



I. Academic Qualification

Doctoral Research – Ph.D

- **University** : Madurai Kamaraj University
- **Title** : A Study on Work Life Balance Among Women In MSME with Special Reference to Madurai City
- **Year** : Pursuing (Registered – 2023)

Master of Philosophy

- **University** : Madurai Kamaraj University
- **Title** : A Study On Work Life Balance of working Women With Special Reference to Madurai City
- **Year** : 2014

Post – Graduation

- **University** : Madurai Kamaraj University
- **Degree** : Master of Commerce
- **Year** : 2013

Under – Graduation

- **University** : Madurai Kamaraj University
- **Degree** : Bachelor of Commerce
- **Year** : 2011

II. Teaching Experience

- **Under-Graduate** : 6 years
- **Post Graduate** : 2 years
- 2021 – till date working as an Assistant Professor in the Department of Commerce with Computer Applications
- 2019 (6 Months) Commerce Faculty Dhafir institute UAE affiliated to Madurai Kamaraj University
- 2014-2016 Worked as a Commerce Faculty in Mangayarkarasi Arts and College

III. Area of specialization

- Marketing
- Banking
- E-commerce
- Taxation

IV. Other positions held in other institutions

- Worked as an accountant in siva exports Madurai from the year 2017- 2020. Responsibilities like maintaining records, book

keeping, in-charge of official communications, taking export leads from websites and other clerical tasks.

V. ORIENTATION / REFRESHER / TRAINING PROGRAMMES / FDP ATTENDED

S.NO	ORIENTATION / REFRESHER / TRAINING PROGRAMMES / FDP ATTENDED	NATIONAL /INTERNATIONAL	ORGANIZED BY	DD/MM/YYYY
1	State level FDP on Consultancy and Corporate Training	State level	Mannar Thirumalai Naicker College, Madurai	17.03.2023
2	Certificate on HTML	-	Manna Thirumalai Naicker College Madurai	25 - 2 - 2023
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 Stress Management	State level	ICT Academy	22.08.2022 to 24.08.2022
5	Enhancing quality by unearthing innovative practices - equip 2022	National level	IQAC Cluster	18 - 24 april, 2022 7 days
6	Certificate in Front Accounting - 2.4.7	-	Manna Thirumalai Naicker College Madurai	20.4.2022
7	National Level Faculty Development Programme on Creative Visualization Techniques	National level	Jeppiaar College of Arts and Science Chennai	06.4.2022
8	National online FDP research methods and data	National level	Lingaya's Lalitha devi institute of management	22.3.2022 to 26.3.2022

	analysis tools and techniques		science, New Delhi.	
9	Investor education and awareness by sraddha academy for financial education	National level	Rathinam College of Arts and Science	11.12.2021
10	Investment / financial awareness	-	Centre For Entrepreneurship Development	21/02/2015
11	International workshop ON Making Successful Academic Professionalism	International level	Global Institute of Statistical Solutions	12 – 14 May, 2023
12	International seminar on Recent Trends in Computing Intelligence and Industry 4.0	International level	Mannar Thirumalai Naicker College, Madurai	24 March, 2023
13	National Level Webinar On Importance Of Trends, Technologies, And Industry Expectations	National level	KAYPEEYES College Of Arts And Science, Nilgiris	19.3.2022
14	National Level Webinar On an overview of gst	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Madurai	18.3.2022
15	National Level Webinar On an overview of business ethics	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Madurai	17.3.2022
16	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

17	National level workshop on Securities Market	National	Exel Business School Namakkal	18.11.2021 to 30.11.2021
18	Webinar on Commodity Derivative Market	State level	National Commodity Derivative Exchange Limited	27.08.2021
19	Entrepreneurship and Tax Practitioner	State level	Mangayarkarasi College Madurai	07/03/2015
20	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
21	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
22	Tourism industry in India : challenges and opportunities (presented paper on "EcoTourism" and it was published)	National level	Mannar Thirumalai Naicker College Pasumalai Madurai	12/02/2013
23	E-Commerce for everyone	-	Fatima college Madurai	02/03/2012
24	Environmental sustainability : challenges and strategies	International level	Fatima college Madurai	17&18/02/2011
25	Opportunities and Challenges for women in business	National level	Fatima college Madurai	29/01/2010
26	Women in business	-	Fatima college Madurai	27/10/2010

27	LIC in the service of the nation	-	Fatima college Madurai	03/09/2010
28	Debt waiver a solution for farmers' financial solution	State level	Fatima college Madurai	02/02/2009

VI. ARTICLES PUBLISHED IN JOURNAL / BOOKS

a. Journal (Notified on UGC Care list)

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 the journal	Link to article/paper/abstract of the article	Is it listed in UGC Care list
	Women Entrepreneurs hip: Challenges and Solutions - An Exploratory Study in Anuppanadi, Madurai	Mrs. R.Nandhinee swari Dr.R.Ratheka	International Journal of Cultural Studies and Social Sciences	January - June: 2024	ISSN : 2347-4777	-	https://drive.google.com/file/d/1htog9G5eSGtYnM9NvmBymVcY5-jrTLP/view?usp=drive_link	Yes
	Women and SME Entrepreneurs hip Tamilnadu	Mrs. R.nandhinee swari Dr.R.Ratheka	Humanities and Social Science Studies,	January - June: 2024	ISSN 2319-829X	-	https://drive.google.com/file/d/1TQfEC-Px4Q1ZzslIlg-wwHFodgslh1TC/view?usp=drivesdk	yes

A Study On Job Satisfaction Among Collection Executives With Special Reference To Madurai City	T.Gopinath & Mrs R.Nandhineeewari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesri.com/special-issue-detail?cid=9	Yes
A Study On Financial Analysis Of Hero Motors In Madurai	Sathish.S & Mrs. R. Nandhini eeswari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesri.com/special-issue-detail?cid=9	yes
A Study On Customer Satisfaction Towards First Cry Products In Madurai City	M. Yogesh & Mrs. R. Nandhini eeswari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesri.com/special-issue-detail?cid=9	Yes
A Study On Students Perception Towards Digital Payment System With Special Reference To Madurai City.	Sathish Kumar. S, Santhosh . K & Mrs. R. Nandhini eeswari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesri.com/special-issue-detail?cid=9	Yes
A Study On Consumer Prception Towards Adoption Of 5g Mobile Technology In Madurai City	Muthu Pandi. V, Veeramani. V & Mrs. R.Nandhineeewari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesri.com/special-issue-detail?cid=9	yes
A Study On Customer Satisfaction Towards Gadgets Bought	Karthick. S, Raj Kumar.P & Mrs. R.	International Educational Scientific	March - 2024	E-ISSN NO : 245 5-	https://iesrj.com/special-issue-	https://iesri.com/special-issue-detail?cid=9	Yes

	Through Flipkart With Special Reference To Madurai City.	Nandhini eeswari	Research Journal		295 X	detail?cid=9		
	A Study On Work Life Balance Of Working Women In Education Sector With Special Reference To Madurai City	Mohamed Ibrahim. A, Janarthanan. S & Mrs. R. Nandhini eeswari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesrj.com/special-issue-detail?cid=9	yes
	A Study On Customer Satisfaction Towards Amazon Prime Video In Madurai City	Dhiwakar.L. K, Hariharan.G & Mrs. R. Nandhini eeswari	International Educational Scientific Research Journal	March - 2024	E-ISSN NO : 245 5-295 X	https://iesrj.com/special-issue-detail?cid=9	https://iesrj.com/special-issue-detail?cid=9	Yes
	A STUDY ON CUSTOMER PERCEPTION TOWARDS ZOMATO ONLINE FOOD ORDERING IN MADURAI CITY	MRS. S. NANDHINI EESWARI DURGA DHARAN I S SNEHA C	The International journal of analytical and experimental modal analysis - UGC-CARE Group 'II' Journals list - Serial No. 36272	April 2023	ISSN NO: 088 6-936 7	-	https://drive.google.com/file/d/1E7yIZOA4gibxfZ1y5CGycp-TMUVEINIE/view?usp=share_link	Yes
	FUNDAMENTAL AND FINANCIAL ANALYSIS OF	MRS. S. NANDHINI EESWARI ARUNACHALAM	The International journal of analytical	April 2023	ISSN NO: 088 6-	-	https://drive.google.com/file/d/1zS1TFALLrfUm489ek-	Yes

	EICHER MOTOR	S VEERA KUMAR P	l and experime ntal modal analysis - UGC- CARE Group 'II' Journals list - Serial No. 36272		936 7		YzHkr31V tclr8Q/vie w?usp=sh are link	
	MRS. S. NANDHINIEES WARI HARI AYYANAR R RAMESH BALAJI S	A STUDY ON INFLUEN CE OF TELEVISI ON ADVERTI SEMENT ON CONSUM ER BUYING BEHAVI OR	The Internati onal journal of analytica l and experime ntal modal analysis - UGC- CARE Group 'II' Journals list - Serial No. 36272	April 2023	ISSN NO: 088 6- 936 7	-	https://dr ive.google. com/file/ d/1bJ- kz1OX8xti zlBDbaN mmx0- 1WRyGkS 2/view?us p=share li nk	Yes
	Mrs. S. NANDHINIEES WARI J. MUNESWARI K. POTHUMPON NU	A STUDY ON COLLEG E STUDEN TS' SATISFA CTION TOWAR DS MOBILE BANKIN G SERVICE IN	The Internati onal journal of analytica l and experime ntal modal analysis - UGC- CARE Group 'II' Journals list -	April 2023	ISSN NO: 088 6- 936 7	-	https://dr ive.google. com/file/ d/1bLhnH P7pjpNFK qleF4- wpVHvBQ DbR0dY/v iew?usp=s hare link	Yes

		MADURA I CITY	Serial No. 36272					
	Mrs. S. NANDHINIEES WARI B. SREE SARAN A. YOGESHWARN	A STUDY ON CUSTOM ER SATISFA CTION TOWAR DS YAMAHA BIKE IN MADURA I CITY	The Internati onal journal of analytica l and experime ntal modal analysis - UGC- CARE Group 'II' Journals list - Serial No. 36272	April 2023	ISSN NO: 088 6- 936 7	-	https://drive.google.com/file/d/1wzYJoiDI9TWchzVVh4Kr5NJXkTGfoa0/view?usp=share_link	Yes
	Mrs. R. Nandhinieesw ari G. KARTHIK	A STUDY ON INFRASTR UCTUR E FACILTI ES AND SERVICE OF DOMEST IC TOURIS M IN MADURA I DISTRIC T	The Internati onal journal of analytica l and experime ntal modal analysis - UGC- CARE Group 'II' Journals list - Serial No. 36272	April 2023	ISSN NO: 088 6- 936 7	-	https://drive.google.com/file/d/1RIMuQ19pS1mPciCOUNLORgKdEUcTQQT/view?usp=share_link	Yes
	Mrs. S Nandhinieesw ari S. Vinothini	A STUDY ON INVEST MENT BEHAVI OUR	The Internati onal journal of analytica	April 2023	ISSN NO: 088 6- 936 7	-	https://drive.google.com/file/d/18TGcsVhsXwYmgiHlwUK9	Yes

		SALARY EMPLOYEES IN MADURAI CITY	l and experimental modal analysis - UGC-CARE Group 'II' Journals list - Serial No. 36272				Tw1z79RjZs62/view?usp=share link	
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b. PROCEEDINGS

S. No	Date of the Conference/Seminar	Name of the Conference/Seminar	Name of the Institution	Title of the Paper	ISBN No.	Month & Year of Publication
1	19.10.2023	International Conferenc on Digitalisation of Global Business Environment	Rathinam College of Arts and Science, Coimbatore.	Astudy on impact of Digitalization of Insurance Industry among insurers in Madurai city.	978-93-91772-80-2	Jan-2024
2	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
3	22.9.22 to 23.9.22	PROCEEDING NATIONAL SEMINAR ON DIGITAL INDIA:	AYYA NADAR JANAKI AMMAL COLLEGE, SIVAKASI.	MSME IN THE DIRECTION OF	978-93-83191-88-8	2022

		INITIATIVE TO BECOME DEVELOPED INDIA		DIGITALIZAT ION		
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