

RESUME



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7.3.168,
AIBEA Nagar 'A' Colony
Paravai,
Madurai.

OBJECTIVE

The primary objective of my teaching is to impart knowledge and wisdom. I would like to play a vital role in the overall development of a Student.

INDUSTRIAL EXPERIENCE:

- Worked as a retail sales officer in Tanishq Jewellery, East veli Street, Madurai from 2002 to 2004.

ABOARD TEACHING EXPERIENCE:

- **School** - Ihaddhoo School, Maldives.
- **Designation** - Commerce Teacher
- **Periods** - Aug 2017 – Apr 2018

TEACHING EXPERIENCE:

Experience in Teaching: 19 years

- College** - **Mannar Thirumalai Naicker College.**
Designation - Assistant professor
Department - Department of Business administration
Periods - Jan 2020 to Till date
- College** - **Madurai Institute of Social Sciences.**
Designation - Assistant Professor & Head
Programme - Department of Business administration
Period - Aug 2018 to Sep 2019.
- College** - **Mannar Thirumalai Naicker College.**
Designation - Assistant Professor
Department - Department of Business Administration

- Period - June 2010 to Aug 2017
- iv) **College** - **Arul Anandhar College.**
- Designation - Assistant Professor & Head
- Department - Department of Business Administration
- Period - Nov 2007 to Dec 2008
- v) **College** - **Mannar Thirumalai Naicker College.**
- Designation - Assistant Professor
- Department - Department of Business Administration
- Period - July 2005 to Nov 2007
- vi) **College** - **Madha College of Arts and Sciences.**
- Designation - Assistant Professor & Head
- Department - Department of Business Administration
- Period - June 1999 to June 2002

Subject Handled:

1. Principles of Management
2. Marketing Management
3. Financial Management
4. Human Resource Management
5. Business Economics
6. Money and Banking
7. Entrepreneurship Development
8. Business Law II
9. Production and Operation management
10. How to face interview confidently
11. Development of Skills of personal selling
12. Services Marketing
13. Retail Management
14. Industrial relation and labour law
15. International business
16. Intellectual property rights

Experience for Question Paper Settings:

- ❖ Alagappa University (BBA)
- ❖ Mother Theresa University (MBA)
- ❖ Arul Anandhar College (BBA)
- ❖ V.V.vanniaperumal college (BBA)
- ❖ Pondicherry University (MBA)

Central Board Valuation (For Semester/Non Semester):

- ❖ Madurai Kamaraj university (15 Years)

- ❖ Bharathidhasan University, Trichy (2 Years)
- ❖ S.Vellachamy nadar college, Madurai (2 years)
- ❖ V.V.Vanniaperumal college, Virudhunagar (2 years)

ACADEMIC PROFILE

Passed	Board / University	Year of Completion
Ph. D (pursuing)	Annamalai University	March 2024
M.Phil	Madurai Kamaraj University	2007
M.B.A(Finance)	Fatima College, Madurai	1997-1999
B.Com	V.V.Vanniaperumal College for Women, Virudhunagar	1994-1997
12 th Std	Government Higher Secondary school	1993
10 th Std	Government Higher Secondary school	1991

AWARD RECEIVED:

Sl.no	Date	Name of the Award	Forum/Association
1	2003	Best RSO Award	Tanishq Jewellery, Madurai.
2	5/10/ 2017	Best Commerce Teacher	Ihaddhoo School, Maldives.

CERTIFICATE OF PARTICIPATION: Seminar/ Conference/ Workshop/Webinar

S. No	State / National	Topic	Institution	Date
1	International (webinar)	Effect on Pandemic on the enlightenment of Entrepreneurs Development	Mangayarkarasi college of arts and science	10/3/21
2	International (webinar)	Pedagogical Tools for the Effective Implementations of NEP	Sri Ramakrishna College of Arts and Science	12/3/21
3	International(webinar)	Indian Economy Strengths and weaknesses	Aiman college arts and Sciences for Women, Trichy	17/3/21
4	International (webinar)	IFRS 15 Revenue recognition Model – Conceptual Understanding	Cardamom Planters Association College, Bodi	21/4/21

7	State (webinar)	Preparing for admission during Covid	Master soft	5/5/21
8	National (webinar)	Learning from Advocates of the ocean: Sea turtles and their role in the health of the coast and high seas.	Rajapalayam Rajus College	23/5/21
9	National (webinar)	Declining bees: Due to our Ignorance	Rajapalayam Rajus College	20/5/21
10	National(webinar)	Educational Submit on outcome based education	G.S. Mandal's Maharashtra Institute of Technology Aurangabad & Mastersoft ERP solutions, Nagpur	14/5/21-15/5/21
11	National(webinar)	Otters of India	Rajapalayam Rajus College	26/5/21
12	National (seminar)	Bio Diversity	Mannar Thirumalai Naicker college	26/5/21
13	National (webinar)	Women Empowerment	Madona Arts and Science College	28/5/21
14	National(webinar)	Status of Parrot India	Rajapalayam Rajus College	31/5/21
15	National(webinar)	Dugongs: Sea Cow or Sea Angels?	Rajapalayam Rajus College	31/5/21
16	National (webinar)	Financial awareness- A key to Financial Well being	Mandsaur University	2/6/21
17	National (webinar)	Disaster Management & Pandemic	Jims , Noida	5/6/21
18	National (webinar)	Conservation Challenges for sloth Bears in Karnataka	Rajapalayam Rajus College	5/6/21
19	National (webinar)	Conservation Challenges for sloth Bears in Karnataka	Rajapalayam Rajus College	7/6/21
20	National (webinar)	How to Invest in Rights Issue	Central University of Jammu	7/6/21
19	National (webinar)	Intellectual Property Rights	Nehru arts , Science and Commerce College, Karnataka	8/6/21
20	National(webinar)	Familiarising Digital Literature to digital natives	Dr. MGR educational Research Institute	8/6/21
21	National(webinar)	Prospects of Wind Energy	Nehru arts , Science and Commerce College, Karnataka	15/6/21
22	National(webinar)	Agriculture Journalism Scope and Challenges	Mandsaur University	17/7/21
23	International (webinar)	People Analytics – Time for HR to become data and analytics Translators	Fire Bird Institute of research in Management	2/4/22
24	National(webinar)	Effective management in personal Fiancé and Wealth Creation	Sri S. Ramasamy Naidu Memorial College, Sattur	13/4/22

25	National(webinar)	Financial Empowerment and career options in Securities Market	DR. BR Ambedkar Post graduate Centre	28/4/22
26	National(webinar)	Financial Empowerment through Strategic Planning	Annamacharya Institute of Technology and Science , Andrapradesh	25/5/22
27	International hybrid(webinar)	Lifeskills and personality development.	Arul Anandar college,madurai	01/11/22
28.	State level(workshop)	Intellectual property rights.	Mannar thirumalai naicker college,madurai	16/10/22-17/10/22

PAPER PRESENTED IN CONFERENCE:

S.No	State / National	Topic	Institution	Date
1	National	Contemporary and upcoming issues in the field of Intellectual property Rights	Mannar thirumalai naicker college, madurai	28/3/22
2.	National	Entrapreneurship in industry 4.0 Glimpse	Mannar thirumalai naicker college, madurai	16/12/22

PARTICIPATED ON FACULTY DEVELOPMENT PROGRAMME:

S.No	State / National	Topic	Institution	Date
1	State (seminar)	21 st Centuries skills	Manner Thirumalai Naicker college	5/3/20
2	State (seminar)	Quality Assurance and Sustenance in Higher Education	Manner Thirumalai Naicker college	11/3/20
3	International (webinar)	Social Commitment and Management Lessons	Sivananda sarma memorial RV college,	31/5/21-1/6/21
4	State (seminar)	Education 4.0 for Sustainable Economic Development	Manner Thirumalai Naicker college	27/4/22
5	State (seminar)	Dynamics of research publications	Mannar thirumalai naicker college,madurai	15/09/2022-16/09/2022
6	FDP	US individual taxation	ICT academy	04/12/2023-08/12/2023
7	FDP	Consultancy and corporate training	Mannar Thirumalai naicker college, madurai	17/3/23
8	FDP	Insights of national educational policy NEP 2020	Mannar Thirumalai naicker college, madurai	18/3/23

PAPER PUBLICATIONS:

S.NO	TITLE OF PAPER	NAME OF THE AUTHOR'S	NAME OF JOURNAL	MONTH/ YEAR	ISBN/ISSN NUMBER
1	A STUDY ON BRAND QUALITY AND LOYALTY TOWARDS RAMCO CEMENTS LIMITED	C.Malliga	Journal of the Oriental Institute	September: 2023	ISSN: 0030-5324
2	A STUDY ON INTELLECTUAL PROPERTY DISPUTES AND RESOLUTIONS	C.Malliga	International Journal of humanities, Law and Social Sciences	December: 2022	ISSN 2348-8301
3	A STUDY ON IMPACT OF BRAND AWARENESS ON BRAND EQUITY SPECIAL REFERENCE TO CUSTOMER DURABILITIES	C.Malliga	NISMA	December: 2022	ISSN 0973-3957
4	AN ANALYTICAL ASSESSMENT OF CUSTOMER ONLINE IMPULSE BUYING BEHAVIOUR DURING COVID'19	C.Malliga	KOREA REVIEW OF INTERNATIONAL STUDIES	AUGUST: 2022	ISSN 1226-4741
5	CHALLENGES OF CUSTOMERS BY UPI PAYMENT	C.Malliga	DIGITAL PRACTICE IN BUSINESS WORLD	MARCH 2024	ISBN 978-93-92649-83-7

EXPERIENCE AS RESOURCE PERSON:

s.no	State / National	TOPIC	COLLEGE	DATE
1.	State	Workshop on adapting the teaching for new generation	Servite college of education for women	31.05.22

PERSONAL DETAILS:

Name : C.Malliga
Gender : Female
DOB : 21/05/ 75
Marital Status : Married

Nationality : India
Languages Known : Tamil & English

DECLARATION

I hereby declare that the above written particular are true to the best of my knowledge and belief.

Yours Truly

(C.Malliga)