

**Dr. R. RATHEKA**

Assistant Professor

PG & Research Department of Commerce

dr.ratheka@gmail.com

**Academic Qualification****Doctoral Research - Ph.D**

- Subject : Commerce
- Ph.D thesis title : A STUDY ON ATTITUDE OF CUSTOMERS  
TOWARDS ORGANISED RETAIL SECTOR
- University : S.B.K. College,  
Affiliated to Madurai Kamaraj University, Madurai
- Year of Award : 28.07.2017

**Post-Graduation**

- Degree : Master of Commerce
- University : Madurai Kamaraj University, Madurai
- Year of Passing : 2011

**B.Com**

- Degree : Bachelor of Commerce
- University : Madurai Kamaraj University, Madurai
- Year of Passing : 2009

**TEACHING EXPERIENCE:**

Assistant Professor in the PG and Research Department of Commerce at Mannar Thirumalai Naicker College, Madurai, in the Regular Stream since 2019.

**Research Guidance**

S.No.	Research Level	Guiding	Submitted	Awarded
1	Ph.D	2	-	-

**Orientation/ Refresher Course Attended (other than MTNC):**

S.No	Orientation/ Refresher Course	Theme	Name of the Institution/ University	Month and Year
1.	Orientation (FIP)	Faculty Induction Programme	Madurai Kamaraj University	19.02.2021 to 20.03.2021
2.	(Induction Programme) Orientation	Faculty in Universities/Colleges/Institute of Higher Education	Ramanujam College, University of Delhi	04.06.2020 to 01.07.2020
3.	Refresher Course		UGC-HRDC, Gujarat University, Ahmedabad.	21.06.2022 to 04.07.2022

**Faculty Development Programme/Short Term Course attended (other than MTNC):**

S.No	Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month and Year
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1.	Seven Days Faculty Development Programme	FDP on Cyber Security	Department of MBA & Research Centre, Sapthagiri NPS University, Bangalore; MCA Department, Indira College of Engineering & Management, Pune; Annasaheb Dange College of Engineering & Technology, Maharashtra; and Nist University, Odisha,	14.02.2025 to 20.02.2025
2	Seven Days Faculty Development Programme	Finesse fleet Foundation & Sanjivani University (Virtual)	Finesse fleet Foundation & Sanjivani University (Virtual)	03.02.2025 to 08.02.2025
3	Seven Days Faculty Development Programme	International FDP on Sustainable Development in Commerce	Vel Tech Rangarajan Dr. Sagunthala R&D Institute, Chennai	11.12.2024 to 17.12.2024
4.	Eight Days Faculty Development Programme	Online FDP on AI-Driven Research Excellence	Sri S. Ramasamy Naidu Memorial College	04.11.2024 to 11.11.2024
5.	Seven Days Faculty Development Programme	<Recent Advances in Teaching and Research on Sustainable Development in Commerce=	Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai - 600062	11th to 17th December 2024.
6.	Seven Days Faculty Development Programme	Capacity Building Programme on AI-Driven Research Excellence organized	Sri Ramasamy Naidu Memorial College, Sattur	04 to 11 November 2024.
7.	Five Days Faculty Development Programme	Integration of Technology in Teaching Faculty Development Programme	Dr.R.V.Arts and Science College, Karamadai, Coimbatore	29.01.2024 to 02.02.2024
8.	One week Faculty Development Programme	Innovative Research in Artificial Intelligence for Commerce	KC college of Arts and Science, Coimbatore	18.01.2024 to 24.01.2024
9.	Five Days Faculty	Five Days National Level FDP on	Hindusthan College of Arts and Science, Avinashi Road,	04.09.2023 to

	Development Programme	Influence of AI in Teaching & Research	Coimbatore	09.09.2023
10.	One week Faculty Development Programme	Upskill your Resource (Under UGC Autonomy Grant)	Ayya Nadar Janaki Ammal College, Sivakasi	07.07.2023 to 13.07.2023
11.	Five Days Faculty Development Programme	Five Days National Level Virtual Faculty Development Programme on Intellectual Property Rights=	KristuJyoti College of Management and Technology ChethipuzhaKurisummoodu	18th October 2022 to 22nd October 2022.
12.	One week online Faculty Development Programme	Nurturing Entrepreneurship – LAW & ICT Perspectives	Nallamuthu Gounder Mahalingam College, Pollachi	16.05.2020 to 22.05.2020
13.	3 days Online Faculty Development Programme	Teaching – Learning and Evaluation	Arulmigu Palaniandavar College for Women, Palani	04.05.2020 to 06.05.2020
14.	One day online Faculty Development Programme	Data Amalysis & Visualization of COVID - 19	Jerusalem College of Engineering	07.05.2020
15.	10 Day Online Workshop	E - Content Creations	Universal Teachers Academy, Pudhucherry	21 <sup>st</sup> to 30 <sup>th</sup> Apr 2020
16.	National	Pedagogical Tools in Higher Education	IQAC, M. V. Muthiah Government Arts College for Women, Dindugal	30 & 31 <sup>st</sup> Jan 2020
17.	International	Restriction of Plagiarism: A Quality Measure in Research	Dept. of Library & Information Science, ManonmaniamSundaranar University, Tirunelveli	4 <sup>th</sup> January 2020
18.	Faculty Development Programme	Application of Statistics in Social Science Research using SPSS -FDP	V.H.N.Senthil Kumar Nadar College (Autonomous), Virudhunagar	11 <sup>th</sup> - 15 <sup>th</sup> Novemb er 2019

**Faculty Workshop/Conference attended (other than MTNC):**

S.No	Workshop	Title of the Programme/Course	Name of the Institution/University	Month and Year
1	One Day State Level Conference	Evolution of Womens Rights in India : Progress, Challenges and Future Avenues for Equality	Mannar Thirumalai Naicker College, Madurai	12 <sup>th</sup> March, 2024
2	Two Day International Conference	Building Competitiveness through Technology enabled Business Management and Leadership	American College, Madurai	9 <sup>th</sup> and 10 <sup>th</sup> February, 2024
3	Two day State Level Workshop	Quantitative Analysis and International Using SPSS and AMOS	Mannar Thirumalai Naicker College, Madurai	4 <sup>th</sup> and 5 <sup>th</sup> January, 2024.
4	Tamil Nadu state council	In-Service Programme	Tamilnadu State Council for Higher Education	17-18 <sup>th</sup> May, 2022
5	Workshop	Research Paper writing and Journal Selection	SGT, University, Delhi.	27 <sup>th</sup> and 28 <sup>th</sup> August, 2021
6	Conference	Talent Management and Effective Workforce'	Kamaraj College	09 <sup>th</sup> to 11 <sup>th</sup> 2021
7	10 Day Online International Workshop	E - Content Creations	Universal Teachers Academy, Pudhucherry	21 <sup>st</sup> to 30 <sup>th</sup> Apr 2020
8	National Webinar	Empowering Teachers for Technology Enhanced Classroom=	Tamilnadu Teachers Education University	9 <sup>th</sup> May, 2020
9	National seminar	Pedagogical Tools in Higher Education	IQAC, M. V. Muthiah Government Arts College for Women, Dindugal	30 & 31 <sup>st</sup> Jan 2020

10	International workshop	Restriction of Plagiarism: A Quality Measure in Research	Dept. of Library & Information Science, ManonmaniamSundaranar University, Tirunelveli	4 <sup>th</sup> January 2020
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Books/Reports/Chapters/Generalarticlesetc:

S.No	Title	Author’sName	Publisher	ISBN	Year of
1.	Role of Agripreneurship in Indian Economy	Dr.R.Kajapriya  Dr.R.Ratheka	Mannar Thirumalai Naicker College	978-93-90203-9-1-8	2024

Publications (*List of papers published, in year wise descending order*):

S.No.	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue	Impact factor Indexed in Scopus, Web of Science, Pub med / approved by UGC / UGC CARE List
1	Role of Fintech in the financial sector in India	Dr.Ratheka.R Mrs M.Anitha	Research Explorer	Janu-March 2025	2250-1940 (Print) 2349-1647 (Online )	XIV – 46	2.014(IRJIF)  1.85(JIF)  1.056 9RIF)
2.	The Bliss of flexibility: how working from home and hybrid work benefit entrepreneurs’ work-life balance	Ms. R.Nandhini eeswari  Dr.R.Ratheka	Dr.BGR International Journal of Business and Economics Research	2025	e-ISSN-2445-3921		

3.	Women Entrepreneurs hip Challenges and Solutions An Exploratory Study in Anuppanadi,	Ms. R.Nandhini eeswari  Dr.R.Rathe ka	Internation al Journal of cultural studies and Social sciences	Jun e 202 4	2347- 4777	Vol.20,  No – XX111  issue - 1, No.23		UGC Care Group - I
4.	Impact of Artificial Intelligence on Business Sector	Dr.R.Rathe ka  Ms. S. Anisha	Journal of the Asiatic Society of Mumbai	202 3	0972- 0766	Vol. 99:202 3		UGC Care Group - I
5.	MAKE IN INDIA: A REFELECTION OF WOMEN ENTREPRENE	Dr. R.Ratheka	RABINDRA BHARATI JOURNAL OF PHILOSOP	No:0 5, 202 3	ISSN : 0973- 0087	Vol. : XXIV,		UGC Care Group - I
6.	Emerging Trends in IPR Regime- An Overview	Dr. R.Ratheka	Kanpur Philosophes Internation al Journal	Nove mber 2022	2348- 8301	Volume – 9 Issue – 1		UGC Care Group - I
7.	Evaluation collision of covid among food peddlers in Madurai	Dr. R.Ratheka	Journal of Oriental Institute	Janu ary 2022	0030- 5324	Vol.71. Issue 01 2022		UGC Care Group - I
	<Agricultural Funding: A Prime Factor of Indian Economy= –	Dr. R. Kajapriya <sup>1</sup>  Dr. R. Ratheka <sup>2</sup>	UTKAL Historical  Research Journal	Apri l 202 1	0976 -2132	(Vol.34( XXIII),  2021)		UGC CARE GROUP – I
9.	From Growth to Development of Indian E-Foods Delivery Services – A Study in Madurai City	Dr. R. Kajapriya <sup>1</sup>  Dr. R. Ratheka <sup>2</sup>	Parishodh Journal	Mar ch 202 0	2347- 6648	Volume: IX  Issue: III	6.3	UGC CARE Group I

10.	Challenges and Opportunities of E-Marketing	Dr. R. Ratheka <sup>1</sup> Dr. R. Kajapriya <sup>2</sup>	The International journal of analytical and experimental modal analysis	September 2019	0886-9367	Volume XI Issue IX	6.3	UGC Care Group A
11.	Eco Tourism in India	Dr. R. Ratheka	Shanlax International Journal of Commerce	October 2013	2320-4168	Volume 1 No.4	..	Approved by UGC



## Research Articles Published in Proceedings:

S. No	Name of the Author/Authors	Title of the Article	Title of the Conference/Seminar	International/ National/ State level	ISBN Number	Month & Year
1	Dr.P.Ravichandran <sup>1</sup>  Associate Professor of SBK College,  Mrs. R. Ratheka <sup>2</sup>	Enriching the quality of education in the rural colleges	National level seminar on The impact of IQAC on Quality Improvements & Sustenance of the Rural based Institutions	National	<b>9789380686981</b>	March 2015
2.	Dr.P.Ravichandran <sup>1</sup>  Associate Professor of SBK College,  Mrs. R. Ratheka <sup>2</sup>  Mrs.B.Kothainachiar <sup>3</sup>  MTNC, Madurai	Globalization on Higher Education in Challenges & Implications in India	National level seminar on Higher Education in India –During the plan period	National	9789380686110	August 2014
3.	Mrs. R. Ratheka <sup>1</sup>  MTNC, Madurai  Dr.P.Ravichandran <sup>2</sup>  Associate Professor Department of Commerce, SBK College	Consumer Insight towards E-Tailing strategy for the potential Retail Market – A case study of E-tailing towards Madurai District	Foreign Direct Investment in Indian Retail	National	9789380686547	September 2014

**Paper presented in Conference/Seminar:**

S · N o .	Title of the Paper	International /Na tional /State level	Title of the Conference	Institution/College Name	dt/mm/yr
1.	The Impact of AI and Automation on Job Creation and Destruction	International Conference	Indian Economy navigating challenge and seizing opportunities	Mannar Thirumalai Naicker College, Madurai	24 <sup>th</sup> March 2025
2.	Revolutionizing Entrepreneurship : The Transformative Impact of Artificial Intelligence	International Conference	Artificial Intelligence in Commerce and Management	The American College	6 <sup>th</sup> and 7 <sup>th</sup> January 2025
3.	The Bliss of flexibility: how working from home and hybrid work benefit entrepreneurs’ work-life balance	National Conference	Digital Innovation and sustainable business strategies in the contemporary era	Mannar Thirumalai Naicker College	06.03.2025
4.	Women Entrepreneurship Challenges and Solutions An Exploratory Study in Anuppanadi,	International Conference	Building Competitive ness through technology enabled Business Managemen t and Leadership	The American College	9 <sup>th</sup> and 10 <sup>th</sup> February,2024
5.	Impact of Artificial Intelligence on Business Sector	National Level Seminar	Entrepreneu rial Traits and Trends, 2023	Fatima College, Madurai	29 <sup>th</sup> September, 2023

6.	CONSUMER S SATISFACTI ON TOWARDS THE USAGE OF E- PAYMENTS IN MADURAI CITY	National Level Seminar	Emerging Trends in Commerce & Management	Sri S.Ramasamy Naidu, Memorial College, Sattur.	24 <sup>th</sup> March 2023
7.	Women Empowerme nt in Skill Development	International seminar	Inclusive Growth Through Corporate Social Responsibilit y Imitative	HajeeKaruthaRowther Howdia College,  Uthamapalayam,  Theni	27 <sup>th</sup> February 2023
8	MAKE IN INDIA: A REFELECTIO N OF WOMEN ENTREPREN EURS	National Level Seminar	Entrepreneur ship in Industry 4.0 : A Glimpse	MannarThirumalaiNai cker College, Madurai.	16 <sup>th</sup> December 2022
9	Innovation Business practices of E-Commerce in Contemporar y world 4.0	International Conference	Evaluating Collision of Covid among food peddlers in Madurai	Loyola College , Chennai	4-5 <sup>th</sup> February 2022
10	Intellectual Property Rights: A tool for Economic Development	National Seminar	Emerging Trends in IPR Regime- An Overview	MannarThirumalaiNa icker College, Madurai.	28 <sup>th</sup> March 2022
11	<Agricultural Funding: A Prime Factor of Indian Economy= -	International	Stand, Start, Strive and Stanbilize Changing Business scenario in the Backdrop of Covid'19	Loyola College (Autonomous), Chennai	19 <sup>th</sup> and 20 <sup>th</sup> April, 2021
12	From Growth to Development of Indian E- Foods Delivery	National	A Digital Transformati on Entrepreneu r &Infopreneu	PG & Research Dept. of Commerce, MannarThirumalaiNa icker College, Madurai	24.01.2020

	Services – A Study in Madurai City		r 2K20		
13	Challenges and Opportunities of E-Marketing	International	Global Issues in Business and IoT	PG & Research Dept. of Commerce, J. J. College of Arts and Science, Pudhukottai	26.09.2019
14	Enriching the Quality of Education in the Rural colleges	National	The impact of IQAC on Quality Improvements & Sustenance of the Rural based Institutions	Mannar Thirumalai Naicker College Pasumalai, Madurai	13.03.2015
15	Consumer Insight towards E-Tailing strategy for the potential Retail Market – A case study of E-tailing towards Madurai District	National	Foreign Direct Investment in Indian Retail	Department of Economics, Devanga Arts College, Aruppukottai	11.09.2014 & 12.09.2014
16	Globalization on Higher Education Challenges & Implication in India	National	Higher Education in India – During the plan periods	Department of Economics, Mannar Thirumalai Naicker College, Pasumalai, Madurai	22.08.2014
17	FDI in Service sector	National	Impact of Foreign Direct Investment on Indian Economy	PG & Research Dept. of Commerce, Govt Arts College, Paramakudi	02.05.2014 & 03.05.2014
18	Impact of Organised Retailing	International	Impact of Global Crisis on Indian Business	Department of Commerce, Vivekanandha College of Arts and Science	04.01.2014

		Scenario	for Women, Tiruchengode	
19	Eco Tourism in India	National	Tourism Industry in India : Challenges and opportunities	PG & Research Dept. of Commerce, MannarThirumalaiNai cker College, Madurai
				12.08.2013

**Positions held at our college (MTNC):**

S.No	Name of position	From	To
1	Convenor - Youth Red Cross Society	June 2019	June 2022
2.	Member – Placement Cell (CPC)	June 2019	June 2021
3.	IQAC – I Criterion – Member	2019	Till date
4	Physics Lab Stock Verification committee – Member	2019	Till date
5	Calendar Committee Convenor	2021	Till date
6	Website Committee Member	2021	2022
7	Soft Skill Committee Member	2022	2023
8	Library Stock Verification Member	2022	2023
9.	IQAC Member	2023	Till date
10.	IPR Committee Member	2024	Till date
11.	Cultural Committee Member	2024	Till date

**Workshop/Conference/FDP Attended in MTNC:**

<b>Sl.No</b>	<b>Title of the Workshop/Conference/FDP</b>	<b>Name of the Institution / University</b>	<b>Month and Year</b>
1.	Dynamics of Research Publications	IQAC Mannar Thirumalai Naicker College, Madurai	15 <sup>th</sup> & 16 <sup>th</sup> September, 2022
2.	Insights of National Educational Policy	IQAC Mannar Thirumalai Naicker College, Madurai	18 <sup>th</sup> March 2023
3.	Enhancing Quality by Unearthing Innovative Practices –EQUIP 2022	IQAC MannarThirumalaiNaicker College, Madurai.	18 <sup>th</sup> April 2022 to 24 <sup>th</sup> April 2022
4.	Education 4.O for Sustainable Economic Development	IQAC MannarThirumalaiNaicker College, Madurai	27 <sup>th</sup> April 2022
5.	Questionnaire Framing And Statistical Tools For Social Science Research	BBA, Mannar Thirumalai Naicker College.	19 <sup>th</sup> and 20 <sup>th</sup> July 2021
6.	Creating Interactive E-Resources &Gamification	Universal Teachers Academy	17 <sup>th</sup> to 21 <sup>st</sup> May, 2021
7.	Online National Faculty Enrichment Programme	IQAC, Mannar Thirumalai Naicker College, Madurai	19 <sup>th</sup> May 2020
8.	Quality Assurance and Sustenance in Higher Education - FDP	IQAC, Mannar Thirumalai Naicker College, Madurai	11 <sup>th</sup> March 2020
9.	Capacity Building Programme on 21 <sup>st</sup> Century Skills - FDP	IQAC, Mannar Thirumalai Naicker College, Madurai	5 <sup>th</sup> March 2020
10.	Research Writing & Publications: Theory & Practice - FDP	IQAC, Mannar Thirumalai Naicker College, Madurai	19 <sup>th</sup> October 2019

11.	Capacity Building Programme on Outcome Based Education - FDP	IQAC, Mannar Thirumalai Naicker College, Madurai	28 <sup>th</sup> August 2019
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## List of Events Organised

S. No.	Date	Events Organized	Convener / Organizing Secretary
1	29.07.2021	Fundamentals of stock market	Convener
2	31 <sup>st</sup> August 2020	Capital Market Awareness	Convener
3	4 <sup>th</sup> -6 <sup>th</sup> June 2020	Online Student Development Programme on <Online Learning Platforms=	Organizing Secretary
4	29 <sup>th</sup> February 2020	A One Day Workshop on Career Opportunities for Commerce Graduates through NISM	Organizing Secretary
5	25 <sup>th</sup> February 2020	ComercioJusta 2020 – Students Trade Fair	Convener
6	2021-2022	One Day Workshop –	Organising Secretary
7	2021-2022	One day National Seminar	Organising Secretary
8	2022-22023	One day National Seminar	Convener
9	2022-2023	Two days Workshop	Organizing Secretary
10	2022-2023	Gollu Expo and Sale	Organizing Secretary
11.	2023-2024	Street Vendor Programme Awareness	Organizing Secretary
12	2023-2024	Commerce Association	Organizing Secretary
13.	26 <sup>th</sup> and 27 <sup>th</sup> September, 2024	Two day Golu Expo and Sale	Convener



Details of Research:

Date of the Registration	Name of the Scholar	Part/Full Time	Title of Thesis
08.12.2023	Mrs. R.Nandhinieeswari Reg.No (MKU23PFOC11309)	Part time	A study of work life balance among women in MSME with special reference to Madurai City
17.10.2024	Mrs.M.Anitha Reg.No (MKU24PFOC1161)	Part time	A Study on Consumer Behaviour towards online shopping of College students in Virudhunagar District.