



## MANNARTHIRUMALAINAICKERCOLLEGEMADURAI CURR



### VITAE

#### PERSONAL INFORMATION:

Name : Nandhinieeswari R

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Date Of Birth : 02-04-1991

Date Of Appointment:02-08-2021

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Madurai - 625018

#### ACADEMIC QUALIFICATION

S.No	Degree	YearOfPassing	Subject	Name Of The Institution/ University
1	B.Com	2011	Commerce	Fatima College
2	M.Com	2013	Commerce	Fatima College
3	M.Phil	2014	Commerce	Fatima College
4	Ph.D	Pursuing	Commerce	Manna Thirumalai Naicker College

#### TEACHING EXPERIENCE

S.No	Name Of The Institute	Designation	From	To
1	Mannar Thirumalai Naicker College Madurai	Assistant Professor	02-08-2021	TillDate
2	DhafirInstituteAbuDhabi UAE	Assistant Professor	01-08-2019	11-12-2019
3	MangayarkarasiCollegeOfArtsAnd ScienceMadurai	Assistant Professor	04-09-2014	15-12-2016

## CONFERENCE/SEMINARS

S.NO	SEMINARS / CONFERENCES	NATIONAL /INTERNATIONAL	ORGANIZED BY	DD/MM/YYYY
	International workshop ON Making Successful Academic Professionalism	International level	Global Institute of Statistical Solutions	12 – 14 May, 2023
	International seminar on Recent Trends in Computing Intelligence and Industry 4.0	International level	Mannar Thirumalai Naicker College, Madurai	24 March, 2023
	National Level Webinar On Importance Of Trends, Technologies, And Industry Expectations	National level	KAYPEEYES College Of Arts And Science, Nilgiris	19.3.2022
	National Level Webinar On an overview of gst	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Madurai	18.3.2022
	National Level Webinar On an overview of business ethics	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Madurai	17.3.2022
	National level virtual conference on behavioural economics – perspectives and challenges	National level	Sri G.V.G Visalakshi College Of Arts And Science for Women	31 march, 2022
	National level workshop on Securities Market	National	Exel Business School Namakkal	18.11.2021 to 30.11.2021
	Webinar on Commodity Derivative Market	State level	National Commodity Derivative	27.08.2021

			Exchange Limited	
1	Entrepreneurship and Tax Practitioner	State level	Mangayarkarasi college Madurai	07/03/2015
2	Constraints and strategies to improve Indian industry (presented a paper "Tourism industry challenges and development in India" and it was published)	National level	Madurai Sivakasi nadars Pioneer Meenakshi Women's College Madurai	07/02/2014
3	Green marketing – a thrust on renewable energy products (presented a paper on "Green Marketing" and it was published)	National level	Fatima college Madurai	05/03/2013
4	Tourism industry in India : challenges and opportunities (presented paper on "Eco Tourism" and it was published)	National level	Mannar Thirumalai Naicker College Pasumalai Madurai	12/02/2013
5	E-Commerce for everyone	-	Fatima college Madurai	02/03/2012
6	Environmental sustainability : challenges and strategies	International level	Fatima college Madurai	17&18/02/2011
7	Opportunities and challenges for women in business	National level	Fatima college Madurai	29/01/2010
8	Women in business	-	Fatima college Madurai	27/10/2010
9	LIC in the service of the nation	-	Fatima college Madurai	03/09/2010
10	Debt waiver as a solution for farmers' financial solution	State level	Fatima college Madurai	02/02/2009

## FACULTY DEVELOPMENT PROGRAMME

S.NO	SEMINARS / CONFERENCES	NATIONAL /INTERNATIONAL	ORGANIZED BY	DD/MM/YYYY
1	Enhancing quality by unearthing innovative practices – equip 2022	National level	IQAC Cluster	18 – 24 april, 2022 7 days
2	State level FDP on Stress Management	State level	ICT Academy	22.08.2022 to 24.08.2022
3	State level FDP on Dynamics of Research Publications	State level	Mannar Thirumalai Naicker College, Madurai	15.09.2022 &16.09.2022
4	State level FDP on Consultancy and Corporate Training	State level	Mannar Thirumalai Naicker College, Madurai	17.03.2023
5	National Level Faculty Development Programme on Creative Visualization Techniques	National level	Jeppiaar College of Arts and Science Chennai	06.4.2022
6	Investor education and awareness by sraddha academy for financial education	National level	Rathinam College of Arts and Science	11.12.2021
7	National online FDP research methods and data analysis tools and techniques	National level	Lingaya's Lalitha Devi Institute of Management Science, New Delhi.	22.3.2022 to 26.3.2022
8	Certificate on HTML	-	Manna Thirumalai Naicker College Madurai	25 – 2 – 2023
9	Certificate in Front Accounting – 2.4.7	-	Manna Thirumalai Naicker College Madurai	20.4.2022
10	Investment / financial awareness	-	Centre For Entrepreneurship Development	21/02/2015

## PUBLICATIONS

S. No	Name of Author / s	Title of the Paper	Name of the Journal	Volume / Issue No.	ISSN No.	Month & Year of publication
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4.	Dr.G.THEN MOZHI, Assistant Professor, Department Commerce with Computer Applications ,	Interlectual Property Rights in Academic works	International Journal of Humanities , Law and social Sciences	Vol IX, Issue 1, No 12,2022	2348-8301	2022
	MTNC  And R.Nandhinieswari, Assistant Professor, Department Commerce with Computer Applications , MTNC					

Journal (Notified on UGC Care list Journals)

S. No	Title of paper	Name of the author/s	Name of journal	Month & Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal		
						Link to website of the Journal	Link to article/paper/ abstract of the article	Is it listed in UGC Care list
	A STUDY ON CUSTOMER PERCEPTION TOWARDS ZOMATO ONLINE FOOD ORDERING	MRS. S. NANDHINI NIEESWARI DURGA DHARANI SNEHA C	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367		<a href="https://drive.google.com/file/d/1E7yIZOA4gjbxfZ1y5CGycp-TMUVEINIE/view?usp=share_link">https://drive.google.com/file/d/1E7yIZOA4gjbxfZ1y5CGycp-TMUVEINIE/view?usp=share_link</a>	Yes

	IN MADU RAI CITY							
	FUND AMEN TAL AND FINAN CIAL ANAL YSIS OF EICHE R MOTO R	MRS. S. NANDHI NIEESW ARI ARUNAC HALAM S VEERA KUMAR P	The Internation al journal of analytical and experiment al modal analysis - UGC- CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886- 9367		<a href="https://drive.google.com/file/d/1zS1TFALLrfUm489ek-YzHkr31VtcJr8Q/view?usp=share_link">https://drive.google.com/file/d/1zS1TFALLrfUm489ek-YzHkr31VtcJr8Q/view?usp=share_link</a>	Yes
	MRS. S. NAND HINIEE SWARI HARI AYYA NAR R RAME SH BALAJ I S	A STUDY ON INFLUEN CE OF TELEVISI ON ADVERTI SEMENT ON CONSUM ER BUYING BEHAVIO R	The Internation al journal of analytical and experiment al modal analysis - UGC- CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886- 9367		<a href="https://drive.google.com/file/d/1bJ-kz1OX8xtizlBDbaNmmxO-1WRyGkS2/view?usp=share_link">https://drive.google.com/file/d/1bJ-kz1OX8xtizlBDbaNmmxO-1WRyGkS2/view?usp=share_link</a>	Yes
	Mrs. S. NAND HINIEE SWARI J. MUNE ESWA RI K. POTH UMPO NNU	A STUDY ON COLLEG E STUDEN TS' SATISFA CTION TOWAR DS MOBILE BANKIN G SERVICE IN MADUR AI CITY	The Internation al journal of analytical and experiment al modal analysis - UGC- CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886- 9367		<a href="https://drive.google.com/file/d/1bLhnHP7pjpNFKql eF4-wpVHvBQDbR0dY/view?usp=share_link">https://drive.google.com/file/d/1bLhnHP7pjpNFKql eF4-wpVHvBQDbR0dY/view?usp=share_link</a>	Yes
	Mrs. S.	A	The	April 2023	ISSN		<a href="https://drive.">https://drive.</a>	Yes

	NANDHINIEE SWARI B. SREE SARA N A. YOGESHWAR N	STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE IN MADURAI CITY	International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272		NO: 0886-9367		<a href="https://drive.google.com/file/d/1wzYJoidI9TWchzV Vh4Kr5NJX kTGfo-a0/view?usp=share_link">google.com/file/d/1wzYJoidI9TWchzV Vh4Kr5NJX kTGfo-a0/view?usp=share_link</a>	
	Mrs. R. Nandhinee swari G. KARTHIK	A STUDY ON INFRASTRUCTURE FACILITIES AND SERVICE OF DOMESTIC TOURISM IN MADURAI DISTRICT	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367		<a href="https://drive.google.com/file/d/1RlMuQ19_pS1mPciCOUNLOR GKdEUcTQ QT/view?usp=share_link">https://drive.google.com/file/d/1RlMuQ19_pS1mPciCOUNLOR GKdEUcTQ QT/view?usp=share_link</a>	Yes
	Mrs. S Nandhinee swari S. Vinothi ni	A STUDY ON INVESTMENT BEHAVIOUR SALARY EMPLOYEES IN MADURAI CITY	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023	ISSN NO: 0886-9367		<a href="https://drive.google.com/file/d/18TGcsVhsXwYmgj HlwUK9Tw1z79RjZs62/view?usp=share_link">https://drive.google.com/file/d/18TGcsVhsXwYmgj HlwUK9Tw1z79RjZs62/view?usp=share_link</a>	Yes

## PROCEEDINGS

<b>S. No</b>	<b>Date of the Conference/ Seminar</b>	<b>Name of the Conference/ Seminar</b>	<b>Name of the Institution</b>	<b>Title of the Paper</b>	<b>ISBN No.</b>	<b>Month &amp; Year of Publication</b>
1	27.3.2023	NATIONAL CONFERENCE ON KNOWLEDGE AND TECHNOLOGICAL DIMENSIONS OF ECONOMIC DEVELOPMENT	DEPARTMENT OF ECONOMICS (SF), PSG COLLEGE OF ARTS AND SCIENCE, COMBATORE	IMPACT OF DIGITALIZATION ON INDIAN ECONOMY	978-81-954992-1-2	March, 2023
2	22.9.22 to 23.9.22	PROCEEDING NATIONAL SEMINAR ON DIGITAL INDIA: INITIATIVE TO BECOME DEVELOPED INDIA	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI.	MSME IN THE DIRECTION OF DIGITALIZATION	978-93-83191-88-8	2022