

NAME : B. SAHAYARANI FERNANDO
POSITION : ASSOCIATE PROFESSOR
FACULTY OF : COMMERCE
PHONE/MOBILE : 9442938112
DATE OF BIRTH : 12.05.1962
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.	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 COMPUTERS	2002

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	FATIMA COLLEGE MADURAI	20.09.1984 TO TILL DATE

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

4. POSITION HELD OUTSIDE

S. No	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	MADURAI KAMARAJ UNIVERSITY	EXAMINER	1986 - TILL DATE
2.	AMERICAN COLLEGE	EXAMINER	1986 - TILL DATE
3.	SVN COLLEGE	EXAMINER	2008 - TILL DATE
4.	VVV COLLEGE	EXAMINER	2010 - TILL DATE
5.	THIYAGARAJA COLLEGE	EXAMINER	2006 - TILL DATE
6.	JAC COLLEGE	EXAMINER	2008 - TILL DATE
7.	ST .MARY'S COLLEGE	EXAMINER	2010 - TILL DATE
8.	ST.JOSEPH'S COLLEGE	EXAMINER	2010 - TILL DATE
9.	ST.XAVIER'S COLLEGE	EXAMINER	2010 - TILL DATE

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	1988
2.	REFRESHER	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY	1996
3.	REFRESHER	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY	1999
4.	REFRESHER	RURAL INSTITUTE OF MANAGEMENT GANDHIGRAM UNIVERSITY	2002

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

S. No.	PROGRAMMES	SPONSORED BY	ORGANIZED BY	DATE
1.	WORKSHOP ON "RESEARCH METHODOLOGY"	UGC	ALAGAPPA UNIVERSITY, KARAIKUDI	1988
2.	WORKSHOP ON "QUESTION BANK IN COMMERCE – PHASE I"	UGC	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	Nov. 1997
3.	WORKSHOP ON "QUESTION BANK IN COMMERCE – PHASE II"	UGC	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	JAN. 1999
4.	WORKSHOP ON "APPLICATION OF SPSS PACKAGES IN SOCIAL SCIENCES"	-	DEPARTMENT OF ECONOMICS , SCOTT CHRISTIAN COLLEGE, NAGERCOIL	SEPT. 2002

5.	NATIONAL SEMINAR ON “EDP IN ACCOUNTING”	UGC	COMMERCE DEPARTMENT, FATIMA COLLEGE	1985
6.	NATIONAL SEMINAR ON “ETHICS IN MARKETING”		ST JOSEPH’S COLLEGE, CUDDALORE.	2005
7.	INTERNATIONAL SEMINAR ON “HIGHER EDUCATION”	UGC	CPA COLLEGE ,BODI	2007
8.	INTERNATIONAL SEMINAR ON “ENVIRONMENT SUSTAINABILITY”	-	FATIMA COLLEGE	17 TH & 18 TH FEB. 2011
9.	NATIONAL SEMINAR ON “SALES PROMOTIONAL STRATEGIES”	-	VHNSN COLLEGE	22 ND & 23 RD DEC. 2010
10.	NATIONAL SEMINAR ON “TREND AND RESEARCH IN MANAGEMENT”	-	OXFORD ENGINEERING COLLEGE	7 TH & 8 TH JAN. 2011
11.	INTERNATIONAL SEMINAR ON “E-BANKING CHALLENGES AND OPPORTUNITIES”	-	MANONMANIAM SUNDARANAR UNIVERSITY	21 ST JAN. 2011
12.	NATIONAL SEMINAR ON “RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES”	UGC	PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI	24 TH SEP. 2011
13.	INTERCOLLEGIATE SEMINAR ON “RECENT TRENDS IN CAPITAL MARKET”	FATIMA COLLEGE	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	23 RD MAR. 2004
14.	STATE LEVEL SEMINAR ON “BUSINESS ETHICS”	FATIMA COLLEGE	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	15 TH OCT. 2005
15.	INTERNATIONAL CONFERENCE ON “ENVIRONMENT SUSTAINABILITY: CHALLENGES & STRATEGIES”	FATIMA COLLEGE	DEPARTMENTS OF HISTORY, ECONOMICS, SOCIOLOGY & COMMERCE	17 TH & 18 TH FEB. 2011
16.	NATIONAL CONFERENCE ON MARKETING OF ECOTOURISM : PROSPECTS AND CHALLENGES	UGC	FATIMA COLLEGE, MADURAI	3 & 4 SEP, 2014

8. RESEARCH GUIDANCE

NO. OF M. PHIL. GUIDED : 15

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
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 FURNITURES 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

9. ARTICLES PUBLISHED IN JOURNALS

S. No.	JOURNAL NAME	MONTH/ YEAR	VOL. NO.	PUBLISHER
1	FACET 2K9 ANNUAL JOURNAL OF RESEARCH	2009	1	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
2.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH	2010	2	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI
3.	SALES PROMOTIONAL STRATEGIES OF MSME 's	2010	1	RESEARCH DEPARTMENT OF COMMERCE, VHNSN COLLEGE, MADURAI
4	TREND AND RESEARCH IN MANAGEMENT	2010	1	OXFORD ENGINEERING COLLEGE, TRICHY
5.	FACET 2K14 ANNUAL JOURNAL OF RESEARCH	2014	6	RESEARCH DEPARTMENTS, FATIMA COLLEGE, MADURAI

10. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN	PLACE
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	FATIMA COLLEGE, MADURAI

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	9 TH AUGUST 2011
3.	CHIEF GUEST	ST. JUSTIN'S COLLEGE OF EDUCATION	MATHISCOM - 2015	MADURAI	12 TH FEB 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