAMINER	2008 - 2022
7.	ST. MARY'S COLLEGE, THOOTHUKUDI	EXAMINER	2010 - 2022
8.	ST. JOSEPH'S COLLEGE, TIRUCHIRAPPALLI	EXAMINER	2010 - 2022
9.	ST. XAVIER'S COLLEGE, PALAYAMKOTTAI	EXAMINER	2010 - 2022

5. AREAS OF SPECIALIZATION

➤ HUMAN RESOURCE MANAGEMENT

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/ FDP ATTENDED

S. No.	PROGRAMMES	ORGANIZED BY	DATE
1.	ORIENTATION	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY, MADURAI	1988
2.	REFRESHER	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY, MADURAI	1996
3.	REFRESHER	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY, MADURAI	1999
4.	REFRESHER	RURAL INSTITUTE OF MANAGEMENT GANDHIGRAM UNIVERSITY, DINDIGUL	2002

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

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	UGC SPONSORED WORKSHOP ON "RESEARCH METHODOLOGY"	ALAGAPPA UNIVERSITY, KARAIKUDI	1988	PARTICIPATED	-
2.	UGC SPONSORED WORKSHOP ON "QUESTION BANK IN COMMERCE – PHASE I"	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	NOV. 1997	PARTICIPATED	-
3.	UGC SPONSORED WORKSHOP ON "QUESTION BANK IN COMMERCE – PHASE II"	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	JAN. 1999	PARTICIPATED	-
4.	WORKSHOP ON "APPLICATION OF SPSS PACKAGES IN SOCIAL SCIENCES"	DEPARTMENT OF ECONOMICS, SCOTT CHRISTIAN COLLEGE, NAGERCOIL	SEPT. 2002	PARTICIPATED	-
5.	UGC SPONSORED NATIONAL SEMINAR ON "EDP IN ACCOUNTING"	COMMERCE DEPARTMENT, FATIMA COLLEGE	1985	PARTICIPATED	-

S. No.	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
6.	INTERCOLLEGIATE SEMINAR ON "RECENT TRENDS IN CAPITAL MARKET"	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	23 RD MAR. 2004	PARTICIPATED	-
7.	STATE LEVEL SEMINAR ON "BUSINESS ETHICS"	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	15 TH OCT. 2005	PARTICIPATED	-
8.	NATIONAL SEMINAR ON "ETHICS IN MARKETING"	ST JOSEPH'S COLLEGE, CUDDALORE	2005	PARTICIPATED	-
9.	UGC SPONSORED INTERNATIONAL SEMINAR ON "HIGHER EDUCATION"	CPA COLLEGE, BODI	2007	PARTICIPATED	-
10.	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	DEPARTMENT OF ECONOMICS, FATIMA COLLEGE, MADURAI	JAN. 22, 2010	PRESENTED	IMPACT OF ECONOMIC RECESSION IN TOURISM SECTOR
11.	NATIONAL SEMINAR ON "OPPORTUNITIES AND CHALLENGES FOR WOMEN IN BUSINESS"	DEPARTMENT OF COMMERCE, FATIMA COLLEGE, MADURAI	JAN. 29, 2010	PRESENTED	MICRO CREDIT FOR WOMEN ENTREPRENEURS'
12.	UGC SPONSORED NATIONAL SEMINAR NATIONAL SEMINAR ON "SALES PROMOTIONAL STRATEGIES"	VHNSN COLLEGE, VIRUDHUNAGAR	22 ND & 23 RD DEC. 2010	PRESENTED	SALES PROMOTIONAL STRATEGIES OF MSME
13.	NATIONAL SEMINAR ON "TREND AND RESEARCH IN MANAGEMENT"	OXFORD ENGINEERING COLLEGE	7 TH & 8 TH JAN. 2011	PARTICIPATED	-
14.	UGC SPONSORED INTERNATIONAL SEMINAR ON "E-BANKING CHALLENGES AND OPPORTUNITIES"	MANONMANIAM SUNDARANAR UNIVERSITY	21 ST JAN. 2011	PRESENTED	E-BANKING CHALLENGES AND OPPORTUNITIES
15.	INTERNATIONAL CONFERENCE ON "ENVIRONMENT SUSTAINABILITY: CHALLENGES & STRATEGIES"	DEPARTMENTS OF HISTORY, ECONOMICS, SOCIOLOGY & COMMERCE	17 TH & 18 TH FEB. 2011	PARTICIPATED	-
16.	UGC SPONSORED NATIONAL SEMINAR ON "RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES"	PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI	24 TH SEP. 2011	PRESENTED	FUTURE TRENDS OF RETAIL IN INDIA
17.	NATIONAL SEMINAR ON "IMPACT OF MNC'S ENTRY IN THE INDIAN RETAIL MARKET"	DEPARTMENT OF COMMERCE, THIYAGARAJAR COLLEGE, MADURAI	MAR. 15 & 16, 2012	PRESENTED	A STUDY ON CONSUMER PREFERENCE TOWARDS MNC'S AND INDIAN SOFT DRINKS
18	UGC SPONSORED NATIONAL CONFERENCE ON MARKETING OF ECOTOURISM: PROSPECTS AND CHALLENGES	FATIMA COLLEGE, MADURAI	03 & 04 SEP. 2014	PARTICIPATED	-

8. RESEARCH GUIDANCE

NO. OF M. PHIL. GUIDED : 20

M. PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	STUDENT NAME	YEAR
1.	COMPARATIVE STUDY OF HOUSING FINANCE BY CANARA BANK AND LIC HFL	MRS. VEERAMANI	2006 - '07
2.	A STUDY ON CULTIVATION AND MARKETING OF COCONUT IN DINDIGUL DISTRICT	S. AROCKIA MARY	2006 - '07

S. No.	TITLE OF DISSERTATION	STUDENT NAME	YEAR
3.	A COMPARATIVE STUDY INVESTORS PREFERENCE TOWARDS SBI AND BAJAJ ALLIANCE MUTUAL FUND IN MADURAI CITY	S. PORKODI	2007 - '08
4.	A STUDY ON THE PERFORMANCE APPRAISAL OF THE FINANCIAL SCHEMES AND SERVICES OFFERED BY MUTHOOT FINANCE PVT. LTD AND ITS FINANCIAL ANALYSIS	MRS. MEGE	2007 - '08
5.	QUALITY OF WORKING LIFE AMONG COLLEGE LECTURERS IN MADURAI CITY	H. MERCY EMIMAH ROSALIND	2008
6.	A STUDY ON READERS PREFERENCE FOR TAMIL NEWSPAPER WITH SPECIAL REFERENCE TO MADURAI CITY	A. ANANDHA JOTHI	2008 - '09
7.	A STUDY ON ENERGY CONSUMPTION PATTERN OF HOUSEHOLD SECTOR IN MADURAI CITY	V. NALINI	2008 - '09
8.	A STUDY ON WOMEN ENTREPRENEURS IN SMALL SCALE INDUSTRIES (THENI DISTRICT)	A. VANDHANA	2008 - '09
9.	A STUDY ON JOB STRESS AMONG WOMEN POLICE IN MADURAI CITY	M. DIVYA	2009 - '10
10.	A COMPARATIVE STUDY ON POST GRADUATE TEACHERS IN SCHOOLS AND COLLEGES OF MADURAI	K. SUGUMARI	2009 - '10
11.	A STUDY ON PERFORMANCE AND IMPACT OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE PROGRAMME IN BATLAGUNDU BLOCK	T. MANIMALA	2010 - '11
12.	A STUDY ON DOMESTIC FINANCIAL MANAGEMENT OF HIGH-INCOME EARNERS IN MADURAI CITY	S. NISHA FATHIMA	2010 - '11
13.	A STUDY ON ATTITUDE OF COLLEGE TEACHERS TOWARDS PURCHASE OF WOODEN FURNITURE'S IN MADURAI CITY	FANNY	2011 - '12
14.	A STUDY ON HIKE IN GOLD PRICE FROM 1992-2012 IN MADURAI CITY	SUBHASHINI	2011 - '12
15.	A COMPARATIVE STUDY ON MOFUSIL BUS SERVICES PROVIDED BY PUBLIC AND PRIVATE TRANSPORTS.	D. SARANYA	2011 - '12
16.	A STUDY ON CUSTOMERS SATISFACTION TOWARDS BSNL TELECOMMUNICATION SERVICES IN MADURAI DISTRICT, TAMIL NADU	RAJALAKSHMI	2012 – '13
17.	A STUDY ON TECHNICAL ANALYSIS OF STOCK PRICE MOVEMENT WITH PREFERENCE TO SELECTED COMPANIES	GAYATHRI	2012 – 2013
18.	A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE SHOPPING IN MADURAI CITY WITH SPECIAL REFERENCE TO FEMALE STUDENTS IN COLLEGES	HELEN PERCIAL T	2013-2014
19.	A COMPARATIVE STUDY ON ATTITUDE OF DRIVERS REGARDING STRESS AMONG THE CITY BUS AND MOFUSSIL BUS DRIVERS OF TAMIL NADU STATE TRANSPORT OF CORPORATION.	LAVANYA S	2015-2016
20.	A STUDY ON WORKING AND LIVING CONDITIONS OF FISHER FOLK AND SCHEMES INTRODUCED BY THE GOVERNMENT OF TAMILNADU	VIJAYALAKSHMI T	2015-2016

9. ARTICLES PUBLISHED IN JOURNALS

S. No.	JOURNAL / MAGAZINE / BOOK NAME	TITLE OF THE ARTICLE	MONTH/ YEAR	VOL. No.	ISBN	PUBLISHER
1.	FACET 2K9 ANNUAL JOURNAL OF RESEARCH	A STUDY ON WOMEN ENTREPRENEURS IN SMALL SCALE INDUSTRIES (THENI DISTRICT)	2009	1	0975 - 6973	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
2.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH	A STUDY ON JOB STRESS AMONG WOMEN POLICE IN MADURAI CITY	2010	2		
3.	SALES PROMOTIONAL STRATEGIES OF MSME 'S	AN IMPACT OF TV ADVERTISEMENT ON TEENAGERS	2010	1	-	RESEARCH DEPARTMENT OF COMMERCE, VHNSN COLLEGE, MADURAI

S. No.	JOURNAL / MAGAZINE / BOOK NAME	TITLE OF THE ARTICLE	MONTH/ YEAR	VOL. No.	ISBN	PUBLISHER
4.	TREND AND RESEARCH IN MANAGEMENT	IMPACT OF TV ADVERTISEMENT ON CHILDREN	2010	1	-	OXFORD ENGINEERING COLLEGE, TRICHY
5.	RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES	FUTURE TRENDS OF RETAIL IN INDIA	2012	-	978-93-80657-50-9	DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI
6.	FACET 2K12 ANNUAL JOURNAL OF RESEARCH	THE IMPACT OF THE FLUCTUATING GOLD PRICE ON CONSUMERS, GOLDSMITHS AND JEWELLERY SHOWROOMS IN MADURAI CITY	2012	1	0975 – 6973	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
7.	FACET 2K13 ANNUAL JOURNAL OF RESEARCH	A STUDY ON TECHNICAL ANALYSIS OF STOCK PRICE MOVEMENT IN INDIA WITH REFERENCE TO INFOSYS COMPANY	2013	1		
8.	FACET 2K14 ANNUAL JOURNAL OF RESEARCH	A STUDY ON ENTREPRENEURIAL ATTITUDE AMONG COLLEGE STUDENTS IN MADURAI CITY	2014	6		

10. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	MARKETING OF ECOTOURISM: PROSPECTS AND CHALLENGES	FEB. 2015	THE RESEARCH CENTRE OF COMMERCE AND THE DEPARTMENT OF HISTORY, FATIMA COLLEGE, MADURAI	978-81-910709-1-0

11. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	THEME/TITLE	PLACE	DATE
1	CHIEF GUEST	PIONEER MEENAKSHI ARTS COLLEGE	BUSINESS ETHICS AND GOAL SETTING	POOVANTHI	SEPTEMBER 2010
2.	CHIEF GUEST	SERMATHAI VASAN COLLEGE FOR WOMEN	NEW TRENDS IN BANKING'	MADURAI	AUGUST 09, 2011
3.	CHIEF GUEST	ST. JUSTIN'S COLLEGE OF EDUCATION	MATHISCOM - 2015	MADURAI	FEB. 12, 2015

12. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	THEME	CONSULTANCY	ORGANIZED BY	PLACE	DATE & YEAR
1.	ADVISORY COMMITTEE MEMBER	ELIM MISSIONARY MOVEMENT	EMM	KOODAL NAGAR, MADURAI	2000 - TILL DATE