

## **RESUME**

**Dr. S. RAJAMANI, M.Com.,M.Phil.,B.Ed.,Ph.D.,PGDCA.,SET.,NET.,**

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### **Career Objectives:**

To work in a highly spirited and challenging environment while being innovative and flexible. To acquire an entry level position in the college where I can use my good teaching skills for the better development of the students.

### **Academic Qualification:**

S.No	Course	Name of School / Institution	Year of Passing	% of Marks
1	SSLC	SHN Girls. Hr. Sec. School, Sivakasi	1983	67.2
2	HSC	SHN Girls. Hr. Sec. School, Sivakasi	1985	80.67
3	B.Com	SFR College for Women, Sivakasi	1988	62.00
4	M.Com	Sri GVG Visalakshi College for Women, Udumalpet.	1990	59.3
5	B.Ed	University of Madras	1991	51.9
6	M.Phil	Madurai Kamaraj University	1996	-
7	PGDCA	Mannar Thirumalai Naicker College, Madurai	2009	77.44
8	Ph.D	Madurai Kamaraj University	2012	-
9	SET	Mother Teresa Women's University	2016	-
10	NET	University Grants Commission	2019	-

## **Technical Qualification:**

### **Type writing**

English – Junior Grade in First Class -1991.

-- Senior Grade in Second Class – 1992.

### **Teaching Experience:**

<b>S.No</b>	<b>Institution</b>	<b>UG</b>	<b>PG</b>
1	Madurai Kamaraj University Evening College, Sivakasi.1995-1996	1 Year	-
2	Mannar Thirumalai Naicker College (SF), Madurai. Since 2001 to till date	22 Years	12 Years

### **Research Experience**

<b>Course</b>	<b>Title</b>	<b>University</b>
M. Com	Financial Performance of Sri Venkatesa Paper and Boards Private Limited, Swaminathapuram – A case study	Bharathiyar University
M.Phil	A Study on Job Satisfaction of Women workers of Match Industries in Anuppankulam.	Madurai Kamaraj University
Ph.D	A Study on Working of Public Distribution System in Theni District – Tamil Nadu	Madurai Kamaraj University

### **Other Experience:**

1. External Examiner in Madurai Kamaraj University.
2. External Examiner in S.Vellaichamy Nadar College, Madurai.

## Details of Seminar Participation

<b>Title</b>	<b>Place and Date</b>	<b>National Level</b>
Investment Scenario In India	S.VellaichamyNadar College, Madurai-19. 26/02/2010	National
Challenges And Opportunities In Banking Industry	Mannar Thirumalai NaickerCollege, Madurai -04. 09/09/2010	National
Global Economic Crisis And India'	Mannar Thirumalai Naicker College,Madurai-04 06/01/2012	National
Challenges and Opportunities of Service Sectors	Mannar Thirumalai NaickerCollege Madurai-4. 03/03/2017	National
Conquering the Invisible Enemy: Strategies for co-operatives in the Pandemic World	Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore. 22/05/2020	National
IOT and it's Application	SLS. MAVMM. AyiraVaisyar College, Madurai-14. 27/05/2020	National
Fashion Your Future with Right Investment Choices	Sri Parasakthi College for Women, Courtallam. 29/05/2020	National
Aatmanirbhar Bharat Abhiyan – A Review, COVID – 19 and its Effects on Indian Rural Economy	KhadirMohideen College, Adirampattinam, Thanjavur. 28/06/2020	National
Innovation and Entrepreneurship	Rathinam College of Arts & Science, Coimbatore. 30/06/2020	National
Career Guidance and Career Assistance	Rathinam College of Arts & Science, Coimbatore. 08/07/2020	National
Rebirth of the Indian Economy – Post – Pandemic Revival Strategies	Bishop Cotton Academy of Professional Management, Bengalure. 09/07/2020	National

Impact of E Commerce	Rathinam College of Arts & Science, Coimbatore. 09/07/2020	National
Export and Import Documentation Procedures	Hindusthan College of Arts and Science, Coimbatore. 11/07/2020	National
Biodiversity: Life Insurance for Our Changing World	Mannar Thirumalai Naicker College, Madurai-4. 26/05/2021	National
Intellectual Property Rights and Patenting	Parvathy's Arts and Science College, Dindigul. 02/06/2021	National
Creating Organizations for Tomorrow – Roadmap to Future Entrepreneurs	Government RamnarayanChellaram College of Commerce and Management, Bengalure. 11/06/2021	National
Digital Marketing	Parvathy's Arts and Science College, Dindigul. 17/06/2021	National
NRI Marriage	Academy of Maritime Education and Training, New Delhi. 28/12/2021	National
Repealed; Consumer Protection Act – 2019	Acharya Bangalore B – School, Bengalure. 30/12/2021	National
Intellectual Property Rights in Trade & Economic Development	Mannar Thirumalai Naicker College, Madurai-4 28/03/2022	National
Behavioral Economics – Perspectives and Challenges	Sri G.V.G. Visalakshi College for Women, Udumalpet. 31/03/2022	National
Wealth Creation Through Mutual Funds	Centre for Management Development, Modinagar, Uttar Pradesh and Association of Mutual Fund in India, New Delhi 02/07/2022	National
Managing Personal Finance and Wealth Creation	Bhartiya Jyotish Sansthanam Trust, Varanasi, UP. 25/04/2023	National

Managing Personal Finance and Wealth Creation	GDC Memorial College, Bahal, Haryana. 02/09/2023	National
How We Manage Our Finance	Urvashi Society. Rajasthan. 08/09/2023	National
Financial Empowerment Through Wealth Creation	Radhakrishna Institute of Technology and Engineering, Odhisa. 12/09/2023	National
Financial Empowerment Through Wealth Creation	College of Temperate Sericulture, Jammu and Kashmir. 23/09/2023	National
Financial Empowerment Through Wealth Creation	Upendra Nath Brahma College, Assam. 27/09/2023	National
Career and Finance: Balancing Professional Aspirations and Financial Stability	University Business School, Guru Nanak Dev University, Amritsar. 12/10/2023	National
Financial Empowerment Through Wealth Creation	Govt.D.B.Girls P.G.College, Raipur. 13/10/2023	National
Personal Financial Planning in Path to Wealth Creation	Sri Parasakthi College for Women, Courtallam. 14/10/2023	National
Mutual Funds – A Tool for Financial Empowerment	Agnel Institute of Technology and Design, Goa. 18/10/2023	National
Contribution of Mutual Fund on Philosophical Counselling for the	Barpeta Bongaigaon College, Assam. 03/11/2023	National
How We Manage Our Finance	Tawakal Solutions & Services Private Limited, Jammu and Kashmir. 29/11/2023	National
Financial Empowerment Through Wealth Creation	Bahuuddeshiya Samajik, Gramin and Shaikshnik Sanstha Vinchure's College of Education, Nashik. 30/11/2023	National

Financial Empowerment and Career Opportunities in Financial and Securities Market	Sau Rajanitai Nanasaheb Deshmukh Arts, Commerce and Science College, Maharashtra. 07/12/2023	National
<b>Title</b>	<b>Place and Date</b>	<b>State Level</b>
Inclusive Growth in India	Mannar Thirumalai Naicker College, Madurai-4. 16/12/2009	State
Research Methods using SPSS	Mannar Thirumalai Naicker College, Madurai-4. 28,29/01/2011	State
Customer Protection Act and Human Protection in India	Mannar Thirumalai Naicker College, Madurai-4. 30/03/2016	State
Impact of Demonetisation	Mannar Thirumalai Naicker College, Madurai-4. 22/02/2017	State
Goods and Services Tax: A Game Changer in Business	Mannar Thirumalai Naicker College, Madurai -4. 01/09/2017	State
Bio Diversity	Mannar Thirumalai Naicker College, Madurai -4. 22/05/2020	State
Hop on to the Entrepreneurship Wagon Amidst COVID 19	AIMS Institutes, Bangalore. 10/06/2020	State
Entrepreneurship – A Way to Milestone During Pandemic COVID - 19	Marudupandiyar College, Thanjavur. 18/06/2020	State
Impact of COVID – 19 on India’s External Sector	The American College, Madurai. 19/06/2020	State
Personality Development	AkhilBharatiyaVidyarthiParishad (ABVP), Trichy. 09/07/2020	State
The Role of Teachers in Post COVID – 19 Nation Re-building	AkhilBharatiyaVidyarthiParishad (ABVP), South Tamil Nadu. 15/07/2020	State
Women’s Empowerment and Gender Sensitization During COVID – 19	Rathinam College of Arts & Science, Coimbatore. 16/07/2020	State
Break the Ceiling of Gender Stereotypes to include Women into the Main Streams – A Path to Women Empowerment	Rathinam College of Arts & Science, Coimbatore. 04/12/2020	State

Personal Financial Empowerment and Carrier Opportunities in Securities Market	BhilaiMahilaMahavidyalaya,Chattisgarh with Association of Mutual Funds in India (AMFI). 07/06/2022	State
Business Analytics &BlockChain	The Madura College, Madurai-11. 28/12/2017	International Conference
COVID 19 and Continuing Relevance	The American College, Madurai. 23/05/2020	International Webinar
Economic Impact of Global Pandemic (COVID – 19)	Thiagarajar College, Madurai. 05/06/2020	International
Outcome Based Education & its Impact in Teaching, Assessment and Evaluation	Mannar Thirumalai Naicker College, Madurai -4. 10/06/2020	International Webinar
Future Perspective	Nehru Institute of Information Technology & Management, Coimbatore. 10/06/2020 to 12/06/2020	International Webinar
How not to waste a crisis?	The Standard Fireworks Rajaratnam College for Women, Sivakasi. 10/07/2020	International
Trademarks in a Market Influenced by AI	Sindhi College, Bangalore. 05/06/2021	International
Raising the Quality of Living through Ethics and Values in Higher Education	BafakhyYatheemkhanaB.Ed Training College, Malappuram, Kerela.. 05/03/2022	International
Pratisandhi	SVIMS, NKE Society, Maharashtra. 01 & 02/04/2022	International

### Details of Paper Presentation

Title	Name of the Seminar	Place and Date	Level
Performance of Public Sector Commercial Banks in India-An overview.	Emerging issues in Banking and Insurance Sector	Sri . S. Ramasamy Naidu Memorial College, Sattur. 4,5/3/2010	National
Women Entrepreneurs in India – An Overview.	Women Entrepreneurs – Challenge and Opportunities.	S. VellaichamyNadar College, Madurai. 28/1/2011	National

Customer Awareness and Attitude Towards Credit Facilities.	Emerging Trends in Service Sectors.	Amman College of Arts and Science. 10/09/2011	National
Impact of MNC's Entry in the Indian Retail market on Consumers.	Impact of MNC's Entry in the Indian Retail Market.	Thiagarajar College, Madurai. 15, 16/6/2012	National
Green Marketing – An Overview	Recent Trends in Commerce and Management	G.Venkataswamy Naidu College, Kovilpatti	National
FDI in Agricultural Sector in India	Inclusive Growth: The way to Strong Economic Development.	MTN College, Madurai. 27/02/2019	National
Emerging Trend in Marketing Through Advertising.	Emerging Trends in Business and Commerce	Arul Anandar College, Karumathur, Madurai. 17/3/2010	State
Recent Trend in Digital Marketing in the Global Business	Recent Trend in Digital Marketing in the Global Business	Sourashtra College, Madurai. 24/2/2017	International
Digital Marketing in India : Scope, Growth and Development	Proacmeet 2022	Hindusthan College of Arts and Science, Coimbatore. 01& 02/03/2022	International

### Details of Publication

Title	Name of Journals	ISBN/ISSN	Month and Year
Retail Industry in India – An overview	Retail Marketing in India: Trends and Challenges	938065750 -1	24-09-2011



Tourism Industry in India: Challenges and Opportunities Rural Tourism- A Prospective Study	Tourism Industry in India: Challenges and Opportunities	938068681-1	12-08-2013.
Impact of ICI Sector Development on Women Employment	Customer Protection and Empowerment in India	978-81-928 690-1-8	26,27/8/2016
Trends in Mobile Marketing	Nehru Journal of Management and Research	Volume 1,ISSN 2230-7974	November 2016
Entrepreneurship Development: Importance for Make in India	Research Journal of SRNMC	Volume 1, ISSN 2395-7085	March 2017
Recent Trend in Digital Marketing	ShanlaxInternational Journal ofCommerce	Volume 5, ISSN 2320-4168	April 2017
Service Marketing - An Overview	Nehru Journal of Management & Research	Volume 1, ISSN 2230-7974	November 2018
Recent Trends in Banking	Emerging Trends in Banking, Insurance & International Trade	978-93-88398-90-9	27,28/3/2019
Green Marketing-An Overview	An International Multi-Disciplinary Quarterly Research Journal 'AJANTHA'	Volume VIII ISSN 2277-5730	April-June 2019
Role of Entrepreneurship in Indian Economy	Research Journal of SRNMC	2395 – 7085	March - 2020
A Study on Entrepreneurship Development in India – An Overview	International Journal of Psychosocial Rehabilitation	1475 – 7192 Scopus	May - 2020
Intellectual Property Rights in Trade and Economic Development	International Journal of Humanities, Law and Social Sciences	ISSN 2348-8301 Vol. IX, Issue 1, No.12UGC Care List	2022
Digital Marketing in India : Scope, Growth and Development	Stochastic Modeling & Applications	ISSN : 0972-3641 Vol.26, No.3UGC Care List	January to June, 2022

Women Entrepreneurship in India : Challenges and Opportunities	International Journal of Health & Science	ISSN : 2550-8978 Scopus	May 2022
Challenges and Issues in Digital Marketing	Digital India: Initiative to Become Developed India	978-93-83191-88-8	September 2022
A Study on Khadi, Village Industries and Coir Analysis for Micro, Small and Medium Enterprises (MSME) in India	Rabindra Bharati Journal of Philosophy	ISSN:0973-0087 Vol.XXIV, No.06, UGC Care Group I	2023

## Faculty Development Programme

Faculty Development Programme/ Short Term Course	Title of the Programme	Name of the Institution/University	Month and Year
Faculty Development Programme	Skill Development	Mannar Thirumalai Naicker College, Madurai-4.	19,20,21/05/2008
Faculty Development Programme	Internal Quality Assurance Cell	Mannar Thirumalai Naicker College, Madurai-4.	04/03/2017
Faculty Development Programme	One Who Can Do, Teaches! How to do?	Mannar Thirumalai Naicker College, Madurai-4.	08/03/2019
Faculty Development Programme	One day Training and Production Workshop on prospects of Outcome Based Curriculum	Mannar Thirumalai Naicker College, Madurai-4.	09/03/2019
Capacity Building Programme	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai-4	28/08/2019
Faculty Development Programme	Quality Assurance and Sustainance I Higher Education	Mannar Thirumalai Naicker College, Madurai-4	11/03/2020
Faculty Enrichment Programme	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai-4.	13/05/2020 to 19/5/2020
Faculty Development Programme	Artificial Intelligence	Anil Neerukonda Institute of Technology &	22/05/2020 to 26/5/2020

		Sciences, Sangivalasa, AP.	
Faculty Development Programme	Innovation, Incubation & Entrepreneurship	RajapalayamRajus' College, Rajapalayam.	05/06/2020
Faculty Development Programme	New Challenges in Business Management – A Strategic Approach	Andhra Loyola Institute of Engineering and Technology, Vijayawada.	08/06/2020 to 10/06/2020
Faculty Development Programme	Effects of Covid – 19 on Global Economt	KhadirMohideen College, Adiramapattinam	01/07/2020 to 07/07/2020
Faculty Development Programme		Rathinam College of Arts & Science, Ciombatore.	08/07/2020 to 11/07/2020
Faculty Development Programme	Dream, Struggle and Victory	Rathinam College of Arts & Science, Ciombatore	11/07/2020
Skill Development Programme	GST – Registration, Assessment and Filing of Returns	Bharathiar University, Coimbatore.	16/07/2020 to 29/07/2020
Faculty Development Programme	English Literature – Social Commitment & Management Lessons	SivanandaSarma Memorial R.V.College, Bengaluru	31/5/2021 &01/6/2021
Faculty Development Programme	Research Excellence and Academic Development (READ) – 2021	NilkanthraoShinde Science and Art's College, Bhadrawati, Maharashtra.	09/08/2021 to 14.08/2021
Faculty Development Programme	Scholarly Writings	AyyaNadarJanakiA mmal College, Sivakasi.	23/09/2021 to 25/09/2021
Virutual Faculty Development Program	IFRS	Bengaluru Branch of SIRC of The Institute of Chartered Accountant of India with Government RamnarayanChellaram College of Commerce and Management.	17/12/2021 to 23/12/2021
Faculty Development Programme	Exploring Dynamics of The Classroom – NEP and NAAC Perspective	ST Pauls College, Bengalore	20/01/2022 to 28/01/2022

Faculty Development Programme	Research Essentials	Chandigarh University	31/01/2022 to 05/02/2022
Faculty Development Programme	Big Data Analytics	Ethiraj College for Women (Autonomous), Chennai – 8	07/02/2022 to 15/02/2022
Investor Awareness Program	Fundamentals of Share Trading in Securities Market	Mannar Thirumalai Naicker College, Madurai-4	16/03/2022
Management Development Programme	Innovation, Digitalization and Change Management	Ramaiah Institute of Technology, Bangalore	21/03/2022 to 26/03/2022
Faculty Development Programme	Principals of Management	NPTEL – AICTE	January to April, 2022
Faculty Enhancement Programme	Enhancing Quality by Unearthing Innovative Practices – Equip 2022	Mannar Thirumalai Naicker College, Madurai-4	18/04/2022 to 24/04/2022
Faculty Enhancement Programme	Education 4.0 for Sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai-4	27/04/2022
International Faculty Development Programme	Applications of Business Analytics	Ramaiah Institute of Technology, Bangalore	09/10/2023 to 13/10/2023
Faculty Development Programme	Learning for NLP and Computer Vision	NIST Institute of Science and Technology (Autonomous), Berhampur	25/10/2023 to 31/10/2023
Faculty Development Programme	Data Analytics with Excel – Basics to Advanced	Dayananda Sagar College of Engineering, Bangalore	20/11/2023 to 01/12/2023
Faculty Development Programme	US Individual Taxation	ICT Academy at Madurai Kamaraj University, Madurai	04/12/2023 to 08/12/2023

### Details of Workshop:

Programme	Place	Month and Year
Financial Education for Young Investors	Mangayarkarasi College for Arts and Science, Madurai.	10/09/2014

Customer Relationship Management in Banking Sector	Mannar Thirumalai Naicker College, Madurai-04.	26/09/2014
Economic Growth Rate in India	Mannar Thirumalai Naicker College, Madurai-4.	30/03/2016
Technicalities of writing Research Proposal	Mannar Thirumalai Naicker College, Madurai-4.	29/6/2018
Goods & Service Tax(GST)	Sourashtra College, Madurai-4.	28/8/2018
Reinforcement of Quality Education	Vellalar College for Women (Autonomous), Erode.	26/06/2020 to 02/07/2020
Procedural Aspects in GST	Parvathy's Arts and Science College, Dindigul.	11/06/2021
Research Methodology & Data Analysis	BPS Institute of Teacher Training and Research, Haryana	22/02/2022 to 28/02/2022

**Short Term Course Attended:**

<b>Short Term Course</b>	<b>Title of the Programme/Course</b>	<b>Name of the Institution/University</b>	<b>Date/Month/Year</b>
Training Programme	Training of Trainers in Entrepreneurship Development	Maditssia's Business Information Centre, Madurai.	16/11/2011
Yoga	Kayakalpa Course	The World Community Service Centre, Chennai.	30/08/2016
National online Training Course	Libre Office Suite Writer	Spoken Tutorial Project, IIT Bombay.	21/08/2017
National online Training Course	Libre Office Suite Calc	Spoken Tutorial Project, IIT Bombay.	21/08/2017
International online course	Research Ethics in Higher Education	Rani Anna Government College for Women, Tirunelveli	14/02/2022 to 17/02/2022
National online Training Course	Front Accounting – 2.4.7 Training	Spoken Tutorial Project, IIT Bombay.	20/04/2022
National online Course	Principels of Management	NPTEL	January to April,2022

## **PERSONAL PROFILE**

**Name** : **Dr. S.Rajamani**  
**Husband'sName** : M.Narayanan  
**Age & Dateof Birth** : 55 Years, 21.04.1968  
**Nationality** : Indian  
**Religion** : Hindu  
**Community** : BC(Vadugan)  
**MaritalStatus** : Married  
**Address** : 11-1-36, MariyammanKovil MiddleStreet,  
Sholavandan(PO),  
Madurai (DT) - 625 214.

### **Declaration**

I hereby declare that the above furnished information are true and correct to the best of my knowledge.

Place: Madurai

Date: 08/01/2024

**(Dr. S.RAJAMANI)**