

NAME : JACQUELINE GIGI VIJAYAKUMAR
POSITION : ASSOCIATE PROFESSOR & HEAD (RETIRED)
FACULTY OF : COMMERCE
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DATE OF BIRTH : 06.11.1959



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	WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL	1980
2.	P.G.	COMMERCE	S.T. HINDU COLLEGE, NAGERCOIL	1982
3.	M.PHIL.	COMMERCE	DEPARTMENT OF COMMERCE, MADURAI KAMARAJ UNIVERSITY	1989
4.	PH.D.	COMMERCE	DEPARTMENT OF COMMERCE, MADURAI KAMARAJ UNIVERSITY	2005
5.	CERTIFICATE	TALLY	CSC COMPUTER CENTER, MADURAI	2005

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO
1.	FATIMA COLLEGE, MADURAI	07.07.1982 - 30.11.2017
2.	RECOGNIZED AS A SUPERVISOR TO GUIDE PH.D. CANDIDATES (GUIDESHIP No. 1103)	02.11.2010 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	FACULTY ADVISOR, LEO CLUB	1982 - 1987, 1990 - 1992
2.	FACULTY ADVISOR, COLLEGE CHOIR	1983 - 2001
3.	DEAN OF CULTURAL AFFAIRS	2004 - 2007
4.	HEAD OF UG DEPARTMENT	2006 - 2007
5.	HEAD OF THE DEPARTMENT	2007 - 2017

6.	COORDINATOR OF CITIZEN CONSUMER CLUB	MARCH 2008 - AUGUST 2009
7.	FACILITATOR OF QUALITY CIRCLE - DAZZLERS	JANUARY 2009 - MARCH 2010

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	FORUM OF COMMERCE TEACHERS, A VOLUNTARY ASSOCIATION OF COMMERCE TEACHERS OF MADURAI DISTRICT	VICE PRESIDENT	2006 - 2008
2.	ALUMNAE ASSOCIATION OF WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL	EXECUTIVE COMMITTEE MEMBER	2009 - TILL DATE
3.	A COMMUNITY CENTER 'LIGHT OF HOPE LEARNING & RETREAT CENTRE', THIRUMANGALAM	HONORARY INTERNAL AUDITOR	2004 - TILL DATE

5. AREAS OF SPECIALIZATION

➤ MARKETING

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMMES	THEME	ORGANIZED BY	DATE
1.	7-DAY TRAINING	PERSONAL GROWTH & LEADERSHIP	DEPARTMENT OF YOUTH WELFARE MADURAI KAMARAJ UNIVERSITY,	20.02.1985 - 26.02.1985
2.	ORIENTATION	-	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY	18.01.1990 - 16.02.1990
3.	REFRESHER	BUSINESS INFORMATION SYSTEMS & COMPUTER APPLICATIONS TO BUSINESS	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY	05.03.1997 - 25.03.1997
4.	REFRESHER	FUNCTIONAL MANAGEMENT	ACADEMIC STAFF COLLEGE, MADURAI KAMARAJ UNIVERSITY	19.01.1999 - 10.02.1999
5.	REFRESHER	ENTREPRENEURIAL SKILLS IN HIGHER EDUCATION SYSTEM	ACADEMIC STAFF COLLEGE & DEPARTMENT OF ENTREPRENEURIAL STUDIES, MADURAI KAMARAJ UNIVERSITY	10.12.1999 - 03.01. 2000
6.	ORIENTATION	RESEARCH GUIDES IN COLLEGES AND MAJOR RESEARCH PROJECTS	MADURAI KAMARAJ UNIVERSITY COLLEGE DEVELOPMENT COUNCIL & YADAVA COLLEGE, MADURAI	06.10.2003

7. NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	PROGRAMMES	SPONSORED BY	ORGANIZED BY	DATE	PARTICIPATED/ PRESENTED	TITLE OF THE PAPER
1.	SEMINAR CUM WORKSHOP ON "RESEARCH METHODOLOGY"	-	DEPARTMENT OF COMMERCE, ALAGAPPA UNIVERSITY	FEB. 16 & 17, 1987	PARTICIPATED	-
2.	WORKSHOP ON "QUESTION BANK IN COMMERCE-PHASE I"	UGC	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	DEC. 12 - 14, 1996	PARTICIPATED	-

3.	STATE LEVEL SEMINAR ON "INDIA TOWARDS GLOBALISATION IN THE MILLENIUM"	-	DEPARTMENT OF COMMERCE, LADY DOAK COLLEGE	DEC. 04, 1999	PRESENTED	CONSUMERISM IN THE MILLENIUM
4.	NATIONAL SEMINAR ON "EMERGING TRENDS IN ADVERTISING AND SALESMANSHIP IN THE GLOBAL ERA"	-	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI	FEB. 01 & 02, 2004	PRESENTED	WEB ADVERTISING AND MARKETING
5.	WORKSHOP ON "PATENT AWARENESS"	PATENTS OFFICE BRANCH, CHENNAI & TAMILNADU STATE COUNCIL FOR SCIENCE & TECHNOLOGY, CHENNAI	THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI	FEB. 24, 2004	PARTICIPATED	-
6.	INTERCOLLEGIATE SEMINAR ON "RECENT TRENDS IN CAPITAL MARKET"	-	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	MAR. 23, 2004	PARTICIPATED	-
7.	INTER COLLEGIATE SEMINAR ON "SIX SIGMA"	-	M. PHIL. AND POST GRADUATE COMMERCE ASSOCIATION OF SOURASHTRA COLLEGE, MADURAI	FEB. 09, 2005	PARTICIPATED	-
8.	NATIONAL CONFERENCE ON "RECENT TRENDS IN COMMERCE EDUCATION AND RESEARCH"	UGC	V.V. VANNIAPERUMAL COLLEGE FOR WOMEN, VIRUDHUNAGAR	SEP. 01 & 02, 2005	PRESENTED	CHANGING TRENDS IN COMMERCE EDUCATION & CURRICULUM
9.	STATE LEVEL SEMINAR ON "BUSINESS ETHICS"	-	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	OCT. 15, 2005	PARTICIPATED	-
10.	INTERNATIONAL COMMERCE SEMINAR ON "CHANGING SCENARIO OF INTERNATIONAL TRADE REGIME AND DEVELOPING COUNTRIES"	COMMERCE ASSOCIATION OF KERALA & DEPARTMENT OF COMMERCE, VIMALA COLLEGE, THRISSUR	DEPARTMENT OF COMMERCE, VIMALA COLLEGE, THRISSUR	JAN. 12 - 14, 2006	PRESENTED	FOREIGN DIRECT INVESTMENT IN RETAIL TRADE IN INDIA – A STUDY
11.	STATE LEVEL SEMINAR ON "BANKING IN IT ERA"	INDIAN BANK	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	DEC. 09, 2006	PARTICIPATED	-
12.	STATE-LEVEL SEMINAR ON "DYNAMICS OF COMMERCE EDUCATION IN THE GLOBALISED ERA"	-	FORUM OF COMMERCE TEACHERS, MADURAI	MAR. 04, 2007	PARTICIPATED	-

13.	STATE-LEVEL CONVENTION ON "INDUSTRIAL COLLABORATORS & COMMUNITY COLLEGES OF TAMILNADU"	TANSTIA, CHENNAI & ICRDCE, CHENNAI	MADITSSIA, MADURAI	DEC. 07 & 08, 2007	PARTICIPATED	-
14.	NATIONAL SEMINAR ON "QUALITY AND EXCELLENCE – THE PRIME MANTRAS OF HIGHER EDUCATION"	NAAC	IQAC, V.V. V COLLEGE FOR WOMEN, VIRUDHUNAGAR	DEC. 11 & 12, 2007	PRESENTED	FINANCE-A CONSTRAINT FOR HIGHER EDUCATION FOR INDIANS?
15.	STATE LEVEL SEMINAR ON "EMERGING TRENDS IN OUTSOURCING"	-	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	JAN. 28, 2008	CONVENER	-
16.	NATIONAL CONFERENCE ON "EMERGING SCENARIO IN FINANCIAL SERVICES"	-	FORUM OF COMMERCE TEACHERS, MADURAI	FEB. 16, 2008	PARTICIPATED	-
17.	NATIONAL SEMINAR ON "INTERNAL QUALITY ASSURANCE SYSTEM – INNOVATIONS AND INITIATIVES"	NAAC	INTERNAL QUALITY ASSURANCE CELL, (IQAC), FATIMA COLLEGE, MADURAI	FEB. 19 & 20, 2008	PARTICIPATED	-
18.	INTERNATIONAL CONFERENCE ON "REFORMS IN HIGHER EDUCATION IN ASIA"	ICSSR & CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODI	DEPARTMENT OF ECONOMICS, CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR	MAR. 03 - 05, 2008	PRESENTED	SKILLS WITHIN AND BEYOND THE BOUNDARIES OF COMMERCE CURRICULUM
19.	NATIONAL SEMINAR ON "CURRENT INDIAN INDUSTRIAL SCENARIO: PROBLEMS AND PROSPECTS"	UGC-SAP-DRS	DEPARTMENT OF ECONOMICS, BHARATHIAR UNIVERSITY, COIMBATORE	MAR. 31 & AND APR. 01, 2008	PARTICIPATED	-
20.	WORKSHOP ON "APPLICATION OF SPSS FOR DATA ANALYSIS"	EVERONN SYSTEMS INDIA LTD., CHENNAI	EVERONN LEARNING ACADEMY, MADURAI	JULY 15 - 17, 2008	PARTICIPATED	-
21.	NATIONAL SEMINAR ON "FOOD PROCESSING INDUSTRY IN INDIA: GROWTH POTENTIAL AND CHALLENGES"	-	DEPARTMENT OF RURAL INDUSTRIES & MANAGEMENT, GANDHIGRAM RURAL UNIVERSITY, GANDHIGRAM	OCT. 23 & 24, 2008	PRESENTED	MILK & MILK PROCESSING TECHNOLOGY IN INDIA
22.	STATE-LEVEL SEMINAR ON "DEBT WAIVER: A SOLUTION TO FARMERS' FINANCIAL CRUNCH"	-	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	FEB. 24, 2009	PARTICIPATED	-
23.	NATIONAL SEMINAR ON "ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION – INTERVENTION STRATEGIES"	-	IQAC, FATIMA COLLEGE, (AUTONOMOUS), MADURAI	FEB. 27, 2009	PRESENTED	QUALITY COMMERCE EDUCATION FOR GREATER EMPLOYABILITY
24.	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	-	DEPARTMENT OF ECONOMICS, FATIMA COLLEGE, MADURAI	JAN. 22, 2010	PRESENTED	IMPACT OF RECESSION ON RETAIL INDUSTRY OF INDIA – A CASE STUDY

25.	NATIONAL SEMINAR ON "OPPORTUNITIES & CHALLENGES FOR WOMEN IN BUSINESS"	-	DEPARTMENT OF COMMERCE, FATIMA COLLEGE, MADURAI	JAN. 29, 2010	CONVENER & PRESENTED	ROLE OF SELF- HELP GROUPS AND MICRO CREDIT IN WOMEN ENTREPRENEURSHIP
26.	INTER COLLEGIATE SYMPOSIUM ON "LIC-IN THE SERVICE OF THE NATION"	LIC, MADURAI DIVISION	DEPARTMENT OF COMMERCE, FATIMA COLLEGE	SEP. 03, 2010	PARTICIPATED	-
27.	INTERNATIONAL CONFERENCE ON "ENVIRONMENT SUSTAINABILITY: CHALLENGES & STRATEGIES"	-	DEPARTMENTS OF HISTORY, ECONOMICS, SOCIOLOGY & COMMERCE	FEB. 17 & 18, 2011	PRESENTED	NOISE & NOISE POLLUTION- A STUDY ON THE OPINION OF STUDENTS OF MADURAI CITY
28.	NATIONAL SEMINAR ON "RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES"	UGC	PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI	SEP. 24, 2011	PRESENTED	CUSTOMER PREFERENCE FOR FORMATS OF RETAIL STORES- A STUDY WITH REFERENCE TO MADURAI
29.	NATIONAL CONFERENCE ON "RURAL MARKETING AND RURAL CONSUMERISM: ROAD MAP TO BUILD VIBRANT RURAL INDIA"	UGC	DEPARTMENT OF RURAL INDUSTRIES AND MANAGEMENT, GANDHIGRAM RURAL INSTITUTE	DEC. 17 & 18, 2011	PRESENTED	IMPACT OF CO- OPERATIVE DAIRYING ON MARKETING OF MILK-A STUDY AMONG MILK PRODUCERS OF MADURAI DISTRICT
30.	NATIONAL SEMINAR ON "SERVICE SECTOR IN THE GLOBALIZATION ERA"	-	PG & RESEARCH DEPARTMENT OF COMMERCE, JAMAL MOHAMED COLLEGE, TIRCHIRAPPALLI	FEB. 22, 2012	PRESENTED	RURAL ROAD TRANSPORTATION IN GLOBALIZATION ERA
31.	NATIONAL CONFERENCE ON 'MARKETING OF ECO TOURISM: PROSPECTS AND CHALLENGES'	UGC	RESEARCH CENTRE OF COMMERCE & DEPARTMENT OF HISTORY, FATIMA COLLEGE, MADURAI	SEP. 03 & 04, 2014	PRESENTED	ECO TOURISM : A PERSPECTIVE AMONG COLLEGE STUDENTS IN MADURAI CITY
32.	INTERNATIONAL CONFERENCE ON 'CONTEMPORARY ISSUES IN BUSINESS'	UGC	BISHOP HEBER COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI	DEC. 05 & 06, 2014	PRESENTED	A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS GREEN PACKAGING IN MADURAI CITY
33.	TWO DAY NATIONAL SEMINAR ON 'INDIAN SERVICE SECTORS IN THE INFORMATION AND COMMUNICATION TECHNOLOGY ERA: EMERGING TRENDS, ISSUES AND PROSPECTS'	UGC	DEPARTMENT OF COMMERCE (C.A) AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI	DEC. 18 & 19, 2014	PRESENTED	A STUDY ON CONSUMER ATTITUDE TOWARDS THE USE OF INTERNET FOR HOLIDAY TRIP PLANNING
34.	INTERNATIONAL CONFERENCE ON 'CONTEMPORARY ISSUES OF M- COMMERCE IN RECENT SCENARIO'	-	PG & RESEARCH DEPARTMENT OF COMMERCE, SALEM SOWDESWARI COLLEGE, SALEM	FEB. 20, 2015	PRESENTED	A STUDY ON THE ATTITUDE OF MOBILE OWNERS TOWARDS SMS ADVERTISEMENT IN MADURAI CITY

8. RESEARCH GUIDANCE

NO. OF M. PHIL. GUIDED	: 11
NO. OF RESEARCH COMPLETED (PH. D.)	: 4
ONGOING (PH.D.)	: 5

PH.D. GUIDANCE COMPLETED/ONGOING

S. No.	TITLE OF THESIS	STUDENT NAME	UNIVERSITY	YEAR
1.	PASSENGERS' PREFERENCE OF RAIL-ROAD TRANSPORT IN SOUTHERN TAMILNADU: A COMPARATIVE STUDY	V. S. MEGE	FULL TIME SCHOLAR	AWARDED
2.	A STUDY ON THE WORKING AND LIVING CONDITIONS OF TEA PLANTATION INDUSTRY WORKERS IN MUNNAR – IDUKKI DISTRICT (KERALA)	S. P. SAVITHA	FULL TIME SCHOLAR	AWARDED
3.	IMPACT OF HRM PRACTICES ON JOB ATTITUDES AND JOB PERFORMANCE: A STUDY AMONG THE NURSES OF PRIVATE HOSPITALS IN MADURAI DISTRICT	SR. BINDU ANTONY	MK UNIVERSITY, MADURAI (PART TIME SCHOLAR)	AWARDED
4.	INVESTOR BEHAVIOUR TOWARDS EQUITY SHARES OF LISTED COMPANIES – A STUDY WITH REFERENCE TO SELECT CITIES OF TAMIL NADU	R. VAIDEHI	MK UNIVERSITY, MADURAI (PART TIME SCHOLAR)	SUBMITTED
5.	A STUDY ON INDIAN CORPORATE TAKEOVERS AND SHAREHOLDER VALUE CREATION	M. S. DEVI	MK UNIVERSITY, MADURAI (PART TIME SCHOLAR)	AWARDED
6.	A STUDY ON ROLE OF PACKAGING ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO FAST MOVING CONSUMER GOODS (FMCG)	A. SHERIN FATIMA	MK UNIVERSITY, MADURAI (PART TIME SCHOLAR)	SUBMITTED
7.	TOURIST' ATTITUDE TOWARDS HOLIDAY TRIPS AND RESORT TIMESHARES - A STUDY AMONG COLLEGE TEACHERS OF SELECT DISTRICTS IN SOUTHERN TAMILNADU	P. RUBY LEELA	FULL TIME SCHOLAR	ONGOING
8.	A STUDY IN THE BEHAVIOUR OF SMART PHONE USERS TOWARDS MOBILE COMMERCE IN SELECT CITIES OF TAMILNADU	S. MARIA NISHA	FULL TIME SCHOLAR	ONGOING
9.	A STUDY ON THE BEHAVIOUR OF PASSENGERS TOWARDS DOMESTIC AIRLINE SERVICES IN TAMILNADU	R. KEERTHIGA	FULL TIME SCHOLAR	ONGOING

9. ARTICLES PUBLISHED IN JOURNALS/BOOKS

S. No.	JOURNAL/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. NO.	ISSUE NO.	PAGE NO.	ISSN	PUBLISHER
1.	INDIAN JOURNAL OF MARKETING, VOLUME	E-COMMERCE EXTENDS TO M-COMMERCE	JAN. 2005	XXX V	1	15-18	-	ASSOCIATED MANAGEMENT CONSULTANTS (P) LTD, NEW DELHI
2.	VIKASINI, THE JOURNAL OF WOMEN'S EMPOWERMENT	A CASE STUDY OF WEAT PROGRAMME OF FATIMA COLLEGE	2006	21	4	27-33	-	ALL INDIA ASSOCIATION FOR CHRISTIAN HIGHER EDUCATION, NEW DELHI
3.	RAJ JOURNAL OF COMMERCE	PURCHASE OF PASSENGER CARS-A STUDY WITH REFERENCE TO ANNA NAGAR, MADURAI	2007	-	3	22-24	-	RESEARCH DEPARTMENT OF COMMERCE, RAJUS COLLEGE, RAJAPALAYAM

4.	JOURNAL OF B - RESEARCH	INVESTORS PREFERENCE FOR POST OFFICE SAVINGS SCHEMES	2007	1	-	29-33	-	RESEARCH CENTRE IN COMMERCE, WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL
5.	JOURNAL OF B - RESEARCH	PREFERENCE FOR FM RADIO PROGRAMMES AMONG COLLEGE STUDENTS OF MADURAI	2009	5	-	59-69	0974-5920	RESEARCH CENTRE IN COMMERCE, WOMEN'S CHRISTIAN COLLEGE, NAGERCOIL
6.	FACET 2K9 - ANNUAL JOURNAL OF RESEARCH	UTILISATION OF SOUTHERN RAILWAY SERVICES – A STUDY WITH REFERENCE TO THE PASSENGERS BOARDING AT MADURAI JUNCTION	Nov. 2009	1	-	1-8	0975-6973	RESEARCH DEPARTMENTS FATIMA COLLEGE, MADURAI
7.	FACET 2K10- ANNUAL JOURNAL OF RESEARCH	ATTITUDE TOWARDS INTERNET USAGE-A STUDY AMONG THE COLLEGE STUDENTS OF MADURAI CITY	Nov. 2010	2	-	35-49	0975-6973	RESEARCH DEPARTMENTS FATIMA COLLEGE, MADURAI
8.	FACET 2K10 – ANNUAL JOURNAL OF RESEARCH	A STUDY ON THE LENDING PERFORMANCE OF INDIAN OVERSEAS BANK, CHINNAMANUR	Nov. 2010	2	-	77-92	0975-6973	RESEARCH DEPARTMENTS FATIMA COLLEGE, MADURAI
9.	SEMINAR PROCEEDINGS- 'EMERGING TRENDS IN ADVERTISING AND SALESMANSHIP IN GLOBAL ERA'	WEB ADVERTISING AND MARKETING	2004	-	-	272-282	-	DEPARTMENT OF COMMERCE, THE AMERICAN COLLEGE, MADURAI
10.	SEMINAR PROCEEDINGS 'REFORMS IN HIGHER EDUCATION IN ASIA'	SKILLS WITHIN AND BEYOND THE BOUNDARIES OF COMMERCE CURRICULUM	2008	-	-	97-105	-	CARDAMOM PLANTERS' ASSOCIATION COLLEGE, BODINAYAKANUR
11.	SEMINAR PROCEEDINGS 'ENHANCING & SUSTAINING QUALITY IN HIGHER EDUCATION – INTERVENTION STRATEGIES'	QUALITY COMMERCE EDUCATION FOR GREATER EMPLOYABILITY	2009	-	-	93-97	-	IQAC, FATIMA COLLEGE, MADURAI
12.	SEMINAR PROCEEDINGS - RETAIL MARKETING IN INDIA: TRENDS AND CHALLENGES	CUSTOMER PREFERENCE FOR FORMATS OF RETAIL STORES – A STUDY WITH REFERENCE TO MADURAI	2011	-	-	53-58	978-93-80657-50-9	PG & RESEARCH DEPARTMENT OF COMMERCE, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI
13.	FACET 2K11 ANNUAL JOURNAL OF RESEARCH	HOUSING LOAN BORROWERS OF LIC HFL AND INDIAN BANK IN MADURAI CITY – A COMPARATIVE STUDY	Nov. 2011	3	-	29-41	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
14.	FACET 2K11 ANNUAL JOURNAL OF RESEARCH	BUYER BEHAVIOUR OF WOMEN CONSUMERS OF CLOTHING IN MADURAI CITY – A STUDY	Nov. 2011	3	-	43-55	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI

15.	RURAL MARKETING AND RURAL CONSUMERISM: TRENDS AND ISSUES	IMPACT OF CO-OPERATIVE DAIRYING ON MARKETING OF MILK – A STUDY AMONG MILK PRODUCERS OF MADURAI DT.	2012	-	-	3-7	978-93-81361-61-0	EXCEL INDIA PUBLISHERS, NEW DELHI
16.	FACET 2K12 ANNUAL JOURNAL OF RESEARCH	CUSTOMER UTILIZATION OF SERVICES AND AMENITIES PROVIDED BY STAR HOTELS – A STUDY WITH REFERENCE TO MADURAI CITY	Nov. 2012	4	-	19-35	0975-6973	RESEARCH DEPARTMENTS OF FATIMA COLLEGE, MADURAI
17.	INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT (ONLINE JOURNAL)	CUSTOMER ATTITUDE TOWARDS SERVICES AND AMENITIES PROVIDED BY STAR HOTELS: A STUDY WITH REFERENCE TO MADURAI CITY	JUNE 2013	-	-	-	2231-5756	-
18.	INTERNATIONAL JOURNAL OF MANAGEMENT AND DEVELOPMENT STUDIES	QUALITY OF WORK LIFE AMONG NURSES IN MADURAI	JAN. 2014	2	1	40 - 48	2321-1423	-
19.	INDIAN SERVICE SECTOR IN THE INFORMATION AND COMMUNICATION TECHNOLOGY ERA: EMERGING TRENDS, ISSUES AND PROSPECTS	A STUDY ON CONSUMER ATTITUDE TOWARDS THE USE OF INTERNET FOR HOLIDAY TRIP PLANNING	2015	-	-	151-152	978-93-83191-09-3	CURRICULAM DEVELOPMENT CELL, AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI
20.	CONTEMPORARY ISSUES IN BUSINESS	A STUDY ON CONSUMER AWARENESS AND ATTITUDE TOWARDS GREEN PACKAGING IN MADURAI CITY	JAN. 2015	v	-	88-93	978-93-80767-46-8	PG & RESEARCH DEAPRTMENT OF COMMERCE, BISHOP HEBER COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI
21.	MARKETING OF ECOTOURISM : PROSPECTS & CHALLENGES	ECO-TOURISM: A PERSPECTIVE AMONG COLLEGE STUDENTS IN MADURAI CITY	FEB. 2015	-	-	77-89	978-81-910709-1-0	PATHIYAM PUBLISHERS, MADURAI
22.	SELP JOURNAL OF SOCIAL SCIENCE	A STUDY ON THE ATTITUDE OF MOBILE OWNERS TOWARDS SMS ADVERTISEMENT IN MADURAI CITY	APRIL-JUNE 2015	5	24	70-74	ONLINE 2349-1655 PRINT 0975-9999 INDEXED WITH REPEC, THOMSON REUTERS, IMPACT FACTOR 1.056	INDIAN ACADEMIC RESEARCHERS ASSOCIATION, TRICHIRAPPALLI
23.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	A STUDY ON THE ROLE OF SOCIAL MEDIA IN HOLIDAY TRIPS	2015	-	-	98-104	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,

24.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	A STUDY ON THE AWARENESS & UTILISATION OF MOBILE GOVERNANCE SERVICES WITH REFERENCE TO CITIZENS OF MADURAI	2015	-	-	85-90	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,
25.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	A STUDY ON CONSUMER PREFERENCE TOWARDS ORGANIZED RETAIL STORES FOR FMCG PRODUCTS IN MADURAI CITY	2015	-	-	39-46	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,
26.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	A STUDY ON COMPARATIVE PREFERENCE TOWARDS ONLINE VS TRADITIONAL TRAVEL AGENCY FOR BOOKING OF DOMESTIC AIR TICKETS IN MADURAI CITY	2015	-	-	25-31	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,
27.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD (BOOK)	RISK PROFILE AND BEHAVIOURAL BIASES OF INDIVIDUAL INVESTORS	2015	-	-	284-291	978-81-93023-488	WORLD LITERATURE BOOKS CENTRE AND PUBLISHER PVT LTD.,
28.	JOURNAL OF EXCLUSIVE MANAGEMENT SCIENCE (JEMS)	A STUDY ON EQUITY INVESTMENT MOTIVES & STYLES OF INDIVIDUAL INVESTORS	FEB. 2016	5	2	1-9	ISSN:2320 – 866X	ARCHERS & ELEVATORS PUBLISHING HOUSE, BANGALORE
29.	JOURNAL OF SCIENTIFIC PRAXIX AND ACTION RESEARCH FOR KNOWLEDGE SOCIETY (SPARKS)	‘A STUDY ON THE GROWTH OF DOMESTIC AIRLINES IN INDIA’	MAY 2016	5	1	52-58	2277-5021	BRITTO PUBLISHING HOUSE, ARULANANDAR COLLEGE, KARUMATHUR, MADURAI
30.	JOURNAL OF SCIENTIFIC PRAXIX AND ACTION RESEARCH FOR KNOWLEDGE SOCIETY (SPARKS)	TRAVEL MOTIVATION AND ATTITUDE OF TOURISTS TOWARDS HOLIDAY TRIPS’	MAY 2016	5	1	73-84	2277-5021	BRITTO PUBLISHING HOUSE, ARULANANDAR COLLEGE, KARUMATHUR, MADURAI

10. EDITED BOOKS

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

11. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS

- EDITORIAL COMMITTEE MEMBER OF 'FACET - ANNUAL JOURNAL OF RESEARCH' PUBLISHED BY THE RESEARCH DEPARTMENTS OF COMMERCE, ECONOMICS & TAMIL, FATIMA COLLEGE (ISSN CERTIFIED): 2009 - 2012

12. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENTS	INSTITUTION	FOR/THEME/TITLE	PLACE	DATE
1.	CHAIRPERSON OF ONE SESSION	PG & RESEARCH DEPARTMENT OF COMMERCE, SRI KALEESWARI COLLEGE	NATIONAL SEMINAR ON 'EMERGING FINANCIAL CRISIS IN INDIA ISSUES AND CHALLENGES	SIVAKASI	17.12.2008
2.	CHAIRPERSON OF ONE SESSION	PG DEPARTMENT OF COMMERCE, ARULANANDAR COLLEGE	STATE LEVEL SEMINAR ON 'ISSUES IN E-COMMERCE-TODAY AND TOMORROW	KARUMATHUR	09.03.2009
3.	EXTERNAL EXAMINER	DEPARTMENT OF COMMERCE OF V.V. VANNIAPERUMAL COLLEGE FOR WOMEN	M. PHIL. VIVA VOCE	VIRUDHUNAGAR	21.08.2009
4.	CHIEF GUEST	DEPARTMENT OF COMMERCE, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE	'SPLENDID -2009' AN INTERCOLLEGIATE MEET	POOVANTHI	18.09.2009
5.	KEYNOTE ADDRESS	DEPARTMENT OF COMMERCE, NADAR SARASWATHI COLLEGE OF ARTS & SCIENCE	SOCIALLY RESPONSIBLE MARKETING	THENI	11.08.2010
6.	KEYNOTE ADDRESS	BUSINESS STRATEGY COURSE, VICTORY UNIVERSITY	BUSINESS OPPORTUNITIES AND CHALLENGES IN INDIA	MEMPHIS, TENNESSEE, USA	08.12. 2010
7.	KEYNOTE ADDRESS	SRI MEENAKSHI GOVERNMENT COLLEGE FOR WOMEN	ENVIRONMENTAL ACCOUNTING	MADURAI	28.02.2011
8.	GUEST LECTURE	DEPARTMENT OF JOURNALISM & SCIENCE COMMUNICATION OF MADURAI KAMARAJ UNIVERSITY	USING STATISTICS FOR MEDIA RESEARCH	MADURAI	28 TH & 31 ST OCTOBER, 2011
9.	CHIEF GUEST	WOMEN'S CHRISTIAN COLLEGE	ANNUAL ALUMNAE MEET	NAGERCOIL	02.10. 2011
10.	RESOURCE PERSON	DEPT. OF COMMERCE, NOORUL ISLAM COLLEGE OF ARTS & SCIENCE	WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP	THUCKALAY, KANYA KUMARI DISTRICT	08.03.2013
11.	GUEST LECTURE	THE RESEARCH CENTRE IN COMMERCE, THE SFR COLLEGE FOR WOMEN	FOREIGN DIRECT INVESTMENT	SIVAKASI	04.08.2014
12.	RESOURCE PERSON IN SEMINAR	DEPARTMENT OF COMMERCE (CA), JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN,	E-MARKETING	PERIAKULAM	22.01.2015
13.	GUEST LECTURE	DEPARTMENT OF HOME SCIENCE, V.V. VANNIAPERUMAL COLLEGE FOR WOMEN	REPORT WRITING	VIRUDHUNAGAR	05.08 2015

14.	CHAIRPERSON OF ONE SESSION	P.G & RESEARCH CENTER OF COMMERCE, S.T. HINDU COLLEGE	NATIONAL SEMINAR ON LABOUR AND EMPLOYMENT SCENARIO IN INDIA	NAGERCOIL	25.09.2015
15.	THE EXTERNAL EXPERT	THE RESEARCH CENTRE OF COMMERCE, V.V.VANNIAPERUMAL COLLEGE FOR WOMEN	THE COLLOQUIUM FOR PH.D. SCHOLARS	VIRUDHUNAGAR	08.10.2015
16.	RESOURCE PERSON	IQAC, WOMEN'S CHRISTIAN COLLEGE	FACULTY IMPROVEMENT PROGRAMME ON TEACHING & LEARNING	NAGERCOIL	26.10.2015
17.	RESOURCE PERSON	WOMEN'S CHRISTIAN COLLEGE	NATIONAL SEMINAR ON RURAL DEVELOPMENT THROUGH SUSTAINABLE ENTREPRENEURSHIP	NAGERCOIL	18.03.2016
20.	CHIEF GUEST	TROOPERS OF COMMERCE, SARMATHAIVASAN COLLEGE,	WOMEN EMPOWERMENT	MADURAI	08.08.2016
21.	GUEST LECTURE	STAFF INDUCTION PROGRAMME, FATIMA COLLEGE,	DRIVE TOWARDS INCULCATION OF VALUES	MADURAI	09.11.2016 17.12.2016
22.	GUEST LECTURE	STUDENTS LEADERSHIP TRAINING PROGRAMME, FATIMA COLLEGE,	LEADERSHIP ETHICS AND VALUES	MADURAI	15.02.2017

13. PROJECT UNDERTAKEN

S. No.	TITLE OF PROJECT	POSITION	SPONSORED BY	DATE	SANCTIONED AMOUNT
1.	MINOR PROJECT TITLED 'MARKETING & PROMOTION OF ECO-TOURISM DESTINATIONS OF SOUTHERN TAMILNADU'	PRINCIPAL INVESTIGATOR	UGC	FEB. 07, 2011	₹ 90,000

14. MEMBER OF THE BOARD OF STUDIES

S. No.	NAME OF THE INSTITUTION	NAME OF THE POSITION	DURATION
1.	SRI MEENAKSHI GOVERNMENT COLLEGE FOR WOMEN, MADURAI	MEMBER OF BOARD OF STUDIES	01.12.2002 - 30.11.2004
2.	SCOTT CHRISTIAN COLLEGE (AUTONOMOUS), NAGERCOIL	MEMBER OF BOARD OF STUDIES, M.S UNIVERSITY NOMINEE	2005 - 2006 - 2006 - 2007
3.	E.M.G. YADAVA WOMEN'S COLLEGE (AUTONOMOUS), MADURAI	MEMBER OF BOARD OF STUDIES, M.K UNIVERSITY NOMINEE	15.04.2006 - 14.04.2008
4.	SARASWATHI NARAYANAN COLLEGE, MADURAI	MEMBER OF BOARD OF STUDIES	2007 - 2009
5.	THE MADURA COLLEGE, MADURAI	MEMBER OF BOARD OF STUDIES, M.K UNIVERSITY NOMINEE	2010 - 2012
6.	THASSIM BEEVI ABDUL KADER COLLEGE FOR WOMEN, KILAKARAI RAMNAD	MEMBER OF BOARD OF STUDIES, ALAGAPPA UNIVERSITY NOMINEE	2011 - 2013
7.	LADY DOAK COLLEGE (AUTONOMOUS), MADURAI	MEMBER OF BOARD OF STUDIES, M.K UNIVERSITY NOMINEE	13.09.2012 - 12.09.2014
8.	ST. XAVIERS COLLEGE, PALAYAMKOTTAI	SUBJECT EXPERT IN BOARD OF STUDIES	2016-2017

15. MEMBERSHIP IN PROFESSIONAL BODIES

- APPOINTED BY MADURAI KAMARAJ UNIVERSITY, MADURAI ON 17.03.2008 AS MEMBER OF THE INSPECTION COMMISSION FOR STARTING B.COM. COURSE IN C.S.I COLLEGE OF ARTS & SCIENCE FOR WOMEN, MADURAI
- MEMBER OF THE PRE - NAAC PEER TEAM THAT VISITED YADAVA COLLEGE, MADURAI ON 24-02-2010 TO PREPARE THEM FOR THE NAAC RE - ACCREDITATION.
- APPOINTED AS SUBJECT EXPERT FOR ACADEMIC AUDIT IN THE DEPARTMENT OF COMMERCE, ARULANANDER COLLEGE, AND MADURAI FOR THE ACADEMIC YEAR 2014-15.

16. CONSULTANCY

- ❖ SERVED AS THE EXTERNAL EXPERT IN THE COLLOQUIUM FOR PH.D SCHOLARS ORGANISED BY THE RESEARCH CENTRE OF COMMERCE, V. V. VANNIAPERUMAL COLLEGE FOR WOMEN
- ❖ SERVED AS THE EXTERNAL EXPERT IN THE SELECTION COMMITTEE OF ASSISTANT PROFESSOR IN COMMERCE, ARUL ANANDAR COLLEGE, KARUMATHUR (APR. 2016)
- ❖ SERVED AS THE EXTERNAL EXPERT IN THE SELECTION COMMITTEE OF ASSISTANT PROFESSOR IN COMMERCE, LADY DOAK COLLEGE, MADURAI (JUNE. NOV. 2016)

17. FOREIGN COUNTRIES VISITED

- US IN 2010: GUEST LECTURE IN VICTORY UNIVERSITY, MEMPHIS & ACADEMIC DISCUSSION IN OKLAHOMA CITY UNIVERSITY, OKLAHOMA

18. ANY OTHER

- CREATED AN ENDOWMENT PRIZE TO BE AWARDED TO THE BEST CANDIDATE IN B.COM. OF FATIMA COLLEGE MADURAI FOR PROFICIENCY IN INCOME TAX LAW & PRACTICE
- CREATED AN ENDOWMENT PRIZE TO BE AWARDED TO THE BEST CANDIDATE IN B.COM. OF WOMENS' CHRISTIAN COLLEGE, NAGERCOIL FOR PROFICIENCY IN ADVANCED ACCOUNTANCY