

# PROFILE

## (I) PERSONAL INFORMATION:

**Name** N.ILLAMBIRAI  
**Designation** ASSISTANT PROFESSOR  
**Department** Commerce with Computer Applications  
**E-Mail ID** illambirain@mannercollege.ac.in  
**Contact No** 0452-2371751  
**Date of Birth** 03/08/1981  
**Date of Appointment** 11/07/2012  
**Date of Retirement** 03/08/2039  
**Gender** Female  
**Address** Mannar Thirumalai Naicker College,Pasumalai,  
Madurai 625 004.



## Academic Qualification (Under graduate Onwards):

S.No.	Degree	Year of Passing	Subject	Name of the Institution/University
1.	B.Com	2003	Commerce	University of Madras, Chennai.
2.	M.Com	2006	Commerce	D.G.Vaishnav college, Chennai
3.	M.Phil	2011	Commerce	Mannar Thirumalai NaickerCollege, Madurai.
4.	PhD	2021	Commerce	Mannar Thirumalai NaickerCollege, Madurai.

**Ph.D thesis title, Institute/Organization/University and Year of Award:**

<b>S.No.</b>	<b>Ph.D thesis title</b>	<b>Field of Specialization</b>	<b>Institute/University</b>	<b>Year of Award dt/mm/yr (viva voce date as per syndicatecommunication)</b>
1.	Consumer awareness about Khadi and village industries products with special reference to Madurai District	Khadi and village industries	Madurai Kamaraj University	05.03.2021

**TEACHING EXPERIENCE:**

<b>S.No.</b>	<b>Name of the Institute</b>	<b>Designation</b>	<b>From</b>	<b>To</b>
1.	Mannar Thirumalai Naicker College	Assistant Professor	July 2012	Till Date

**FACULTY DEVELOPMENT PROGRAMME/SHORT TERM COURSE :**

<b>S.No</b>	<b>Faculty Development Programme/Short Term Course</b>	<b>Title of the Programme/Course</b>	<b>Name of the Institution/University</b>	<b>Month and Year</b>
1	Faculty Development Programme	Influence of AI in Teaching and Research	Hindustan College of Arts and Science, Coimbatore	Sep 2023
2	Short Term Course	Group Discussion Online Course	TCS Group	Feb 2022
3	Faculty Development Programme	Entrepreneurship Development	Syed Ammal Arts and Science College, Ramanathapuram, TN	March 2022
4	Faculty Development Programme	Including Universal Human Values in Education An aspiration of NEP 2020	HKBK Degree college, Bangalur	May 2022
5	Faculty Development Programme	NEP 2020	VV.Vanniaperumal College for Women, Virudhunagar , TN	Dec2022
6	Faculty Development Programme	Research Methodology	PPG College of Arts and Science, Coimbatore.	Dec2022
7	Faculty Development Programme	Investor Education and Awareness	Sraddha Academy & Thiyagarajar college , Madurai	Dec 2021
8	Faculty Development Programme	Data Analysis and Visualization of Covid-19 Dataset Using Python	Jerusalem College of Engineerong, Chennai	May 2020
9	Faculty Development Programme	Web Application Security	Jeppiar Institute of Technology, Chennai	May 2020
10	Faculty Development Programme	Capacity Building Program for Teachers during and post Covid-19	Godavari Institute of Engineering and Technology, Andhra Pradesh	May 2020
11	Faculty Development Programme	Moodle Learning Management System	Amity School of Engineering and Technology, Mumbai	May 2020

12	Faculty Development Programme	The Role of Teachers in Building in Human Capital	Idhaya College for Women,Kumbakonam	May 2020
13	Faculty Development Programme	Machine Learning and Applications	Sagar Institute of Research and Technology, Bhopal	May 2020
14	Short Term Course	Stress Management	Guru Nanak College, Chennai	May 2020
15	Short Term Course	Virtual Learning Environment	A.P.A.College of Arts and Culture, Palani	May 2020

**PUBLICATIONS (List of papers published, in year wise descending order):**

S.No.	Title of thepaper	Name of the Authors	Name of Journal	Month& Year	ISSN	Volume&Issue	Impact factor	ID Indexed in Scopus, Web of Science, Pubmed / approved by UGC / UGC CARE List
1	ECOMMERCE –AN OVERVIEW	Dr. N.Illambirai	Indian Journal of Psychology	Nov 2023	ISSN: 0019-5553	Book No 5	IF: 7.986	UGC CARE Approved, Peer Reviewed Journal
2	CHALLENGES AND OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN INDIA	Dr. N.Illambirai	Rabindra Bharati, Journalof Philisophy (Group-I)	April2023	ISSNNO: 0973 0087	VOL:XX IV/NO:5/Page No:141-143	IF:6.986	UGC CARE (GroupI)
3	INTELLECTUAL PROPERTY RIGHTS: AN OVERVIEW	Dr. N.Illambirai	Kanpur Philosophers: International Journal of Humanities, Law And Social Sciences	March2022	ISSN2348-8301	VOL IX,ISSUE 1, NO 12/PA PAGE NO:27	-	UGC CARE(GroupI) ,ISSN 2348-8301
4	INVOLVEMENT OF WOMEN IN DECISION-MAKING ROLES IN INDIA	Dr. N.Illambirai	The International JournalOf Analytical And Experimental Modal Analysis	APRIL2022	ISSN:0886-9367	APRIL 2022/VOL XIV,ISS UE IV, NO: 210	IF6.3	UGC - CARE

5	ROLE OF EXPERTISE ENTREPRENEURSHIP IN THE PROGRESS OF SMALL AND MEDIUM SIZED ENTERPRISES	Dr. N.Illambirai	Parishod Journal	March 2020	2347- 6648	Volume IX, IssueIII, March2020	6.3	UGC - CARE List - GroupI
6	CONSUMER AWARENESS TOWARDS KHADI AND VILLAGE INDUSTRIES	Dr. N.Illambirai	Shanlax International Journal of Arts,Science and Humanities	October 2017	2321- 788X	Volume V, Issue III, October 2017	1.5496	UGC approved Journal No.43960
7	GLOBALIZATION ANDTRADE	Dr. N.Illambirai	Roots International Journals of Multidisciplina ry Researches	September 2016	2349- 8684	VolumeIII, IssueVI, September2016	ISR A 0.811	UGC approvedjournal

**PROCEEDINGS:**

S.No	Name of the Author/Authors	Title of the Conference/Seminar	Title of the Article	International/National /State level	ISBN Number	Date
1	Dr. N.Illambirai	CHALLENGES AND ISSUES IN DIGITAL MARKETING	DIGITAL INDIA: INITIATIVE TO BECOME DEVELOPED INDIA	International Conference	978-93-83191-88-8	SEP 2022
2	Dr. N.Illambirai	CONTEMPORARY ISSUES, CHALLENGES AND RECOMMENDATIONS ON DIGITALIZATION	DIGITAL TRANSFORMATION WITH MICROFINANCE INSTITUTIONS AND RURAL DEVELOPMENT IN INDIA	International Conference	978-93-88574-00-6	04/01/2019
3	Dr. N.Illambirai	EMERGING ISSUES IN BUSINESS AND MANAGEMENT	EMERGING ISSUES IN FINANCIAL MANAGEMENT	National Seminar	978-93-88398-27-5	23/01/2019
4	Dr. N.Illambirai	DIGITAL MARKETING - A GLOBAL PERSPECTIVE	DIGITAL ADVERTISING AND PROMOTIONS IN KHADI AND VILLAGE INDUSTRIES	International Conference	978-93-87871-67-0	10/08/2018
5	Dr. N.Illambirai	ONLINE MARKETING OF SERVICES IN THE GLOBALIZATION ERA	ONLINE EDUCATION SYSTEM	National Seminar	978-81-929458-4-2	15/03/2016

**PAPER PRESENTED IN CONFERENCE/SEMINAR:**

S.No	Title of the Paper	International/ National /State level	Title of the Conference	Institution/College Name	Date
1	Challenges and Issues in Digital Marketing	National Conference	Digital India : Initiative to become Developed India	Ayya Nadar Janaki Ammal College	22.09.2022 & 23.09.2022

2	Challenges And Opportunities For Women Entrepreneurs In India	National Seminar	Entrepreneurship In Industrial 4.0: Glimpse	Mannar Thirumalai Naicker College, Madurai.	16.12.2022
3	Intellectual Property Rights: An Overview	National Seminar	Contemporary And Upcoming Issues In The Field Of Intellectual Property Rights	Mannar Thirumalai Naicker College, Madurai.	28-3-2022
4	Role Of Expertise Entrepreneurship In The Progress Of Small And Medium Sized enterprises	National Seminar	A Digital transformation - entrepreneur & Infopreneur 2K20	Mannar Thirumalai Naicker College, Madurai.	24/01/2020
5	Employment generation through Khadi and village industries for economic growth	National Seminar	Inclusive: The way to strong Economic Development	Mannar Thirumalai Naicker College, Madurai.	27/02/2019
6	E-Commerce in India	International Conference	Emerging Trends in Business and Management	Nehru Memorial College, Trichy	12/02/2019
7	Challenges And Opportunities Of Service Sectors	National Seminar	Challenges And Opportunities Of Service Sectors	Mannar Thirumalai Naicker College, Madurai.	25/07/2016
8	FDI in Retailing in India	State Level Seminar	Foreign direct investment in Retail trade - A Road Ahead	Mannar Thirumalai Naicker College, Madurai.	02/02/2013

**WORKSHOP/CONFERENCE/FDP Attended in MTNC:**

S.No	International/National/State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1.	State - Workshop	Economic Growth in India	Mannar Thirumalai Naicker College, Madurai	February 2016

2.	State -Workshop	Women Entrepreneurship	Mannar Thirumalai Naicker College, Madurai	March 2016
3.	IQAC - FDP	The Application of SPSS and AMOS for Data Analysis	Mannar Thirumalai Naicker College, Madurai	February 2019
4.	IQAC - FDP	One who can do, Teaches! How to do? and What to do?	Mannar Thirumalai Naicker College, Madurai	March 2019
5.	IQAC - CBP	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai	August 2019
6.	State- Workshop	Managerial & Professional Communication Skills	Mannar Thirumalai Naicker College, Madurai	February 2020
7.	IQAC - CBP	21st century skills	Mannar Thirumalai Naicker College, Madurai	March 2020
8.	State -FDP	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai	August 2020
9.	State –FDP	21st Century Skills	Mannar Thirumalai Naicker College, Madurai	March 2020
10.	State –FDP	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai	March 2020
11.	National -FDP	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai	May 2020
12	State webinar	Bio Diversity	Mannar Thirumalai Naicker College, Madurai	May 2020
13	State –FDP	Dynamic of Research Publications	Mannar Thirumalai Naicker College, Madurai	Sep 2022
14	State –FDP	Enhancing quality by Unearthing innovative practices-EQUIP 2022	Mannar Thirumalai Naicker College, Madurai	April 2022
15	State –FDP	Consulting and corporate Training	Mannar Thirumalai Naicker College, Madurai	March 2023



