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POSITION : ASSOCIATE PROFESSOR
FACULTY OF : COMMERCE
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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	ST. MARY'S COLLEGE, TUTICORIN	1984
2.	PG	COMMERCE	ST. MARY'S COLLEGE, TUTICORIN	1986
3.	PH.D.	COMMERCE	MADURAI KAMARAJ UNIVERSITY	2007

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	FATIMA COLLEGE (AUTONOMOUS), MADURAI	15.07.1987 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	MEMBER IN ATHLETIC ASSOCIATION	1987 - 1989
2.	NCC OFFICER	1990 - 1998
3.	MEMBER- CBCS COMMITTEE	2000 - 2001
4.	STUDENTS UNION ADVISORY COMMITTEE	2007 - 2009
5.	PROGRAMME COORDINATOR	2009 - 2011
6.	E-CONTENT COMMITTEE MEMBER	2009 - 2012
7.	COORDINATOR FOR NATIONAL SEMINAR	2009 - 2010
8.	RESEARCH CELL MEMBER	2011 - 2012
9.	COORDINATOR - RESEARCH ADVISORY COMMITTEE	2012 - 2013
10.	DEAN OF ACADEMIC AFFAIRS (ARTS)	2013 - 2016

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	THIAGARAJAR COLLEGE , MADURAI	EXTERNAL EXAMINER – VIVA VOCE FOR MFC	2009 – 2010
2.	JAYARAJ ANNAPACKIAM COLLEGE, PERIYAKULAM	EXTERNAL EXAMINER – VIVA VOCE FOR B.COM. (CA)	2011 – 2012
3.		MEMBER – BOARD OF STUDIES	2007 – 2009

5. AREAS OF SPECIALIZATION

➤ **MARKETING**

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	ORIENTATION	-	ACADEMIC STAFF COLLEGE MADURAI KAMARAJ UNIVERSITY	1994
2.	REFRESHER	APPLIED RESEARCH IN SOCIAL AND APPLIED SCIENCES	GANDHIGRAM UNIVERSITY	1999
3.	REFRESHER	-	ACADEMIC STAFF COLLEGE MADURAI KAMARAJ UNIVERSITY	2000

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

S. No.	PROGRAMMES	SPONSORED BY	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	INTERNATIONAL SEMINAR ON "INTERNATIONAL SYMPOSIUM ON LABOURIZATION"	ILO	VIVEKANANDA COLLEGE, THIRUVEDAKAM	JANUARY 14 – 15, 1998	PARTICIPATED	INTERNATIONAL SYMPOSIUM ON LABOURISATION
2.	INTERNATIONAL SEMINAR ON "GLOBAL BUSINESS OPPORTUNITIES AND CHALLENGES"	UGC	FORUM OF COMMERCE, LOYOLA COLLEGE	FEBRUARY 15 & 16, 2007	PRESENTED	DIFFERENT PHASES OF WOMEN ENTREPRENEURSHIP - A COMPARATIVE STUDY IN VIRUDHUNAGAR
3.	INTERNATIONAL SEMINAR "REFORMS IN HIGHER EDUCATION IN ASIA"	ICSSR	ICSSR & CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR	MARCH 3 – 5, 2008	PRESENTED	'ROLE OF TECHNOLOGY IN HIGHER EDUCATION'
4.	INTERNATIONAL SEMINAR ON "ENVIRONMENT SUSTAINABILITY"	-	FATIMA COLLEGE	FEBRUARY, 17 & 18, 2011	PRESENTED	IMPACT OF TEXTILE INDUSTRY ON ENVIRONMENT – AN ANALYTICAL APPROACH TOWARDS GREEN FASHION

5.	INTERNATIONAL SEMINAR ON "CONTEMPORARY PRACTICES IN FINANCE AND MARKETING"	-	NEHRU COLLEGE OF ENGINEERING, COIMBATORE	FEBRUARY 11 & 12, 2011	PRESENTED	A STUDY ON BRAND LOYALTY FOR MICROWAVE OVEN AMONG WOMEN USERS IN MADURAI
6.	NATIONAL SEMINAR ON "MARKETING STRATEGY AND TECHNIQUES"	VIVEKANANDHA EDUCATION, NELLIKUPPAM	ST. JOSEPH COLLEGE, CUDDALORE	SEPTEMBER 10 & 11, 2005	PRESENTED	MARKETING OF BANKING PRODUCTS
7.	NATIONAL SEMINAR ON "BANKING VISION 2020"	-	KALEESHWARI COLLEGE – SIVAKASI	2007	PRESENTED	BANKING VISION 2020
8.	NATIONAL SEMINAR ON "FOOD PROCESSING INDUSTRY IN INDIA: GROWTH POTENTIAL AND CHALLENGES"	UGC	DEPARTMENT OF RURAL INDUSTRIES & MANAGEMENT, GANDHIGRAM RURAL UNIVERSITY, GANDHIGRAM	OCTOBER 23 & 24, 2008	PRESENTED	GROWTH AND CHALLENGES OF FOOD PROCESSING INDUSTRY
9.	NATIONAL SEMINAR ON "OPPORTUNITIES & CHALLENGES FOR WOMEN IN BUSINESS"	TVS SRICHAKRA LIMITED	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	JANUARY 29, 2010	PRESENTED	WOMEN EMPOWERMENT IN FOOD MARINE PROCESSING CENTRES AT MANDAPAM, TAMILNADU
10.	NATIONAL SEMINAR ON "INNOVATIVE STRATEGY FOR TECHNOLOGICAL AND DESIGNING – NEW BUSINESS MODEL IN RENEWABLE ENERGY SECTOR"	MNRE	VHNSAN COLLEGE, VIRUDHUNAGAR	MARCH 3 & 4, 2011	PRESENTED	CONSUMER PREFERENCE FOR SOLAR COOKERS – A STUDY WITH REFERENCE TO WOMEN IN MADURAI CITY
11.	STATE LEVEL CONFERENCE ON "MODERN FINANCIAL SERVICES"	-	JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN, PERIYAKULAM	FEBRUARY 5, 2011	PRESENTED	MODERN FINANCIAL SERVICES
12.	NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES"	-	FATIMA COLLEGE	FEBRUARY 27, 2009	PRESENTED	ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION: INTERVENTION STRATEGIES
13.	INTERNATIONAL SEMINAR ON "EMERGING DIMENSIONS OF BANKING SECTOR IN THE GLOBAL SCENARIO"	UGC	MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI	JANUARY 21 & 22, 2011	PRESENTED	TECHNOLOGY – KEY FOR FINANCE VISION 2020
14.	NATIONAL SEMINAR ON "GLOBAL CHANGES AND SUSTAINABLE CONSUMPTION ISSUES AND CHALLENGES"	UGC	MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI	FEBRUARY 24 & 25, 2012	PRESENTED	LIFE STYLE CHANGE FOR GREEN FASHION – AN ANALYTICAL TOWARDS SUSTAINABLE TEXTILES
15.	NATIONAL SEMINAR ON "ENVIRONMENTAL EDUCATION IN INDIA – A WAY FORWARD "	EAST	ST. XAVIER'S COLLEGE OF EDUCATION, PALAYAMKOTTAI	MARCH 7, 2012	PRESENTED	A STUDY ON CONSUMER ATTITUDES TOWARDS ECO – FRIENDLY RESTAURANTS IN MADURAI CITY
16.	NATIONAL SEMINAR ON "GLOBALIZATION AND ITS EMERGING TRENDS"	-	SVN COLLEGE, MADURAI	28.12.2012	PRESENTED	IMPACT ON RETAIL BUSINESS - ISSUES AND CHALLENGES

17.	NATIONAL CONFERENCE ON "PROSPECTS OF FDI IN PROMOTING RETAIL TRADE IN INDIA"	-	DEPT. OF COMMERCE WITH CA & BBA WITH CA, SRI GANESH COLLEGE OF ARTS & SCIENCE, SALEM	15.02.2013	PRESENTED	FDI IN TEXTILE SECTOR - A STUDY WITH REFERENCE TO TEXTILE UNITS IN MADURAI CITY
18.	INTERNATIONAL CONFERENCE ON "SOCIAL MEDIA FOR SERVICE SECTOR"	-	FATIMA COLLEGE, MADURAI	21.08.2014	PRESENTED & PUBLISHED	SOCIAL MEDIA- CHANGING THE EDUCATORS ISBN :978-63315-205-2
19.	NATIONAL CONFERENCE ON "INDIAN MARKETING – TRENDS AND CHALLENGES"	-	DEPT OF COMMERCE, ARUL ANANDAR COLLEGE, KARUMATHUR, MADURAI	29.01.2015	PRESENTED & PUBLISHED	A CHANGING LIFESTYLE TOWARDS LUXURY GOODS
20.	NATIONAL SEMINAR ON "HEALTH CARE MARKETING"	-	DEPT. OF COMMERCE, ST. XAVIERS COLLEGE, PALAYAMKOTTAI	20.02.2015	PRESENTED & PUBLISHED	CONSUMER PREFERENCE TOWARDS HEALTH CARE PRODUCTS AN ANALYTICAL APPROACH ISBN : 978-93-84734-084
21.	NATIONAL CONFERENCE ON "INTEGRATION OF TECHNOLOGY & ORGANISATIONAL STRATEGIES"	-	PG DEPT. OF INFORMATION TECHNOLOGY FATIMA COLLEGE, MADURAI	21.08.2015	PRESENTED	BUSINESS ORGANISATION IN DIGITAL ERA
22.	ONE DAY WORKSHOP ON "CREATING AWARENESS ABOUT FINANCIAL MARKETS FOR FUTURE INVESTORS"	-	BARODA PIONEER MUTUAL FUND IN ASSOCIATION WITH AMBITION LEARNING SOLUTIONS AT FATIMA COLLEGE	15.12.2015	PARTICIPATED	CREATING AWARENESS ABOUT FINANCIAL MARKETS FOR FUTURE INVESTORS
23.	RUBY JUBILEE SEMINAR ON "CAREER CARVING COMMERCE EDUCATION"	-	FATIMA COLLEGE	18.02.2016	PARTICIPATED	CAREER CARVING COMMERCE EDUCATION

8. RESEARCH GUIDANCE

PH.D. ONGOING : 4

NO. OF M. PHIL. GUIDED : 19

M. PHIL. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF DISSERTATION	STUDENT NAME	YEAR
1.	A STUDY ON THE PRODUCTION AND EXPERT OF TEA FROM INDIA WITH REFERENCE TO CONSUMER PREFERENCE FOR TEA IN MADURAI CITY	A. MABLE JASMINE SHOBA	2006 - 2007
2.	A STUDY ON BRAND LOYALTY OF MICROWAVE OVEN AMONG WOMEN CONSUMERS IN MADURAI CITY	A. KARPAGAM	2007 - 2008
3.	A STUDY ON CHANGING LIFE STYLE TOWARDS LUXURY GOODS	K. RAMYA	2007 - 2008

4.	A STUDY ON JOB SATISFACTION AMONG BANK EMPLOYEES IN SIVAGANGAI DISTRICT	S. LAVANYA	2008 - 2009
5.	A STUDY ON CONSUMER PREFERENCE FOR AMWAY PRODUCTS IN MADURAI CITY	J. PUNITHA MARTINA NESAMANI	2008 - 2009
6.	A STUDY ON CUSTOMERS ATTITUDE TOWARDS ELECTRONIC BANKING IN DINDIGUL	N. SHANTHI	2008 - 2009
7.	A STUDY ON WOMEN ENTREPRENEURS IN MADURAI CITY.	S. MARIA NISHA	2009 - 2010
8.	A STUDY ON SOCIO - ECONOMIC CONDITIONS OF RURAL ARTISANS WITH SPECIAL REFERENCE TO POTTERS IN MADURAI CITY.	M. ANANTHI	2009 - 2010
9.	A STUDY ON THE PREFERENCE OF POLICY HOLDERS TOWARDS PRIVATE LIFE INSURANCE SCHEMES IN MADURAI CITY.	V. KARTHIKA PANDI	2010 - 2011
10.	A STUDY ON FINANCIAL AND SOCIAL PERFORMANCE OF TAMILNADU STATE TRANSPORT CORPORATION (MADURAI DIVISION-1) MADURAI	S. HEMALATHA	2010 - 2011
11..	A STUDY ON BRAND PREFERENCE FOR MOBILE PHONE IN MADURAI CITY	R. MANIMEGALAI	2011 – 2012
12.	A STUDY ON CONSUMER ATTITUDE TOWARDS GREEN RESTAURANTS IN MADURAI CITY	V. KAVITHA	2011 – 2012
13.	A STUDY ON CONSUMER AWARENESS AND PREFERENCE FOR ECO FRIENDLY APPARELS IN MADURAI CITY	N.N.N.BANUPRIYA	2011 – 2012
14.	A STUDY ON EXPORT OF CASHEW NUT SHELL LIQUID FROM INDIA	SAJITHA	2012 – 2013
15.	“ A STUDY ON MARKETING OF COIR PITH IN MADURAI CITY”	K.S. GUNASRI	2013 – 2014
16.	“A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS BAMBOO TEXTILES IN MADURAI CITY”	E. DIVYA	2013 – 2014
17.	A STUDY ON CONSUMER PREFERENCE TOWARDS REVERSE OSMOSIS WATER PURIFICATION SYSTEM IN MADURAI CITY	P. SINDHUJOY	2014 – 2015
18.	A STUDY ON CONSUMER PREFERENCE TOWARDS BRIQUETTE COOKING STOVE IN MADURAI CITY	T. ANDICHI	2014 - 2015
19.	A STUDY ON WELFARE SCHEME IN MADURA COATS WITH SPECIAL REFERENCE TO WOMEN EMPLOYEES IN MADURAI DISTRICT	JHALI	2015 – 2016

9. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISSUE No.	PAGE No.	ISSN	PUBLISHER
1.	THE TEXTILE MAGAZINE	ANALYSIS OF TN YARN EXPORTERS' PROBLEMS	JUNE 2004	45	8	49 - 51	0040 - 5078	GOPALI & Co., CHENNAI
2.	THE TEXTILE MAGAZINE	COUNT-WISE PRODUCTION AND EXPORTS OF COTTON YARN FROM INDIA	DEC. 2007	49	2	20 - 23	0040 - 5078	GOPALI & Co., CHENNAI
3.	THE INDIAN TEXTILE JOURNAL (INDIA & SOUTH ASIA)	CONTINENT-WISE EXPORTS OF COTTON YARN FROM INDIA	JULY 2008	-	-	27 – 30	0019 - 6436	-

4.	FACET 2K9 - ANNUAL JOURNAL OF RESEARCH	A STUDY ON CUSTOMER'S ATTITUDE TOWARDS ELECTRONIC BANKING IN DINDIGUL	Nov. 2009	1	-	21 - 31	0975 - 6973	FATIMA COLLEGE, MADURAI
5.	FACET 2K9 - ANNUAL JOURNAL OF RESEARCH	A STUDY ON CONSUMER PREFERENCE FOR AMWAY PRODUCTS IN MADURAI CITY	Nov. 2009	1	-	21 - 31	0975 - 6973	FATIMA COLLEGE, MADURAI
6.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH	SOCIO-ECONOMIC CONDITIONS OF POTTERS IN MADURAI CITY, TAMIL NADU	Nov. 2010	2	-	1 -13	0975 - 6973	FATIMA COLLEGE, MADURAI
7.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH	FACTORS MOTIVATING WOMEN ENTREPRENEURS - A STUDY IN MADURAI CITY	Nov. 2010	2	-	15 - 34	0975 - 6973	FATIMA COLLEGE, MADURAI
8.	TECHNOLOGICAL DEVELOPMENTS AND DESIGNING NEW BUSINESS MODEL IN RENEWABLE ENERGY SECTOR	CONSUMER PREFERENCE FOR SOLAR COOKERS - A STUDY WITH REFERENCE TO WOMEN IN MADURAI CITY	2011	-	-	83 - 88	978 - 81- 910426- 6-5	VHNSN, VIRUDHUNAGAR
9.	GLOBAL CHANGES AND SUSTAINABLE CONSUMPTION ISSUES & CHALLENGES	LIFE STYLE CHANGE FOR GREEN FASHION - AN ANALYTICAL APPROACH TOWARDS SUSTAINABLE TEXTILES	2012	-	-	344 - 352	978-93- 5051- 655-3	HIMALAYA PUBLISHING HOUSE, TIRUNELVELI
10.	INTERNATIONAL JOURNAL FOR RESEARCH AND DEVELOPMENT IN ENVIRONMENTAL EDUCATION	A STUDY ON CONSUMER ATTITUDES TOWARDS ECO- FRIENDLY RESTAURANTS IN MADURAI CITY	2012	1	1	32 - 36	2277- 7571	EAST PUBLICATION, PALAYAMKOTTAI
11.	FACET 2K12- ANNUAL JOURNAL OF RESEARCH	CONSUMER PREFERENCE TOWARDS GREEN RESTAURANTS IN MADURAI CITY	Nov. 2012	4	-	37 - 49	0975 - 6973	FATIMA COLLEGE, MADURAI
12.	FACET 2K12- ANNUAL JOURNAL OF RESEARCH	CONSUMER PREFERENCE TOWARDS ECO-FRIENDLY APPARELS	Nov. 2012	4	-	51 - 69	0975 - 6973	FATIMA COLLEGE, MADURAI
13.	INDIAN MARKETING: TRENDS AND CHALLENGES	A CHANGING LIFESTYLE TOWARDS LUXURY GOODS	JAN. 2015	-	-	100 - 104	978-93- 80657- 55-4	ARUL ANANDAR COLLEGE, KARUMATHUR
14.	ONLINE. COMM.: THE DOMAIN OF E- COMMERCE	ONLINE SHOPPING HABITS AMONG STUDENTS OF ARUL ANANDAR COLLEGE, KARUMATHUR	DEC. 2015	-	-	62 - 69	978-93- 85399- 93-0	ARUL ANANDAR COLLEGE, KARUMATHUR
15.	EMERGING ISSUES IN HEALTH CARE MARKETING	"CONSUMER PREFERENCE TOWARDS HEALTH CARE PRODUCTS – AN ANALYTICAL APPROACH "	FEB. 20, 2015	-	-	117 - 121	978-93- 84734- 084	ST. XAVIER'S COLLEGE, PALAYAMKOTTAI

10. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN	PLACE
1.	A STUDY ON TEXTILE EXPORTS OF INDIA WITH SPECIAL REFERENCE TO COTTON YARN	2010	ABHIJEET PUBLISHING HOUSE	978-81-8356-921-7	DELHI

2.	A STUDY ON SOCIO- ECONOMIC CONDITIONS OF SELF EMPLOYED WORKERS	2010	DISCOVERY PUBLISHING HOUSE	978-93-81136-12-6	DELHI
3	EXPORT MARKETING OF COIR PITH IN INDIA	2016	MITTAL PUBLICATIONS NEW DELHI (INDIA)	81-8324-650-8	DELHI

11. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENT	INSTITUTION	THEME/TITLE	DATE
1.	RESOURCE PERSON – SYMPOSIUM	ST. ANTONY’S COLLEGE OF ARTS AND SCIENCE FOR WOMEN THAMARAIPADI, DINDIGAL	WOMEN EMPOWERMENT	MAR. 12, 2013
2.	CHIEF GUEST	CHRIST THE KING SCHOOL, MADURAI	-	-
3.	RESOURCE PERSON	ST. ANTONY’S COLLEGE OF ARTS AND SCIENCE FOR WOMEN, THAMARAIPADI, DINDIGUL	INTER COLLEGIATE MEET ‘COM-PENNY-2017’ ON “PRESENT PRACTICE AND FUTURE CHALLENGES OF DEMONETIZATION IN INDIA”	FEB. 03, 2017

12. PROJECT UNDERTAKEN

S. No.	TITLE OF PROJECT	PRINCIPAL INVESTIGATOR	SPONSORED BY	YEAR	SANCTIONED AMOUNT
1.	CONSUMER AWARENESS AND PREFERENCE FOR Eco FRIENDLY APPARELS IN MADURAI CITY.	MINOR RESEARCH PROJECT	UGC	2012 - 2014	95,000