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POSITION : ASSOCIATE PROFESSOR (**RETIRED**)
FACULTY OF : COMMERCE
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DATE OF BIRTH : 22.01.1962



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	T.D.M.N.S COLLEGE, T. KALLIKULAM	1982
2.	PG	COMMERCE	ST. MARY'S COLLEGE, TUTICORIN	1984
3.	M.PHIL.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2000
4.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY, MADURAI	2008

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	FATIMA COLLEGE (AUTONOMOUS), MADURAI – 18	17.7.1987 – 30.05.2020

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	IN-CHARGE OF ADULT EDUCATION	1989 – 1990
2.	CO-ORDINATOR, NSS	1990 – 1992
3.	CIA IN-CHARGE	2005 – 2007
4.	STAFF ADVISOR TO STUDENTS UNION	2008 – 2010
5.	COORDINATOR OF CITIZEN CONSUMER CLUB	2009 – 2010
6.	DEAN OF EXTRA CURRICULAR ACTIVATES	2011 – 2014

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	MADURAI KAMARAJ UNIVERSITY, MADURAI	EXTERNAL EXAMINER	1990 – 2020
2.	THE AMERICAN COLLEGE, MADURAI	EXTERNAL EXAMINER	2008 – 2020
3.	SVN COLLEGE, MADURAI	EXTERNAL EXAMINER	2009 – 2020
4.	VVV COLLEGE, VIRUDHUNAGAR	EXTERNAL EXAMINER	2010

5. AREAS OF SPECIALIZATION

➤ MARKETING

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	ORIENTATION	NSS	SRI AVINASHILINGAM EDUCATION TRUST INSTITUTIONS, TRAINING & ORIENTATION CENTRE	19.08.1991 - 31.08.1991
2.	ORIENTATION	-	MADURAI KAMARAJ UNIVERSITY, MADURAI	14.07.1995 - 11.08.1995
3.	REFRESHER	APPLIED RESEARCH IN SOCIAL AND APPLIED SCIENCES	GANDHIGRAM UNIVERSITY, DINDIGUL	05.05.1999 - 25.05.1999
4.	REFRESHER	RECENT TRENDS IN COMMERCE EDUCATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	29.08.2001 - 18.09.2001
5.	REFRESHER	MANAGEMENT OF RURAL INDUSTRIES	GANDHIGRAM UNIVERSITY, DINDIGUL	01.11.2003 - 19.11.2003

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

S. No	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	AIACHE SPONSORED WORKSHOP ON "EFFECTIVE CLASSROOM COMMUNICATION"	FATIMA COLLEGE, MADURAI	FEB. 02 - 05, 1991	PARTICIPATED	-
2.	NATIONAL SEMINAR ON "ENVIRONMENTAL MANAGEMENT"	DEPT. OF ECONOMICS, ST. MARY'S COLLEGE, THOOTHUKUDI	SEP. 08 & 09, 2006	PRESENTED	<ul style="list-style-type: none"> HEALTH HAZARDS OF WOMEN'S WORK IN THE AGRICULTURAL FIELDS UPLIFTMENT OF RURAL WOMEN BY OYSTER MUSHROOM CULTIVATION IN TAMIL NADU
3.	ICSSR SPONSORED INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	CARDAMOM PLANTERS' ASSOCIATION COLLEGE, THENI DT.	MARCH 03 - 05, 2008	PRESENTED	EMERGING TRENDS IN HIGHER EDUCATION

S. No	PROGRAMMES	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
4.	NATIONAL SEMINAR ON "ENHANCING AND SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	IQAC FATIMA COLLEGE MADURAI-18	2009	PARTICIPATED	-
5.	WORKSHOP ON "UNDERSTANDING AND HANDLING STRESS"	FATIMA COLLEGE, MADURAI-18	2009	PARTICIPATED	-
6.	NATIONAL SEMINAR ON "OPPORTUNITIES AND CHALLENGES FOR WOMEN IN BUSINESS"	FATIMA COLLEGE, MADURAI-18	2010	PARTICIPATED	-
7.	INTERNATIONAL CONFERENCE ON "ENVIRONMENTAL SUSTAINABILITY: CHALLENGES AND STRATEGIES"	DEPARTMENT OF HISTORY, ECONOMICS, SOCIOLOGY AND COMMERCE FATIMA COLLEGE, MADURA	2011	PARTICIPATED	-
8.	NATIONAL CONFERENCE ON "BUSINESS INTELLIGENCE SYSTEMS"	RESEARCH CENTRE OF COMMERCE	MAR. 07, 2018	ORGANISER	-

8. RESEARCH GUIDANCE

NO. OF M. PHIL. GUIDED : 16

M. PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	STUDENT NAME	YEAR
1.	A STUDY ON THE IMPACT SELF-HELP GROUPS AMONG WOMEN IN KOVILPAPPAKUDI VILLAGE IN MADURAI DISTRICT	E. SAKTHI	2007-2008
2.	A STUDY ON BRAND PREFERENCE TOWARDS COSMETIC PRODUCTS IN MADURAI CITY	N. ARUNA	2008-2009
3.	A STUDY ON UTILIZATION OF METLIFE INSURANCE COMPANY SCHEMES BY POLICYHOLDERS IN MADURAI CITY	P. JEEVA LAKSHMI	2008-2009
4.	A STUDY ON PREFERENCE OF TWO WHEELERS AMONG THE COLLEGE STUDENTS IN MADURAI	M. UMA MAHESWARI	2008-2009
5.	A STUDY ON USAGE OF ICICI ATM CARD AMONG CARDHOLDERS	F. SELVAKUMARI	2009-2010
6.	A STUDY ON WORK AND FAMILY CONFLICT AMONG HIGHER SECONDARY TEACHERS OF UNAIDED SCHOOLS IN MADURAI CITY	A. SHERIN FATHIMA	2010-2011
7.	A STUDY ON OCCUPATIONAL STRESS AMONG EMPLOYEES OF PUBLIC SECTOR BANKS IN MADURAI CITY	R. KEERTHIGA	2011-2012
8.	A STUDY ON SOCIO - ECONOMIC CONDITIONS OF SMALL AND MARGINAL FARMERS IN VADIPATTI BLOCK	A. LAVANNIYA	2011-2012
9.	A STUDY ON BRAND PREFERENCE OF WATER PURIFIER USERS IN MADURAI CITY	N. SUKASINI	2011-2012
10.	A STUDY ON FINANCIAL PERFORMANCE OF TVS SRI CHAKRA LTD. , MADURAI	M. ANANTHA LAKSHMI	2012-2013
11.	A STUDY ON FINANCIAL PERFORMANCE OF TVS SRICHAKRA LTD, MADURAI	M. ANANTHALAKSHMI	2012-2013
12.	A STUDY ON THE ATTITUDE OF STUDENTS OF WOMEN'S COLLEGES TOWARDS FASHION JEWELS IN MADURAI CITY	M. SALLY	2013-2014

S. No.	TITLE OF DISSERTATION	STUDENT NAME	YEAR
13.	A STUDY ON WELFARE MEASURES FOR TRAVELLING TICKET EXAMINERS OF SOUTHERN RAILWAY WITH SPECIAL REFERENCE TO MADURAI DIVISION	F. JENIFER ROSELIN	2013- 2014
14.	A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS VISHAAL DE MAL IN MADURAI CITY`	M. BHUVANESWARI	2014-2015
15.	A STUDY ON JOB SATISFACTION AND LEVEL OF STRESS AMONG IT EMPLOYEES	R. T. ABINAYA	2015-2016
16.	A STUDY ON BUYING BEHAVIOUR OF MEN CONSUMERS TOWARDS BRANDED SHIRTS IN MADURAI CITY	SHEELA .P	2015-2016

9. ARTICLES PUBLISHED IN JOURNALS

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH/ YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN	PUBLISHER
1.	INDIAN JOURNAL OF AGRICULTURAL MARKETING.	A STUDY ON MARKETING OF ONION IN DINDIGUL DT. OF TAMIL NADU	2004	18	2	98 - 104	0971-8664	INDIAN SOCIETY OF AGRICULTURAL MARKETING, NAGPUR
2.	NATIONAL INTEGRATION RESEARCH JOURNAL	A STUDY ON MARKETING OF ONION IN NILAKOTTAI TALUK	2003	12	1	55 - 63	-	INDIAN INSTITUTE OF NATIONAL INTEGRATION, VIRUDHUNAGAR
3.	FACET 2K9 ANNUAL JOURNAL OF RESEARCH	A STUDY ON PREFERENCE OF TWO-WHEELER BRANDS AMONG COLLEGE STUDENTS IN MADURAI	2009	1	-	9 - 20	0975-6973	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
4.	FACET SK13 ANNUAL JOURNAL OF RESEARCH	A STUDY IN FINANCIAL PERFORMANCE OF TVS SRICHAKRA LTD. MADURAI	2013	-	-	-	-	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
5.	FACET SK14 ANNUAL JOURNAL OF RESEARCH	AN EMPIRICAL STUDY ON FACTORS INFLUENCING THE WOMEN'S COLLEGE STUDENTS TOWARDS PURCHASE OF FASHION JEWELS IN MADURAI CITY	2014	-	-	-	-	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
6.	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE	A STUDY ON IMPACT OF DEMONETISATION ON HAWKERS AND PEDLLERS IN MADURAI DISTRICT	2017	5	SPL. ISS. 1	29-36	2320-4168	SHANLAX JOURNALS
7.		A STUDY ON IMPACT OF DEMONETISATION ON E-COMMERCE INDUSTRY				37-43		
8.	BODHI JOURNAL OF RESEARCH IN ARTS, SCIENCE AND HUMANITIES	MSME AND DIGITAL MARKETING	2018	2	SPL. ISS. 12	46	2456-5571	BODHI INTERNATIONAL JOURNAL.

10. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN	PLACE
1.	PRODUCTION AND MARKETING OF CROSSANDRA IN DINDIGUL DISTRICT	2013	LAMBERT ACADEMIC PUBLISHING	978-3-8443-3029-8	GERMANY

11. MEMBER OF THE BOARD OF STUDIES

S. No	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	MEENAKSHI COLLEGE - MADURAI	BOARD OF STUDIES – MEMBER	2008 - 2009
2.	MEENAKSHI COLLEGE - MADURAI	BOARD OF STUDIES – MEMBER	2009 - 2010

12. CONSULTANCY + RADIO TALK/TV SHOWS)

S. No.	THEME	RADIO/TV SHOWS	ORGANIZED BY	PLACE	DATE
1.	TAMIL NADU'S OWN KANAKAMBARAM	NEWS PAPER INTERVIEW	TIMES OF INDIA	CHENNAI	JULY. 26, 2014