

**Dr.V.GEETHA**

Assistant Professor

PG & Research Department of Commerce

Mannar Thirumalai Naicker College (Autonomous)

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**Profile****Objective**

To acquire a challenging task that brings something new idea and creativity to carry out it, which will allow me to expand upon my education and research experience to accumulate knowledge, skills for the mutual benefit of the organization and my career.

**Academic Qualifications:****Ph.D. in Commerce:**

- ❖ University : Madurai Kamaraj University, Madurai, Tamil Nadu, India
- ❖ Year : June 2017

**Ph.D. in Management****(HR):**

- ❖ University : Kalasalingam University, Krishnankoil, Srivilliputtur, Tamil
- ❖ Year : Nadu, India  
June 2012

**Post Graduation:**

- ❖ University : Indira Gandhi National University, New Delhi
- ❖ Degree : Master in Business Administration (MBA)
- ❖ Year : April 2012

**Master of Philosophy:**

- ❖ University : Madurai Kamaraj University, Madurai, Tamil Nadu, India
- ❖ Degree : M.Phil. Commerce
- ❖ Year : April 2005

**Post Graduation:**

- ❖ University : Madurai Kamaraj University, Madurai, Tamil Nadu, India
- ❖ Degree : M.Com.
- ❖ Year : April 1993

**Under Graduation:**

- ❖ University : Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu,
- ❖ Degree : India
- ❖ : B.Com.
- ❖ Year : April 1991

**Diploma:**

- ❖ University : Annamalai University, Annamalai Nagar, Chidmbaram
- ❖ Diploma : Post Graduate Diploma in Personal Management and Industrial Relations (PGDPM & IR)
- ❖ Year : April 1997

**Diploma:**

- ❖ University : National Computer Academy
- ❖ Diploma : Post Graduate Diploma in Computer Applications (PGDCA)
- ❖ Year : April 2006

**Teaching Experience:**

1. I am working as an Assistant Professor in the Department of Commerce (Regular), Mannar Thirumalai Naicker College, Pasumalai, Madurai -625 004 from 28<sup>th</sup> December 2017 to Till Date.
2. I worked as an as an Assistant Professor in the Department of Business Administration (SF Wing), Mannar Thirumalai Naicker College, Pasumalai, Madurai -625 004 from 18<sup>th</sup> June 2014 to 27<sup>th</sup> Dec 2017.
3. I worked as an as an Assistant Professor in the Department of Management Studies, S. Veerachamy Chettiar College of Eng. & Tech. Puliangudi, Tirunelveli District from 02<sup>nd</sup> July 2012 to 29<sup>th</sup> May 2014.
4. I worked as an as an Assistant Professor in the Department of Management Studies, Kalasalingam University & Kalasalingam Institute of Technology, Krishnankoil, Srivilliputtur from 25<sup>th</sup> June 2007 to 22<sup>nd</sup> August 2011.
5. I worked as a Lecturer / Visiting Faculty in the Department of Commerce, Sri Ram Nallamani Yadava College of Arts & Science, Tenkasi from June 2004 to December 2007.

**Areas of Specialization:**

- ❖ Accounts and Finance
- ❖ Human Resource Management
- ❖ Costing & Commerce
- ❖ Research Methods & Entrepreneurship
- ❖ Operations Research

**Orientation / Refresher / Short term courses attended**

- ❖ UGC Sponsored Online Refresher Course in Commerce & Management at UGC Malaviya Mission Teacher Training Centre, Bharathidasan University, Trichiappalli on 14.05.2025 to 27.05.2025.
- ❖ UGC Sponsored Orientation Course at Bharathidasan University, Trichy from 18<sup>th</sup> May 2018 to 14<sup>th</sup> June 2018.
- ❖ UGC Sponsored Refresher Course at Andhra University, Visagapattam, Andhra, 25<sup>th</sup> Oct. 2021 to 07<sup>th</sup> November 2021.
- ❖ Tamil Nadu State Council for Higher Education, Chennai – 600 005 sponsored in-Service Teacher Training Programme from 17<sup>th</sup> May 2022 to 18<sup>th</sup> May 2022.

**Research Experience:****Recognized Research Guideship:**

S. No.	Subject	Date & Month of Award of Guideship	Guideship Number
1.	Management	17.03.2014	GU3667
2.	Commerce	04.05.2021	2025/21

**Details of Ph.D. Candidates:**

- a) Awarded with Ph.D. : 01 (Management)
- b) Pursuing for Ph.D. : 04 (Commerce)
- c) Submitted for Ph.D. : Nil

S. No	Name of the Scholar with Register Number	Name of the Guide / Co- Guide	Title of the Thesis	Date of Registration	Date of Award of PhD	Pursuing / Submitted
1.	Mr.Kasiraman R <b>Ph.D-CB- JUL2014 - 0772</b>	Dr.V.Geetha	Quality of work life among Employees in public sector Transport Corporation, Madurai Division	01.08.2014	31.05.2019	<b>Awarded</b>
2.	Miss. Bharathi U, <b>MKU22PFOC10395</b>	Dr.V.Geetha	A Study on Role of Warehousing in Enhancing e-Commerce in Madurai district	04.03.2022	-	Pursuing

3.	Mrs. Durga Devi G <b>MKU22PFOC10487</b>	Dr.V.Geetha	A Study on Consumer Buying Behaviour of Online Shopping Before and After Covid-19 In Madurai	09.05.2022	-	Pursuing
4.	Mrs. Pushpam R <b>MKU22FFOC10648</b>	Dr.V.Geetha	A Study on Impact of Information and Communication Technology on Empowerment of Rural Women Entrepreneur in Tamil Nadu	09.09.2022	-	Pursuing
5.	Ms. K.Dharini <b>MKU23FFOC11169</b>	Dr.V.Geetha	Self-Employment enhances the Social Economic Status among the Differently abled person in Madurai District.	23.08.2023	-	Pursuing

#### Research Projects:

S. No.	Duration of the Project	Title of the Project	Name of the Funding Agencies	Date of Order Issued
1.	2021 - 2022	“Entrepreneurial Opportunities and Competencies for the Rural Youth in Madurai District: A Study”	Seed Money Project - Management Project	26.10.2021

#### Doctoral Committee University Nominee:

S. No	Expert/ Member	Name of the institution	Board / Interview Panel	Date
1.	Expert	Sri Meenakshi Govt. Arts College for Women	External Expert nominated by the University	29.03.2023

		(Autonomous), Madurai -02.		
2.	Expert	Devanga Arts College, Aruppukottai.	External Expert nominated by the University	21.04.2023
3.	Expert	Lady Doak College, Madurai.	External Expert nominated by the University	21.06.2023
4.	Expert	Arulmigu Palaniandavar College of Arts and Culture, Palani.	External Expert nominated by the University	03.10.2023

### Other Achievements:

1. Received **Best Teacher Award** in the year 2020 from Global Multidisciplinary research & Academic Foundation, Chennai.
2. **Best Assistant Professor** of the Year 2020 from DHS Foundation, New Delhi in collaboration with **CAMPBELL UNIVERSITY, North Carolina, USA.**
3. **Appreciation certificate issued by the Collector – Virudhunagar Dist.,** for acted as a Master Trainer in the year 2010 Censes
4. Successfully Inaugurated Entrepreneurship Development Cell (EDC) on January 24<sup>th</sup> 2013 in S.Veerassamy Chettiar college of Eng. & Tech., Puliangudi (SVCET)
5. Produced 100% Result in Anna University Exam - 2012 -2014

### Book Chapters Publications:

Sl. No.	Year	Title of the Chapters	Title of the Books	Publishers Name	Page No.
1.	June 2024	Empowering Healthcare Professionals Through AI- Powered Lifelong Learning for Improving Patient Care	Integrating Generative AI in Education to Achieve Sustainable Development Goals	IGI Global Publishing Tomorrow's Research Today <b>Scopus Indexed</b>	DOI: 10.4018/979-8- 3693-2440-0.ch006, P. No. 98 to 122
2.	2021	Women Empowerment and Different Dynamics from 1950 to till Date	Women in 21st Century	Neithal Pathippagam Tiruvallikeni Chennai -5	ISBN 978-9390687-63-

**Papers publications in UGC notified journals:**

<b>S. No</b>	<b>Month &amp; Year</b>	<b>Title of the year</b>	<b>Name of the Journal</b>	<b>ISSN / Number</b>	<b>Volume &amp; Page</b>	<b>IF</b>	<b>ID (Indexed with UGC Approved List / UGC CARE list / Scopus / Web of Science / PubMed)</b>
1.	January – June 2024	Self-Employment for people with dis abilities: Obstacles and Difficulties in establishing and running their own business	Journal of Inventive and scientific Research Studies (JISRS)	2584 – 0630 (Online)	Vol.1, Issue – 2,		UGC CARE
2.	January – June 2024	Startups: Catalyst for Entrepreneur Innovation in E-commerce	International Journal of Cultural Studies and social Sciences	2347 - 4777	Vol.20, Issue – 1, No.23	7.138	UGC CARE
3.	January – June 2024	A Growth of E-Commerce Platform on Empowerment of Women Entrepreneurship in Indian Economy	International Journal of Cultural Studies and social Sciences	2347 - 4777		7.138	UGC CARE
4.	February - 2024	Precision Marketing in Pharma: Harnessing Data	Empirical Economics Letters	ISSN 1681 8997	Vol:23 (Special Issue 2):		<a href="https://doi.org/10.5281/zenod">https://doi.org/10.5281/zenod</a>

		for Success			Page 9 to 21		<b>o.1100590 3</b>
5.	January - 2024	Self-Employment for people with dis abilities: Obstacles and Difficulties in establishing and running their own business	Journal of Inventive and scientific Research Studies (JISRS)	2584 – 0630 (Online)	Vol.1, Issue – 2,		UGC CARE
6.	January – June 2024	Startups: Catalyst for Entrepreneur Innovation in E- commerce	International Journal of Cultural Studies and social Sciences	2347 - 4777	Vol.20, Issue – 1, No.23	7.13 8	UGC CARE
7.	January – June 2024	A Growth of E- Commerce Platform on Empowerment of Women Entrepreneurship in Indian Economy	International Journal of Cultural Studies and social Sciences	2347 - 4777		7.13 8	UGC CARE
8.	2023	Role of Education in Fostering Industry 4.0 Entrepreneurs	Rabindra Bharati Journal of Philosophy	0973- 0087	Vol.XX IV, No:06,	6.98 6	UGC CARE
9.	2023	A study on Economic Development of Rural Women through Self Help Groups in Madurai District	Rabindra Bharati Journal Of Philosophy	0973- 0087	XXIV, No:06,	6.98 6	UGC CARE
10.	2022	National Regime & Laws of IPR In E-Commerce	International Journal of humanities, Law and	2348- 8301	Vol. IX, Issue I No.11		

			Social Sciences				
11.	2022	Warehousing And Green Supply Chain Management	Kanpur Philosophers International Journal of humanities, Law and Social Sciences	2348-8301	Vol. IX, Issue1, No.15		
12.	June 2021	The impact of consumer behaviour towards online shopping in Madurai city	The Journal of Oriental Research Madras	ISSN: 0022-3301	Vol. XCII-XXXV		UGC – CARE LIST
13.	March 2020	Impact Of E-Commerce Trends on Consumers’ Attitude Through Online Shopping	Parishodh Journal	2347-6648	Volume IX, Issue III, P.No.168 96 to 16900	6.3	UGC – CARE LIST Group - I
14.	January 2020	Mis- Selling - Hurdle on Path of The Growth of Indian Life Insurance Sector	Our Heritage Journal	0474-9030	Vol-68- Issue-1	6.8	UGC – ARE LIST(B)
15.	November 2019	The study on the Practicality of Mobile Wallets Among Young Digital Initiatives in Madurai City	Think India Journal	0971-1260	Vol-22- Issue-14 P.No. 43 to 58	5.9	UGC – ARE LIST(A)
16.	January 2019	Impact of Quality of work life on Job satisfaction among Expatriates in SOS	International Journal of Research and Analytical Reviews	E- ISSN: 2348 - 1269 ISSN 2349-5138	147 to 149	5.75	UGC No:43602



		International Mechanical Equipment L.L.C., UAE					
17.	June 2018	An Analysis on Lapsation of unit linked insurance policy in Indian Life Insurance Opinion sector	Special Issue International Journal of Exclusive Management Research	Online:2 249 - 2585 Print: 2249-872	<b>P. No.</b> 144 to 146	<b>5.76</b>	UGC Listed - 49166
18.	March 2018	Determination of quality of Work Life Among Employee's in Managing Job Satisfaction with Reference to the Lakshmi Mills Company Limited, Kovilpatti	Shanlax International Journal of Management	2321-4643	Volume 5, Special Issue -3, <b>P.No.</b> 43 to 58	<b>3.12</b>	UGC Listed - 44278
19.	November 2017	An analysis of occupational stress and its impact on Employees absenteeism among spinning mills, Rajapalayam.	International Journal of Scientific Research and Management (IJSRM)	2321-3418	<b>P.No.</b> 545 to 7559	<b>4.00</b> <b>8</b>	
20.	November 2017	Quality of work life among employees in Tamil Nadu state Transport corporation with reference to Tuticorin division	Asian academic research Journal of multi-disciplinary (AARJMD)	2319-2801	Volume 4 Issue – 11 <b>P.No.</b> 53 to 69	<b>2.01</b> <b>5</b>	

21.	January 2017	Workers 'opinion Towards Participation in Management among Spinning Mills, Rajapalayam.	ZENITH International Journal of Business Economics & Management Research	2249-8826	Vol.-7 (1), P.No. 31 to 50	6.61 4	EBSCO, Data Base Ulrich's
22.	June 2017	"Work Life Balance and Job satisfaction among Employees in Reliance Market, Tirunelveli"	ZENITH International Journal of Business Economics & Management Research (ZIJBEMR)	2249-8826	Vol.7 (6), P.No. 24 to 39	6.61 4	EBSCO, Data Base Ulrich's
23.	Oct - Dec 2014	Analysis of financial performance of clusters in Virudhunagar District	International Journal of Business and Administration Research Review	2348-0653 2347-856X	Volume .1 Issue 7, P.No. 27 to 31	6.30 4	
24.	July 2012	"A Study on Effectiveness of QWL towards Dharani Sugars and Chemicals Ltd"	International Journal of Current Research and Review (IJCRR).	Print – 2231-2196 Online – 0975-5241	Vol.04 Issue:20 P.No.33 to 38	4.02	
25.	August 2011	"Identification of Facets of QWL and level of job Satisfaction among employees of IT industry" Facets of Quality	"Asia Pacific Journal of Research in Business Management"	2229-4104	Volume 2, Issue 8	5.16	listed in PROQUEST
26.	2011	Work Life and Level of Job Satisfaction Among it	Asia Pacific Journal of Research in Business	Online ISSN 2229-4104.	Volume:2 , Issue: 8 P.No.88	6.73 7	

		Employees	Management		to 97		
27.	March 2010	Community participation in Rural Tourism Decision Making: A Case of Karaikudi sivaganga district, Tamil Nadu”	Prabandhan: Indian Journal of Management,	ISSN: 0975-2854	Vol 3, Issue-3. P.No. 32 to 36		EBSCO DATA BASE
28.	Nov. 2008	“Perceptual Factors in Quality of Work life of Indian Employees”	SONA Global Management Review,	0973-9947.	Vol.3, Issue-1, P.No. 45 to 52		listed in Ulrich International Directory

**Papers published with average citation Index in Scopus, Web of Science, Pub Med  
Indian Citation Index**

Sl. No.	Month & Year	Title of the Paper	Name of Journal	ISSN/ Number	Volume & Page	ID (Indexed with UGC Approved List/ UGC CARE List /Scopus/ Web of Science/ PubMed)
1.	May 2020	Correlation Between Risk and Return of Stocks in Multi-sectors	International Journal of Psychosocial Rehabilitation	1475-7192	Vol. 24, Issue 08, P.No.11778 to 11789	Scopus Indexed Journal
2.	May 2020	Opportunities and Empowerment of Rural Women Entrepreneurs with Skills of ICT	International Journal of Psychosocial Rehabilitation,	1475-7192	Vol. 24, Issue 08, P.No.11907 to 11911	Scopus Indexed Journal
3.	October 2019	Measurement Model of Visitors Intention to Visit Cultural Heritage Site	International Journal of Innovative Technology and Exploring Engineering	2278-3075,	Volume-8 Issue- 12S2, P.No. 153 to 159	Scopus Indexed Journal

4.	June 2018	A Study on the relationship between the genders with regards to celebrity characteristics their image relevance and impact on the product and the consumer attitude towards them.	International Journal of Pure and Applied Mathematics	1311-8080 (Print version) 1314-3395 (on-line version)	Volume -119 Issue No. 16 <b>P.No.</b> 2749 to 2761	<b>Scopus Indexed Journal</b>
5.	December 2017	"An empirical study on the impact of tourism development and community participation on rural tourism support strategies"	International Journal of Economic Research (IJER).	0972-9380	Volume- 14, No. 1 <b>P.No</b> -13 to 22	<b>Scopus Indexed Journal,</b>
6.	February 2024	Precision Marketing in Pharma: Harnessing Data for Success	Journal of Empirical Economics Letters	ISSN: 1681 8997	Volume- 1 P.No -10 to 21	<b>INDEXED IN : ABDC listed journal</b>

**Papers published with Scopus, Web of Science, PubMed with Hi- Index of the Institution**

S. No.	Month & Year	Title of the Paper	Name of Journal	ISSN Number	Volume & Page	H-Index	ID (Indexed with UGC Approved List/ UGC CARE List /Scopus/ Web of Science/ PubMed)

1.	January 2017	Workers' opinion Towards Participation in Management among Spinning Mills, Rajapalayam.	ZENITH International Journal of Business Economics & Management Research	2249-8826	Vol.-7 (1), <b>P.No.</b> 31 to 50	<b>1</b>	EBSCO, Data Base Ulrich's
2.	June 2010	"Impact of Job satisfaction on Quality Work Life among the IT Employees"	Journal Of Management Prudence, Abhinandan Bhavan Shri Ram Colony Ware House Road Gopa Ganj, Sagar M.P. - 470001	0975-7839	Vol. I, No.2, <b>P.No.</b> 19 to 25	<b>2</b>	Scopus indexed Journal,
3.	2015	"An Empirical study on Customer Opinion of Celebrity Characteristics on the Selected Product Categories"	International Journal of Applied Business and Economic Research (IJABER).	0972-7302	Vol.13, No.8 <b>P.No.</b> 6335-6343	<b>1</b>	

#### Articles published in conference proceedings and ISBN/ / ISSN journals

S.No.	Month & Year	Title of the Paper	Name of Journal	ISSN / Number	Volume & Page
1.	Sep. 2013	Analysis of Non-Performing Assets of Indian Overseas Bank with Reference to Puliyangudi Branch	A Peer Reviewed International Journal of Asian Research Consortium AJRBF: Asian Journal of Research in Banking and Finance.	<b>ISSN:</b> 2249-7323	Volume 3, Issue 9 <b>P.No.</b> 35 to 47
2.	Feb. 2011	Job Satisfaction and Quality of Work Life among IT Employees in Tamilnadu	Amity international strategic management review. Amity International Business	<b>ISSN</b> 0987-8841	Vol.4,No.1 <b>P.No.</b> 46 to 50

			School, Amity University, Noida.		
3.	April 2010	Quality and Work Life Balances of Knitwear Industry.	International Management Albertian Institute of Management Banerji Road, Cochin – 682 018, India.	<b>ISSN</b> 0975-7839	Vol.-4, Issue-1, <b>P.No.</b> 30 to 35
4.	March 2010	A Study on Distribution Effectiveness of Amrutanjan's Modern Trade in Chennai.	Journal of Business and Management Research	<b>ISSN</b> 0973-3523.	Vol.5, No.1P. <b>No.</b> 33 to 42
5.	March 2009	Man job fit factors and occupational stress among the manager of cement industries in Tamil Nadu.	ACRM 10 Journal of Business and Management Research, Bengaluru	<b>ISSN</b> 0973-3523	Vol.4, Issue-1, <b>P.No.</b> 20 to 25
6.	Jan. 28 & 29 2010	Organizational Performance and Quality of Work Life in Informational Technology workforce.	Kalasalingam University, Krishnankoil, Srivilliputtur	<b>ISBN</b> 9792267171643	
7.	2009	Role of Ethics and Social Responsibility in Consumer Marketing	Kalasalingam University, Krishnankoil, Srivilliputtur	<b>ISBN</b> 9788190667128	

#### Papers presented in Conferences / Seminars

S.No	Period	Title	Place & Organizer
1.	March 24 <sup>th</sup> 2025	NPA Crisis in Resolution	Department of Economics, Mannar Thirumalai Naicker College

			Autonomous), Pasumalai, Madurai-4.
2.	March 6 <sup>th</sup> 2025	Information and Communication Technology (ICT) as a Tool for Marketing Self-Help Groups Products	Mannar Thirumalai Naicker College (Autonomous), Pasumalai, Madurai-4.
3.	March 6 <sup>th</sup> 2025	A thorough Analysis of How Social Media affects Consumer Behaviour and Digital Marketing Tactics	Mannar Thirumalai Naicker College (Autonomous), Pasumalai, Madurai-4.
4.	March 6 <sup>th</sup> 2025	The Role of Artificial Intelligence in revolutionising Warehouse Management	Mannar Thirumalai Naicker College (Autonomous), Pasumalai, Madurai-4.
5.	March 6 <sup>th</sup> 2025	Sociological Study of Self-Employment Opportunities among Disabled Persons.	Mannar Thirumalai Naicker College (Autonomous), Pasumalai, Madurai-4.
6.	7 <sup>th</sup> Jan. 2020	Promotion of Academic Integrity and Prevention of Plagiarism	SENTHI RESEARCH ADVOCACY FORUM V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar
7.	28 <sup>th</sup> & 29 <sup>th</sup> August 2019	MHRD RUSA Scheme 2.0 National Seminar CSR Towards social Development – Issues and Challenges (NSCSR-2019)	Department of Corporate Secretaryship Alagappa University, Karaikudi
8	14 <sup>th</sup> June 2019	Escalation of brand image and market value through Celebrity endorsements	Acharya Bangalore B-School Associated with Periyar University
9	14 <sup>th</sup> June 2019	Working Capital Management and its Impact on Financial Performance	Acharya Bangalore B-School Associated with Periyar University
10.	26 <sup>th</sup> & 27 <sup>th</sup> March 2019	“Determination of quality of work life among employees’ in managing job satisfaction with reference to Lakshmi mills company limited, Kovilpatti”	Alagappa Institute of management, Alagappa university Karaikudi <b>sponsored with ICSSR New Delhi</b>
11.	19 <sup>th</sup> Feb 2019	“A study on select SHG and women Empowerment in Madurai District”	VIJAY Institute of Management, Chettiyapatty, Dindigal – 624 303
12.	4 <sup>th</sup> Jan., 2019	“Impact of quality of work life on Job Satisfaction among Expatriates in IOS international mechanical	CICRD -2K19 PG And Research Department of Commerce,

		equipment L.L.C, ABUDHABI – UAE”	Mannar Thirumalai Naicker College, Pasumalai, Madurai.
13.	7-8 <sup>th</sup> June 2018	“An Anlysis on Lapsation of unit linked insurance policy in Indian Life Insurance sector”	Acharya Bangalore B-school, Bangaluru
14.	25-26 April 2018	<b>“Entrepreneurship Education and</b>	LINCON University college, 47301 Petaling Jaya, Selangor Darul Ehsan, <b>Malaysia</b>
15.	13th March 2015	“Role of college teachers in Quality Teaching with special reference to Management Studies”	IQAC Mannar Thirumalai Naicker College, Pasumalai, Madurai.
16.	22, August 2014	“Higher Education in India – An outlook.”	Department of Economics Mannar Thirumalai Naicker College, Pasumalai, Madurai
17.	25-26 July 2014.	“Impact of NPA’s on Bank profitability of Indian Overseas Bank with special reference to Puliangudi Branch,”	Sri Kaliswari College, Sivakasi,
18.	23 -25 Feb 2011.	“Impact of Burnout on Quality of Work Life of Professionals in Information Technology Industry”	Amity International Business School and Amity Global Business School, Noida.
19.	28-29 Jan 2010	“Organizational performance and QWL in IT workforce”	Kalasalingam University, Krishnankoi, Associated with IIPA, New Delhi.
20.	19- 21, Nov. 2009	“Organization Climate In “Women Managed Sectors”	Indian Business Academy (IBA), Bengaluru
21.	4-5 Nov 2009	Determinant of Individual’s Motivation to work force.	Kalasalingam University, Krishnankoil
22.	16-18 July 2009.	“Women Entrepreneurs- Deciding Factors,	Annamalai University, Chidambaram,
23.	3-4 April 2009	“Ethics and Environment”	MGR University, Mathuravayal, Chennai,
24.	25 <sup>th</sup> March 2009.	“Creativity and Innovation in the content of Team Work”,	KSR School of Management Tiruchengode, Namakkal,



25.	30 – 31 Jan. 2009	“Inflation – A Critical Path”	Vivekananda Institute of Information and Management Studies, Tiruchengode, Namakkal.
26.	19 <sup>th</sup> April 200 8	“Total Quality Management in Academics”	Scott Christian College, Nagercoil.
27.	5 <sup>th</sup> & 6 <sup>th</sup> January 2023	“A Role of E-Commerce Platform on Empowerment of Entrepreneurship”	International Conference on Redefining Business Strategies: New Age Business Models” (ICRBSNABM “23) Acharya Bangalore B-School Association with Dambi Dollo University, Ethiopia.
28.	January 2023	Propagation of Enterprising Agripreneurs Through E- Commerce Models” (ICRBSNABM “23)	International Conference on Redefining 5 <sup>th</sup> & 6 <sup>th</sup> Business Strategies: New Age Business Acharya Bangalore B-School Association with Dambi Dollo University, Ethiopia. UGC Sponsored National Seminar On “Emerging Trends in Commerce and Management
29.	24 <sup>th</sup> & 25 <sup>th</sup> March 2023	“A Study on Government initiatives to Empower the Rural Women Entrepreneurs	PG & Research Department of Commerce, Sri S. Ramasamy Naidu Memorial College, Sattur-626 203
30.	February 23 - 2018	Faculty Development Programme on Intellectual property Rights	Department of Business Administration organized with UGC Manner Thirumalai Naicker College, Pasumalai, Madurai
31.	29 <sup>th</sup> June 2018	Technicalities of Writing Research Proposal	Manner Thirumalai Naicker College, Pasumalai, Madurai
32.	February 7 <sup>th</sup> 2014.	One day workshop of Quality Improvement Cell (QIC)	Anna University, in GCE campus (nodal center) Tirunelveli
33.	Nov. 19 <sup>th</sup> to Dec 01 <sup>st</sup> - 2012	Faculty Development Programme On Entrepreneurship	Sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB) in association with Centre for Entrepreneurship (CED), Madurai.

34.	24.9.2013	One day workshop of Women Empowerment Cell (WEC)	AICTE in Thiagaraja College of Engineering, Madurai
35.	August 29 <sup>th</sup> 2009	One Day Management Development Programme On – Business Intelligence	VIT Business School, Vellore
36.	November 13 to 15 2009	Workshop On SPSS	Thiagarajar College of Perceptors, Madurai.
37.	9 <sup>th</sup> April 2008	Patent Awareness Programme	Sponsored by DST Govt. of India in association with Yadava Mens College, Madurai.
38.	16-18 July, 2008	Faculty Awareness Camp on Entrepreneurship	EDC, Kalasalingam University, Krishnankoil.
39.	30 <sup>th</sup> & 31 <sup>st</sup> October 2008	Entrepreneurship Awareness Camp	Ministry of Science and Technology association with department of Computer Science and EDC, Kalasalingam University, Krishnankoil.

#### **FDP / Workshops / Seminar Organized or Conducted**

<b>S. No.</b>	<b>Date</b>	<b>Programme</b>	<b>Title</b>	<b>Grant</b>
1.	17 <sup>th</sup> May 2013	One Day FDP	“Stress Management”	-
2.	17 <sup>th</sup> May 2013	One Day FDP	Yoga Training Programme for Faculty Members of SVCET.	-
3.	24 <sup>th</sup> Jan. 2020	National Seminar	A Digital Transformation – Entrepreneur & Infopreneur 2K20	Under UGC Autonomy Grant
4.	14 <sup>th</sup> October 2022	Awareness Programme	Street Vendors Awareness Programme	-
5	23 <sup>rd</sup> March 2023	Association Programme	39 <sup>th</sup> Commerce Association Annual Day	-

### Academic Responsibilities

S.No.	Name of the Activity	Period
1	<b>Convenor</b> - Career Guidance and Centre for Competitive Examinations	From 5 <sup>th</sup> July 2023
2	Member - Innovation and IPR cell	From 5 <sup>th</sup> July 2023
3	Member - Vocational Education committee	From 5 <sup>th</sup> July 2023
4	<b>Convenor</b> – Library Advisory Committee- MTN College	From October 2021
5	Consumer Club Member - MTN College	From October 2021
6	<b>Convenor</b> - Soft Skill Programme – MTN College	From July 2019to October 2021
7	<b>Convenor</b> - Grievance and redressed committee – MTN College	From July 2019to October 2021
8	Internal Complaints Committee Member – MTN College	June 2018 to June 2019
9	Grievance Committee Member - MTN College	June 2018 to June 2019
10	Fine Arts Association Member - MTN College	June 2018 to June 2019
11	Member in Web Team - IQAC - MTN College	From 2016to January 2018
12	Co -Ordinator of Entrepreneurship Development Cell (EDC) - S.Veerachamy Chettiar Engineering College & Technology, Puliyangudi	From August 2012 to May 2014
13	Co -Ordinator of Women Empowerment Cell (WEC) - SVCET, Puliyangudi	From September 2012 to May 2014
14	Project Co -Ordinator & Internal Examiner for MBA Students. -SVCET, Puliyangudi	2012 -2013 Academic Year
15	Co –Ordinator for NBA (National Board Accreditation) -SVCET, Puliyangudi	From September 2012 to May 2014

### Acted as Resource Person for a Guest lecture

S. No.	Date	Name of the Programme	Name of the Institution	Topic
1.	08 <sup>th</sup> January 2025	Guest lecture	Sri Meenakshi Government Arts College for Women, Madurai- 625 002.	How Positive Thinking Fuels Self-Motivation, UG Association Meeting

2.	26 <sup>th</sup> Sept. 2024	Guest lecture	Programme was arranged by Department of Master of Computer Applications, <b>Sourashtra College</b> , Vilachery Main Road, Pasumalai, Madurai-4.	Planning in Management
3.	17 <sup>th</sup> Nov. 2023	Guest lecture	<b>RUSA</b> Programme on Soft skill Anna University Madurai Regional Campus	Leadership Ship skills
4.	16 <sup>th</sup> Nov. 2023	Guest lecture	<b>DST Funded project</b> for Women Entrepreneur, Mannar Thirumalai Naicker College, Madurai-4.	Break Even Analysis
5.	07 <sup>th</sup> June 2022.	Entrepreneurs hip Development Programme for the TAHDCO beneficiaries	Programme was arranged by EDII, Chennai. associated with Madurai District Tiny & Small Scale Industries Association (MADITSSIA)	"Accountancy & Book - keeping, Break - Even Point Analysis, Costing & Pricing Working Capital Management."
6.	16 <sup>th</sup> May 2019	Video conferencing	Acharya Bangalore B School, Bengaluru	Financial Basics – Break Even Analysis (B.E.P)
7.	13 <sup>th</sup> Jan. 2019	Guest Lecture	P.S.R. Engineering College, Sevalpatti, Sivakasi	Derivative Trading - Capital Markets
8.	10 <sup>th</sup> March 2018	Guest Lecture	P.S.R. Engineering College, Sevalpatti, Sivakasi	Qualities to be a Successful leader
9.	3 <sup>rd</sup> August 2017	Guest Lecture	P.S.R.Engineering College, Sevalpatti, Sivakasi	Scope for Opportunities and Growth in Entrepreneurship
10.	23 <sup>rd</sup> May 2013	Guest Lecture	NSS volunteers Anna University Tirunelveli Region	Quality of Leadership Development
11.	27 <sup>th</sup> – 29 <sup>th</sup> Feb. 2008	Guest Lecture	A.K. Arts and Science College, Krishnankoil, Srivilliputtur	Women Empowerment
11.	9 <sup>th</sup> -11 <sup>th</sup> Jul 2007	Guest Lecture	Final year students Of A.K.Polytechnic College, Krishnankoil, Srivilliputtur	Business Opportunity and Identification

13.	16th - 18 <sup>th</sup> Jul 2007.	Guest Lecture	Final year students of A.K. Polytechnic College, Krishnankoil, Srivilliputtur	Business Plan Preparation
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#### **Positions (Holding outside MTN College)**

1. Question setter for CMS Business School, Jain University, Bengaluru-560009. In the year December 2021
2. Question setter for Sourashtra college, Pasumalai, Maduria-4, In the year 2017
3. Question setter for PSR Engineering College, Sevalpatti, Sivakasi, In the year 2014
4. Acted as a Judge for TRIAMPH -2013 in Department of MBA, kalasalingam University, Krishnankoil. Srivilliputtur
5. Acted as a Judge for cultural in Department of Civil – HARITHAM '13, on 24.02.2013 in S.Veerassamy Chettiar college of Eng. & Tech., Puliangudi
6. Acted as a Judge for paper presentation in Management Meet Triumph-13, 01.03.2013 in MBA Dept, Kalasalingam University, Krishnankoil.
7. Acted as a Judge for National Symposium 2010, Kalasalingam Institute of Technology, Krishnankoil, Srivilliputtur.
8. Acted as a Chair Person in International Conference –ICGCP'10, MBA Dept, Kalasalingam University.
9. Acted as an Editor in Editorial Board for National Conference conducted by Department of Business Administration 2009. Kalasalingam University.
10. Acted as a Chair Person in National Conference –NCOSBI 09, MBA Dept, Kalasalingam University.
11. Acted as a Chair Person in National Conference –NSCOPE 08, MBA Dept, Kalasalingam University. Srivilliputtur.
12. Acted as a Judge for National Seminar 2008, P.A.C.R Polytechnic, Rajapalayam.
13. Acted as a Chair Person in National Conference –NSCOS 07, MBA Dept, Kalasalingam University, Srivilliputtur

#### **FDP / Workshops attended – Online**

<b>Sl.No.</b>	<b>Date</b>	<b>Title</b>	<b>Name of the Institution</b>	<b>National / International</b>
1.	14 <sup>th</sup> to 20 <sup>th</sup> February	Faculty Development Programme on Cyber	ExcelREdtech Pvt. Ltd. Sapthagiri NPS University	FDP

	2025	Security	Bangalore, Indira College of Engineering and Management, Pune, Annasaheb Dange College of Engineering and Technology Ashta, NIST University, Odissa	
2.	27 <sup>th</sup> to 31 <sup>st</sup> January 2025	Gen AI & Chat GPT Application in the Industry	ExcelREdtech Pvt. Ltd., SJC Institute of Technology, Bangalore, Chaitanya Bharathi Institute of Technology, Hyderabad, Bharti Vidyapeeth (Deemed to be University) College of Engineering, Pune.	FDP
3.	3 <sup>rd</sup> to 8 <sup>th</sup> February 2025	Predictive Analytics and Optimization for Industrial Applications	Sanjivani University, Finessefleet Foundation, Bangalore.	FDP
4.	21.08.2021	Mentoring Pedagogy and Teaching for Higher Education	Prince Shri Venkateshwara Arts and Science College	FDP
5.	23.07.2021	Feminist Teaching and Research in Higher Education: Theory and Practice	Ramanujan College	FDP
6.	07.06.2021	Security Analysis and Portfolio Management	SRM Valliammai Engineering College	FDP
7.	31.03.2021	Strategy of Managing Finances	Bikaner Technical University	FDP
8.	11.03.2020	FDP on Quality Assurance and Sustenance in Higher Education	IQAC, Mannar Thirumalai Naicker College, Pasumalai, Madurai.	FDP
9.	05.03.2020	21 <sup>st</sup> Century Skills	IQAC, Mannar Thirumalai Naicker College, Pasumalai,	FDP

			Madurai.	
10.	03.03.2020	FDP on Promotion of API Score and Career Advancement Scheme	IQAC, Mannar Thirumalai Naicker College, Pasumalai, Madurai.	FDP

#### Conference / Seminars Attended - Through Online

S.No.	Date	Title of the Webinar	Name of the Institution	National / International
1.	13.09.2021	Motivation Programme – to become an entrepreneur	Shanmuga Industries Arts and Science College	National seminar
2.	29.08.2021	Investor Awareness Program	Board Of Industry – Academia Partnerships	National Seminar
3.	13.07.2021	The Power of Mindfulness	Vishwaksena Arts and Science College	National Seminar
4.	21 <sup>st</sup> June 2021 to 2 <sup>nd</sup> July 2021	Capacity Building for Teachers in 21 <sup>st</sup> century Skills Education	National Institute of Technology	Workshop
5.	04.06.2021	Intellectual Property Rights	Amet Business School	National seminar
6.	01.06.2021	Sample Size Determination in Research	Shasun Jain College for Women	Workshop
7.	14 <sup>th</sup> and 15 <sup>th</sup> May 2021	Workshop on SPSS	Dr. M.G.R. Educational and Research Institute	Workshop
8.	06.05.2021	Investor Awareness Program	Innodesk Desgnovation services	National Webinar
9.	03-04 <sup>th</sup> May 2021	Creating Interactive E-Content	Universal Teachers Academy	National Workshop
10.	22.04.2021	Financial Empowerment through Financial Education	Rani Durgavati Govt. PG College	National Webinar

11.	21.06.2020	Mental & Physical health Through Yoga During COVID-19	S.S.Jain Subodh P.G. (Autonomous) College, Jaipur Rajasthan in association with NSS regional directorate, Rajasthan.	International Webinar
12.	13.06.2020	“International Trade-India and Malaysia’s Perspective”	PG & Research Department of Management Studies, Hindustan College of Arts and Science, Coimbatore.	Webinar
13.	10.06.2020	“Personal Finance”	Department of Commerce (Professional accounting), Ayya Nadar Jananki Ammal College – Sivakasi.	National Webinar
14.	09.06.2020	Impact of COVID-19 towards Migrant Labourers in India”	Department of Economics, Mannar Thirumalai Naicker College, Madurai-625004.	National Webinar
15.	05.06.2020	Economy Impact of Global Pandemic (Covid-19)	Thiagarajar College, Madurai.	International Webinar
16.	04.06.2020	“Art of Mind Management”	Department of Business Administration, Vivekanandha College of Arts and Sciences for Women, Tiruchengode.	National Webinar
17.	03.06.2020	Novel Corona and Novel Challenges: Life Ahead with Covid-19	UGC Cell Sri Guru Gobind Singh College, Punjab University, Chandigarh.	International Virtual Conference
18.	1-2.06.2020	“Role of ICT in Education Sector and its impact on Students, Faculties and policy Makers”	Department of Commerce (Babj Nabagenebt) & Business Administration (CA) St. Joseph’s College of Arts and Science (Autonomous), Cuddalore-1	International Webinar
19.	30.05.2020	“Do’s & Don’ts in Social Science Research	PG & Research Department of Commerce & Business Administration Padmavani Arts & Science College for Women	National Webinar



20.	27.05.2020	Fine Tuning Your Research Papers: Publication in SCOPUS, Web of Science Indexed and ABDC rated Journals.	Bharat Mata College Thrikkarara, Kochi-21	National Webinar
21.	23.05.2020	Women in 'STEM'	School of Education, Central University of Haryana.	International Webinar
22.	22.05.2020	Covid 19 and Recession – How can retailers manage this deadly combination?	Pearson, India	Webinar
23.	21.05.2020	“Self-Reliant India – Opportunities and Challenges”	IQAC, ST. JHON’S College, Palayamkottai -02.	Webinar
24.	20.05.2020	“Impact of COVID – 19 on the Global Economy”	Department of Commerce PSG College of Arts & Science, Coimbatore	Webinar
25.	19.05.2020	“Effects of lockdown on the savings and Investment Patterns of Common Investors”	Sri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai - 17.	Webinar
26.	16.05.2020	“Strategy for managing Personal finance including mutual Funds During & After Covid-19”	Faculty of Commerce and Business Studies, Motherhood University, ROORKEE in association with “AMFI”	National Webinar
27.	13 05 2020 to 15.05.2020	“Future of Entrepreneurship and Employment Opportunities”	Department of management studies Nehru Institute of Technology, Coimbatore.	Webinar
28.	11.05.2020	“Life Skills Development”	Idhaya College for Women, Kumbakonam	Webinar
29.	10.05.2020	Research in Accounting	Post Graduate Department of Commerce, Government College Tripunithura, Ernakulam, Kerala.	National Webinar

30.	09.05.2020	“Empowering Teachers for Technology Enhanced Classroom”	Department of educational Planning and administration, Tamil Nadu Teachers Education university.	National Webinar
31.	05.05.2020	Economic Impact of Global pandemic (COVID-19)	Department of Business Administration & PG & Research Dept. of Commerce Thiagarajar college, Madurai	International Webinar
32.	05.05.2020	“Joy of Orderly Living”	Department of Commerce, Kamadhenu Arts and Science College, Sathyamangalam -03	National Webinar

#### **SWAYAM - NPTEL – Online Course**

<b>Sl. No.</b>	<b>Date</b>	<b>Title</b>	<b>Name of the Institution</b>	<b>Roll No.</b>	<b>Score</b>
1.	Jan.-Feb. 2025	Services Marketing – A Practical Approach	SWAYAM - NPTEL	NPTEL25MG58S544500503	61%