

Dr. R. RATHEKA

Assistant Professor

PG & Research Department of Commerce

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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 | 1 | - | - |

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 |
|------|---|---|--|--|
| 1 | 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 |
| 2 | 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 |
| 3 | Five Days Faculty Development Programme | Five Days National Level FDP on Influence of AI in Teaching & Research | Hindusthan College of Arts and Science, Avinashi Road, Coimbatore | 04.09.2023 to 09.09.2023 |
| 4 | 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 |
| 5 | 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. |
| 6 | Five Days Faculty Development Programme | A Five Day National Level FDP on “CRYPTOCURRENCY, BLOCKCHAIN &CYBER SECURITY” | KMM COLLEGE OF ARTS AND SCIENCE THRIKKAKARA,ERNAKULAM,KERALA | 12th September 2022 to 16th September 2022 |
| 7 | One week Faculty Development Programme | Psychological skills for Effective Teaching and Learning | Ramanujam College University of Delhi | 6-12 th January, 2021 |
| 8 | One week Faculty Development Programme | Research Excellence and Academic Development | NilkanthraoShinde Science and Arts College | 9-14 th August, 2021 |

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| 9 | One day Faculty Development Programme | Empowering Investors Towards Securities Market | Government City College, Hyderabad | 19.06.2021 |
| 10 | One week Faculty Development Programme | Investors Awareness on Stock Market | Mother Teresa Women's University, Kodaikanal | 28.08.2021 to 31.08.2021 |
| 11 | One week Faculty Development Programme | Research Excellence and Academic Development | Nilkanthrao Shinde Science and Arts College | 09 th to 14 th August, 2020 |
| 12 | 2 weeks Online Faculty Development Programme | Managing online classes and ?Co-creating MOOCS : 2.0 | Ramanujam College, University of Delhi | 18.05.2020 to 03.06.2020 |
| 13 | One week online Faculty Development Programme | Nurturing Entrepreneurship – LAW & ICT Perspectives | Nallamuthu Gounder Mahalingam College, Pollachi | 16.05.2020 to 22.05.2020 |
| 14 | 3 days Online Faculty Development Programme | Teaching – Learning and Evaluation | Arulmigu Palaniandavar College for Women, Palani | 04.05.2020 to 06.05.2020 |
| 15 | One day online Faculty Development Programme | Data Analysis & Visualization of COVID - 19 | Jerusalem College of Engineering | 07.05.2020 |
| 16 | 10 Day Online Workshop | E - Content Creations | Universal Teachers Academy, Pudhucherry | 21 st to 30 th Apr 2020 |
| 17 | National | Pedagogical Tools in Higher Education | IQAC, M. V. Muthiah Government Arts College for Women, Dindugal | 30 & 31 st Jan 2020 |
| 18 | International | Restriction of Plagiarism: A Quality Measure in Research | Dept. of Library & Information Science, Manonmaniam Sundaranar University, Tirunelveli | 4 th January 2020 |
| 19 | Faculty Development Programme | Application of Statistics in Social Science Research using SPSS -FDP | V.H.N.Senthil Kumar Nadar College (Autonomous), Virudhunagar | 11 th - 15 th November 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 th March, 2024 |
| 2 | Two Day International Conference | Building Competitiveness through Technology enabled Business Management and Leadership | American College, Madurai | 9 th and 10 th February, 2024 |
| 3 | Two day State Level Workshop | Quantitative Analysis and International Using SPSS and AMOS | Mannar Thirumalai Naicker College, Madurai | 4 th and 5 th January, 2024. |
| 4 | Tamil Nadu state council | In-Service Programme | Tamilnadu State Council for Higher Education | 17-18 th May, 2022 |
| 5 | Workshop | Research Paper writing and Journal Selection | SGT, University, Delhi. | 27 th and 28 th August, 2021 |
| 6 | Conference | Talent Management and Effective Workforce' | Kamaraj College | 09 th to 11 th 2021 |
| 7 | 10 Day Online International Workshop | E - Content Creations | Universal Teachers Academy, Pudhucherry | 21 st to 30 th Apr 2020 |
| 8 | National Webinar | Empowering Teachers for Technology Enhanced Classroom” | Tamilnadu Teachers Education University | 9 th May, 2020 |
| 9 | National seminar | Pedagogical Tools in Higher Education | IQAC, M. V. Muthiah Government Arts College for Women, Dindugal | 30 & 31 st Jan 2020 |

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| 10 | International workshop | Restriction of Plagiarism: A Quality Measure in Research | Dept. of Library & Information Science, Manonmaniam Sundaranar University, Tirunelveli | 4th January 2020 |
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Books/Reports/Chapters/General articles etc:

| S.No | Title | Author's Name | 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 | Women Entrepreneurship Challenges and Solutions An Exploratory Study in Anuppanadi, | Ms. R.Nandhini eeswari Dr.R.Ratheka | International Journal of cultural studies and Social sciences | June 2024 | 2347-4777 | Vol.20, No – XX111 issue - 1, No.23 | | UGC Care Group - I |
| 2 | Impact of Artificial Intelligence on Business Sector | Dr.R.Ratheka Ms. S. Anisha | Journal of the Asiatic Society of Mumbai | 2023 | 0972-0766 | Vol. 99:2023 | | UGC Care Group - I |
| 3 | MAKE IN INDIA: A REFELECTION OF WOMEN ENTREPRENE | Dr. R.Ratheka | RABINDRA BHARATI JOURNAL OF PHILOSOP | No:05, 2023 | ISSN : 0973-0087 | Vol. : XXIV, | | UGC Care Group - I |

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|---|--|--|---|----------------|-----------|--------------------------|-----|--------------------|
| 4 | Emerging Trends in IPR Regime- An Overview | Dr. R.Ratheka | Kanpur Philosophes International Journal | November 2022 | 2348-8301 | Volume – 9 Issue – 1 | | UGC Care Group - I |
| 5 | Evaluation collision of covid among food peddlers in Madurai | Dr. R.Ratheka | Journal of Oriental Institute | January 2022 | 0030-5324 | Vol.71. Issue 01 2022 | | UGC Care Group - I |
| 6 | “Agricultural Funding: A Prime Factor of Indian Economy” – | Dr. R. Kajapriya ¹ Dr. R. Ratheka ² | UTKAL Historical Research Journal | April 2021 | 0976-2132 | (Vol.34(XXIII), 2021) | | UGC CARE GROUP – I |
| 7 | From Growth to Development of Indian E-Foods Delivery Services – A Study in Madurai City | Dr. R. Kajapriya ¹ Dr. R. Ratheka ² | Parishodh Journal | March 2020 | 2347-6648 | Volume: IX Issue: III | 6.3 | UGC CARE Group I |
| 8 | Challenges and Opportunities of E-Marketing | Dr. R. Ratheka ¹ Dr. R. Kajapriya ² | The International journal of analytical and experimental modal analysis | September 2019 | 0886-9367 | Volume XI Issue IX | 6.3 | UGC Care Group A |
| 9 | 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 ¹ Associate Professor of SBK College, Mrs. R. Ratheka ² | 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 | 9789380686981 | March 2015 |
| 2. | Dr.P.Ravichandran ¹ Associate Professor of SBK College, Mrs. R. Ratheka ² Mrs.B.Kothainachiar ³ 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 ¹ MTNC, Madurai Dr.P.Ravichandran ² 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. No | Title of the Paper | International/National /State level | Title of the Conference | Institution/College Name | dt/mm/yr |
|-------|---|-------------------------------------|--|--|---|
| 1 | Women Entrepreneurship Challenges and Solutions An Exploratory Study in Anuppanadi, | International Conference | Building Competitiveness through technology enabled Business Management and Leadership | The American College | 9 th and 10 th February, 2024 |
| 2 | Impact of Artificial Intelligence on Business Sector | National Level Seminar | Entrepreneurial Traits and Trends, 2023 | Fatima College, Madurai | 29 th September, 2023 |
| 3 | CONSUMER SATISFACTION 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 th March 2023 |
| 4 | Women Empowerment in Skill Development | International seminar | Inclusive Growth Through Corporate Social Responsibility Initiative | Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni | 27 th February 2023 |

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| 5 | MAKE IN INDIA: A REFLECTION OF WOMEN ENTREPRENEURS | National Level Seminar | Entrepreneurship in Industry 4.0 : A Glimpse | MannarThirumalaiNaicker College, Madurai. | 16 th December 2022 |
| 6 | Innovation Business practices of E-Commerce in Contemporary world 4.0 | International Conference | Evaluating Collision of Covid among food peddlers in Madurai | Loyola College , Chennai | 4-5 th February 2022 |
| 7 | Intellectual Property Rights: A tool for Economic Development | National Seminar | Emerging Trends in IPR Regime- An Overview | MannarThirumalaiNaicker College, Madurai. | 28 th March 2022 |
| 8 | “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 th and 20 th April, 2021 |
| 9 | From Growth to Development of Indian E-Foods Delivery Services – A Study in Madurai City | National | A Digital Transformation Entrepreneur & Infopreneur 2K20 | PG & Research Dept. of Commerce, MannarThirumalaiNaicker College, Madurai | 24.01.2020 |
| 10 | 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 |

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| 11 | Enriching the Quality of Education in the Rural colleges | National | The impact of IQAC on Quality Improvement s & Sustenance of the Rural based Institutions | Mannar Thirumalai Naicker College Pasumalai, Madurai | 13.03.2015 |
| 12 | 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 |
| 13 | Globalization on Higher Education Challenges & Implication in India | National | Higher Education in India – During the plan periods | Department of Economics, MannarThirumalaiNaicker College, Pasumalai, Madurai | 22.08.2014 |
| 14 | 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 |
| 15 | Impact of Organised Retailing | International | Impact of Global Crisis on Indian Business Scenario | Department of Commerce, Vivekanandha College of Arts and Science for Women, Tiruchengode | 04.01.2014 |

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|----|----------------------|----------|--|---|------------|
| 16 | Eco Tourism in India | National | Tourism Industry in India : Challenges and opportunities | PG & Research Dept. of Commerce, MannarThirumalaiNaicker College, Madurai | 12.08.2013 |
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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 | 2022 |
| 5 | Calendar Committee | 2021 | Till date |
| 6 | Website Committee | 2021 | 2022 |
| 7 | Soft Skill Committee | 2022 | 2023 |
| 8 | Library Stock Verification | 2022 | 2023 |

Workshop/Conference/FDP Attended in MTNC:

| S. No | Title of the Workshop/Conference/FDP | Name of the Institution/University | Month and Year |
|-------|---|--|--|
| 1. | Dynamics of Research Publications | IQAC MannarThirumalaiNaicker College, Madurai | 15 th & 16 th September 2022 |
| 2. | Insights of National Educational Policy | IQAC MannarThirumalaiNaicker College, Madurai | 18 th March 2023 |

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| 3. | Enhancing Quality by Unearthing Innovative Practices –EQUIP 2022 | IQAC MannarThirumalaiNaicker College, Madurai. | 18 th April 2022 to 24 th April 2022 |
| 4. | Education 4.O for Sustainable Economic Development | IQAC MannarThirumalaiNaicker College, Madurai | 27 th April 2022 |
| 5. | Questionnaire Framing And Statistical Tools For Social Science Research | BBA, Mannar Thirumalai Naicker College. | 19 th and 20 th July 2021 |
| 6. | Creating Interactive E-Resources &Gamification | Universal Teachers Academy | 17 th to 21 st May, 2021 |
| 7. | Online National Faculty Enrichment Programme | IQAC, Mannar Thirumalai Naicker College, Madurai | 19 th May 2020 |
| 8. | Quality Assurance and Sustenance in Higher Education - FDP | IQAC, Mannar Thirumalai Naicker College, Madurai | 11 th March 2020 |
| 9. | Capacity Building Programme on 21 st Century Skills - FDP | IQAC, Mannar Thirumalai Naicker College, Madurai | 5 th March 2020 |
| 10. | Research Writing & Publications: Theory & Practice - FDP | IQAC, Mannar Thirumalai Naicker College, Madurai | 19 th October 2019 |
| 11. | Capacity Building Programme on Outcome Based Education - FDP | IQAC, Mannar Thirumalai Naicker College, Madurai | 28 th August 2019 |

List of Events Organised

| S. No. | Date | Events Organized | Convener / Organizing Secretary |
|--------|------------------------------|------------------------------|---------------------------------|
| 1 | 29.07.2021 | Fundamentals of stock market | Convener |
| 2 | 31 st August 2020 | Capital Market Awareness | Convener |

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| 3 | 4 th -6 th June 2020 | Online Student Development Programme on “Online Learning Platforms” | Organizing Secretary |
| 4 | 29 th February 2020 | A One Day Workshop on Career Opportunities for Commerce Graduates through NISM | Organizing Secretary |
| 5 | 25 th 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 |