

Dr. S. RAJAMANI

Assistant Professor



PG Department of Commerce with Computer Applications

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9790355017

I Academic Qualifications:

Doctorial Research – Ph.D

- **University** : Madurai Kamaraj University, Madurai
- **Title** : A Study on Working of Public Distribution system in Theni District – Tamil Nadu
- **Year** : 2012

Master of Philosophy

- **University** : Madurai Kamaraj University, Madurai
- **Title** : A Study on Job Satisfaction of Women workers of Match Industries in Anuppankulam
- **Year** : 1996

Post Graduation

- **University** : Sri GVG Visalakshi College for Women, Udumalpet
- **Degree** : Master of Commerce
- **Year** : 1990

Under Graduation

- **University** : SFR College for Women, Sivakasi
- **Degree** : Bachelor of Commerce
- **Year** : 1988

Under Graduation - Education

- **University** : University of Madras
- **Degree** : Bachelor of Commerce in Education
- **Year** : 1991

Diploma Course

- **University** : Mannar Thirumalai Naicker College, Madurai
- **Diploma** : P G D C A
- **Year** : 2009

Technical Qualification:**Type writing**

English – Junior Grade in First Class -1991.

-- Senior Grade in Second Class – 1992

SET

- **University:** Mother Teresa Women's University
- **Year** : 2016

NET

- **University:** University Grants Commission
- **Year** : 2019

II Teaching Experience:

- Under Graduate : 23 years
- Post Graduate : 13 years
- 1995 – 1996 worked as a part time lecturer in Madurai Kamaraj University Evening College, Sivakasi.
- From 2001 – Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.

Other Experience:

1. **External Examiner in Madurai Kamaraj University from 2004**
2. **External Examiner in Madurai Kamaraj University from 2012**

Area of Specialization

- Financial Accounting
- Income Tax
- Management Accounting
- Banking
- Marketing

III Details of Seminar Participation:

S.No.	Title	Place and Date	National Level
1	Investment Scenario in India	S.Vellaichamy Nadar College, Madurai-19. 26/02/2010	National
2	Challenges and Opportunities in Banking Industry	Mannar Thirumalai Naicker College, Madurai -04. 09/09/2010	National
3	Global Economic Crisis and India'	Mannar Thirumalai Naicker College, Madurai-04. 06/01/2012	National
4	Challenges and Opportunities of Service Sectors	Mannar Thirumalai Naicker College Madurai-4. 03/03/2017	National
5	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
6	IOT and it's Application	SLS. MAVMM. Ayira Vaisyar College, Madurai-14. 27/05/2020	National
7	Fashion Your Future with Right Investment Choices	Sri Parasakthi College for Women, Courtallam. 29/05/2020	National
8	Aatmanirbhar Bharat Abhiyan – A Review, COVID – 19 and its Effects on Indian Rural Economy	Khadir Mohideen College, Adirampattinam, Thanjavur. 28/06/2020	National
9	Innovation and Entrepreneurship	Rathinam College of Arts & Science, Coimbatore. 30/06/2020	National
10	Career Guidance and Career Assistance	Rathinam College of Arts & Science, Coimbatore. 08/07/2020	National

11	Rebirth of the Indian Economy – Post – Pandemic Revival Strategies	Bishop Cotton Academy of Professional Management, Bengalure. 09/07/2020	National
12	Impact of E Commerce	Rathinam College of Arts & Science, Coimbatore. 09/07/2020	National
13	Export and Import Documentation Procedures	Hindusthan College of Artsand Science, Coimbatore. 11/07/2020	National
14	Biodiversity: Life Insurance for Our Changing World	Mannar Thirumalai Naicker College, Madurai-4. 26/05/2021	National
15	Intellectual Property Rights and Patenting	Parvathy’s Arts and Science College, Dindigul. 02/06/2021	National
16	Creating Organizations for Tomorrow – Roadmap to Future Entrepreneurs	Government Ramnarayan Chellaram College of Commerce and Management, Bengalure. 11/06/2021	National
17	Digital Marketing	Parvathy’s Arts and Science College, Dindigul. 17/06/2021	National
18	NRI Marriage	Academy of Maritime Education and Training, NewDelhi. 28/12/2021	National
19	Repealed; Consumer Protection Act – 2019	Acharya Bangalore B – School, Bengalure. 30/12/2021	National
20	Intellectual Property Rights in Trade & Economic Development	Mannar Thirumalai Naicker College, Madurai-4 28/03/2022	National
21	Behavioral Economics – Perspectives and Challenges	Sri G.V.G. Visalakshi Collegefor Women, Udumalpet. 31/03/2022	National
22	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

23	Investor Awareness Program	RSPN Associates. 11/10/2022	National
24	Fund Raising & Wealth Management for the Start-Ups	Sanketika Technical Campus, Vishakapaaatnam, Andhrapradesh. 09/11/2022	National
25	Financial Empowerment and Career Opportunities in Financial and Securities Market	University Business School Guru Nanak Dev University, Amritsar. 08/02/2023	National
26	Financial Empowerment Through Wealth Creation	Centre for Management Development, UP. 05/06/2023	National
27	Financial Empowerment Through Wealth Creation	Ashoka Women's Engineering College, AP. 06/06/2023	National
28	Financial Empowerment and Career Opportunities in Financial and Securities Market	SVCE, Tirupati. 12/06/2023	National
29	Investment is a Tool for Financial Empowerment	School of Management Sanskar Educational Group, Ghaziabad, UP. 07/05/2024	National
30	Food Safety : Prepare for the unexpected	Mannar Thirumalai Naicker College, Madurai-4. 07/06/2024	National
31	Inclusive Growth in India	Mannar Thirumalai Naicker College, Madurai-4. 16/12/2009	State
32	Research Methods using SPSS	Mannar Thirumalai Naicker College, Madurai-4. 28,29/01/2011	State
33	Customer Protection Act and Human Protection in India	Mannar Thirumalai Naicker College, Madurai-4. 30/03/2016	State
34	Impact of Demonetization	Mannar Thirumalai Naicker College, Madurai-4. 22/02/2017	State
35	Goods and Services Tax: A Game Changer in Business	Mannar Thirumalai Naicker College, Madurai -4. 01/09/2017	State

36	Bio Diversity	Mannar Thirumalai Naicker College, Madurai -4. 22/05/2020	State
37	Hop on to the Entrepreneurship Wagon Amidst COVID 19	AIMS Institutes, Bangalore. 10/06/2020	State
38	Entrepreneurship – A Way to Milestone During Pandemic COVID - 19	Marudupandiyar College, Thanjavur. 18/06/2020	State
39	Impact of COVID – 19 on India’s External Sector	The American College, Madurai. 19/06/2020	State
40	Personality Development	Akhil Bharatiya Vidyarthi Parishad (ABVP), Trichy. 09/07/2020	State
41	The Role of Teachers in Post COVID – 19 Nation Re- building	Akhil Bharatiya Vidyarthi Parishad (ABVP), South Tamil Nadu. 15/07/2020	State
42	Women’s Empowerment and Gender Sensitization During COVID – 19	Rathinam College of Arts & Science, Coimbatore. 16/07/2020	State
43	Break the Ceiling of Gender Stereo types to include Women into the Main Streams – A Path to Women Empowerment	Rathinam College of Arts & Science, Coimbatore. 04/12/2020	State
44	Personal Financial Empowerment and Carrier Opportunities in Securities Market	Bhilai Mahila Mahavidyalaya, Chattisgarh with Association of Mutual Funds in India (AMFI). 07/06/2022	State
45	Financial Empowerment Through Wealth Creation	Govt. D.S.Girls P.G.Autonomous College, Rajpur 11/11/2022	State
46	Financial Empowerment Through Wealth Creation	Halakura College, Assam 29/11/2022	State
47	Financial Empowerment Through Wealth Creation	Punjab Institutes of Management & Technology, Khanna. 13/12/2022	State
48	Financial Empowerment Through Wealth Creation	Progati College, Agomani . 28/12/2022	State

49	Managing Personal Finance and Wealth Creation	Hamidabad College, Assam. 03/01/2023	State
50	Managing Personal Finance and Wealth Creation	Government Engineering College Godhra Panchmahal, Gujrat. 02/02/2023	State
51	Financial Empowerment and Career Opportunities in Financial and Securities Market	Pes'srsn College of Arts and Science, Goa. 03/02/2023	State
52	Business Analytics & Block Chain	The Madura College, Madurai-11. 28/12/2017	International Conference
53	COVID 19 and Continuing Relevance	The American College, Madurai. 23/05/2020	International Webinar
54	Economic Impact of Global Pandemic (COVID – 19)	Thiagarajar College, Madurai. 05/06/2020	International
55	Outcome Based Education & its Impact in Teaching, Assessment and Evaluation	Mannar Thirumalai Naicker College, Madurai -4. 10/06/2020	International Webinar
56	Future Perspective	Nehru Institute of Information Technology & Management, Coimbatore. 10/06/2020 to 12/06/2020	International Webinar
57	How not to waste a crisis?	The Standard Fireworks Rajaratnam College for Women, Sivakasi. 10/07/2020	International
58	Trademarks in a Market Influenced by AI	Sindhi College, Bangalore. 05/06/2021	International
59	Raising the Quality of Living through Ethics and Values in Higher Education	Bafakhy Yatheemkhana B.Ed Training College, Malappuram, Kerela.. 05/03/2022	International
60	Pratisandhi	SVIMS, NKE Society, Maharashtra. 01 & 02/04/2022	International

IV Details of Paper Presentation:

S. No.	Title	Name of the Seminar	Place and Date	Level
1	Performance of Public Sector Commercial Banks in India-An Overview.	Emerging issues in Banking and InsuranceSector	Sri . S. Ramasamy Naidu Memorial College, Sattur. 4,5/3/2010	National
2	Women Entrepreneurs in India – An Overview.	Women Entrepreneurs – Challenge and Opportunities.	S. Vellaichamy Nadar College, Madurai. 28/1/2011	National
3	Customer Awarenessand Attitude Towards Credit Facilities.	Emerging Trends in Service Sectors.	Amman College of Arts and Science. 10/09/2011	National
4	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
5	Green Marketing – An Overview	Recent Trends in Commerce and Management	G.Venkataswamy Naidu College, Kovilpatti. 22/02/2019	National
6	FDI in Agricultural Sector in India	Inclusive Growth: The way to Strong Economic Development.	MTN College, Madurai. 27/02/2019	National
7	Emerging Trend in Marketing Through Advertising.	Emerging Trends in Business and Commerce	Arul Anandar College, Karumathur, Madurai. 17/3/2010	State
8	Recent Trend in Digital Marketing in the Global Business	Recent Trend in Digital Marketing intheGlobal Business	Sourashtra College, Madurai. 24/2/2017	International

9	Digital Marketing in India : Scope, Growth and Development	Proacmeet 2022	Hindusthan College of Arts and Science, Coimbatore. 01 & 02/03/2022	International
10	Digital Banking Operations in Current Scenario	Digitalization of Global Business Environments 20	Rathinam College of Arts & Science, Coimbatore. 19/10/2023	International Conference

V Details of Publications: (No. of ISBN - 6 & ISSN - 29)

S. No.	Title	Name of Journals	ISBN/ISSN	Month and Year
1	Retail Industry in India – An overview	Retail Marketing in India: Trends and Challenges	938065750 -1	24-09-2011
2	Tourism Industry in India: Challenges and Opportunities Rural Tourism- A Prospective Study	Tourism Industry in India: Challenges and Opportunities	938068681-1	12-08-2013.
3	Impact of ICI Sector Development on Women Employment	Customer Protection and Empowerment in India	978-81-928 690-1-8	26,27/8/2016
4	Trends in Mobile Marketing	Nehru Journal of Management and Research	Volume 1, ISSN 2230-7974	November 2016
5	Entrepreneurship Development: Importance for Make in India	Research Journal of SRNMC	Volume 1, ISSN 2395-7085	March 2017
6	Recent Trend in Digital Marketing	Shanlax International Journal of Commerce	Volume 5, ISSN 2320-4168	April 2017
7	Service Marketing - An Overview	Nehru Journal of Management & Research	Volume 1, ISSN 2230-7974	November 2018

8	Recent Trends in Banking	Emerging Trends in Banking, Insurance & International Trade	978-93-88ss398-90-9	27,28/3/2019
9	Green Marketing-An Overview	An International Multi-Disciplinary Quarterly Research Journal 'AJANTHA'	Volume VIII ISSN 2277-5730	April-June 2019
10	Role of Entrepreneurship in Indian Economy	Research Journal of SRNMC	2395 – 7085	March - 2020
11	A Study on Entrepreneurship Development in India – An Overview	International Journal of Psychosocial Rehabilitation	1475 – 7192 Scopus	May - 2020
12	Intellectual Property Rights in Trade and Economic Development	Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences	ISSN 2348-8301 Vol. IX, Issue 1, No.12UGC Care List	2022
13	Digital Marketing in India : Scope, Growth and Development	Stochastic Modeling & Applications	ISSN : 0972-3641 Vol.26, No.3UGC Care List	January to June, 2022
14	Women Entrepreneurship in India : Challenges and Opportunities	International Journal of Health & Science	ISSN : 2550-8978 Scopus	May 2022
15	Challenges and Issues in Digital Marketing	Digital India: Initiative to Become Developed India	978-93-83191-88-8	September 2022
16	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
17	A Study on Consumer Perception Towards Samsung Mobiles in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
18	A Customer Awareness of E-Banking Services in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
19	Study on KDFC's Coffee Reference to Customer in Madurai	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
20	A Study on Consumer Satisfaction Towards Aavin Milk in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023

21	A Study of Consumer Buying Behaviour of LG Brand in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
22	A Study on Customer Satisfaction of Asian Paints in Madurai	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
23	A Study on Customer Satisfaction of UPI Payments in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
24	A Study in Customer Satisfaction in Online Industry Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
25	Study on The Impacts of Instagram on Customer Behavior Among Youngsters in Madurai City	The International Journal of Analytical and Experimental Modal Analysis	ISSN NO: 0886-9367 Volume XV, Issue IV, UGC-CARE Group 'II' Journals list -Serial No. 36272	April 2023
26	Digital Banking Operations in the Current Scenario	Digitalization in the Marketing and International Trade	ISBN : 978-93-95659-60-4	January 2024
27	A Study on Work Life Stress Among Employees of HCL in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
28	A Study on Brand Preference of Mobile Phones Among College Students in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
29	A Study on Customer Satisfaction of the Kia Motors in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
30	A Study On Customer Satisfaction Towards Yamaha Bikes in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
31	A Study of Customer Satisfaction Towards Nippon Paints in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
32	A Study on Consumer Buying Behaviour Towards Fairness Cream Among College Students with the Special Reference to Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024

33	A Study on Customer Awareness of E-Banking Services with Special Reference to Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
34	A Study on Influence of Online Advertisement Among College Students in Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024
35	A Study on Impact of Social Media Marketing on Consumer Behaviour with Special Reference to Madurai City	International Educational Scientific Research Journal	ISSN :2455-295X Vol.10, Issue : 3, UGC Approved Journal	March 2024

VI Conference:

S.No.	DD/MM/YY YY	Title of the Paper	Title of the Conference/ Seminar	Venue/ Organized by	Oral/ Poster	ISSN/ ISBN
1	19.10.2023	Digital Banking Opertions In Current Scenario	Digitalization of Global Business Environments 2.0	Rathinam College of Arts And Science,Coimb atore	Oral	978-93-95659-60-4

VII Book Chapter:

S.No.	DD/MM/YYYY	Title of the Book	Title of the Chapter	Publisher Name	ISSN/ ISBN
1	January, 2024	Digitalization in the Marketing and International Trade	Digital Banking Operation in the Current Scenario	Beyond Line Publisher, Kalyan Nagar, Bangalore	978-93-95659-60-4

VIII Faculty Development Programme :

S. No.	Faculty Development Programme	Title of the Programme	Name of the Institution/University	Month and Year
1	Faculty Development Programme	Skill Development	Mannar Thirumalai Naicker College, Madurai-4.	19, 20, 21/05/2008
2	Faculty Development Programme	Internal Quality Assurance Cell	Mannar Thirumalai Naicker College, Madurai-4.	04/03/2017
3	Faculty Development Programme	One Who Can Do, Teaches! How to do?	Mannar Thirumalai Naicker College, Madurai-4.	08/03/2019
4	Faculty Development Programme	One day Training and Production Workshop on prospects of Outcome Based Curriculum	Mannar Thirumalai Naicker College, Madurai-4.	09/03/2019
5	Capacity Building Programme	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai-4	28/08/2019
6	Faculty Development Programme	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai-4	11/03/2020
7	Faculty Enrichment Programme	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai-4.	13/05/2020 to 19/5/2020
8	Faculty Development Programme	Artificial Intelligence	Anil Neerukonda Institute of Technology & Sciences, Sangivalasa, AP.	22/05/2020 to 26/5/2020
9	Faculty Development Programme	Innovation, Incubation & Entrepreneurship	Rajapalayam Rajus' College, Rajapalayam.	05/06/2020
10	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
11	Faculty Development Programme	Effects of Covid – 19 on Global Economy	Khadir Mohideen College, Adiramapattinam	01/07/2020 to 07/07/2020
12	Faculty Development Programme		Rathinam College of Arts & Science, Ciombatore.	08/07/2020 to 11/07/2020
13	Faculty Development Programme	Dream, Struggle and Victory	Rathinam College of Arts & Science, Ciombatore	11/07/2020

14	Skill Development Programme	GST – Registration, Assessment and Filing of Returns	Bharathiar University, Coimbatore.	16/07/2020 to 29/07/2020
15	Faculty Development Programme	English Literature – Social Commitment & Management Lessons	Sivananda Sarma Memoria IR.V.College, Bengaluru	31/5/2021 & 01/6/2021
16	Faculty Development Programme	Research Excellence and Academic Development (READ) – 2021	Nilkanthrao Shinde Science and Art's College, adrawati, Maharashtra.	09/08/2021 to 14.08/2021
17	Faculty Development Programme	Scholarly Writings	Ayya Nadar Janaki Ammal College, Sivakasi.	23/09/2021 to 25/09/2021
18	Virtual Faculty Development Program	IFRS	Bengaluru Branch of SIRC of The Institute of Chartered Accountant of India with Government Ramnarayan Chellaram College of Commerce and Management.	17/12/2021 to 23/12/2021
19	Faculty Development Programme	Exploring Dynamics of The Classroom – NEP and NAAC Perspective	ST Pauls College, Bengalore	20/01/2022 to 28/01/2022
20	Faculty Development Programme	Research Essentials	Chandigarh University	31/01/2022 to 05/02/2022
21	Faculty Development Programme	Big Data Analytics	Ethiraj College for Women (Autonomous), Chennai – 8	07/02/2022 to 15/02/2022
22	Investor Awareness Program	Fundamentals of Share Trading in Securities Market	Mannar Thirumalai Naicker College, Madurai-4	16/03/2022
23	Management Development Programme	Innovation, Digitalization and Change Management	Ramaiah Institute of Technology, Bangalore	21/03/2022 to 26/03/2022
24	Faculty Development Programme	Principals of Management	NPTEL – AICTE	January to April, 2022
25	Faculty Enhancement Programme	Enhancing Quality by Unearthing Innovative Practices – Equip 2022	Mannar Thirumalai Naicker College, Madurai-4	18/04/2022 to 24/04/2022

26	Faculty Enhancement Programme	Education 4.0 for Sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai-4	27/04/2022
27	Faculty Research Programme	Dynamics of Research Publications	Mannar Thirumalai Naicker College, Madurai-4	15,16/09/2022
28	Faculty Enhancement Programme	Insights of National Educational Policy	Mannar Thirumalai Naicker College, Madurai-4	18/03/2023
29	International Faculty Development Programme	Digital Marketing	MIT Arts, Commerce & Science College, Maharashtra	27/05/2024 to 31/05/2024

IX Details of Workshop :

S.No.	Programme	Place	Month and Year
1	Financial Education for Young Investors	Mangayarkarasi College for Arts and Science, Madurai.	10/09/2014
2	Customer Relationship Management in Banking Sector	Mannar Thirumalai Naicker College, Madurai-04.	26/09/2014
3	Economic Growth Rate in India	Mannar Thirumalai Naicker College, Madurai-4.	30/03/2016
4	Technicalities of writing Research Proposal	Mannar Thirumalai Naicker College, Madurai-4.	29/6/2018
5	Goods & Service Tax(GST)	Sourashtra College, Madurai-4.	28/8/2018
6	Reinforcement of Quality Education	Vellalar College for Women (Autonomous), Erode.	26/06/2020 to 02/07/2020
7	Procedural Aspects in GST	Parvathy's Arts and Science College, Dindigul.	11/06/2021
8	Research Methodology & Data Analysis	BPS Institute of Teacher Training and Research, Haryana	22/02/2022 to 28/02/2022

X Short Term Course Attended:

S.No.	Short Term Course	Title of the Programme/Course	Name of the Institution/University	Date/Month/Year
1	Training Programme	Training of Trainers in Entrepreneurship Development	Maditssia's Business Information Centre, Madurai.	16/11/2011
2	Yoga	Kayakalpa Course	The World Community Service Centre, Chennai.	30/08/2016
3	National online Training Course	Libre Office Suite Writer	Spoken Tutorial Project, IIT Bombay.	21/08/2017
4	National online Training Course	Libre Office Suite Calc	Spoken Tutorial Project, IIT Bombay.	21/08/2017
5	International online course	Research Ethics in Higher Education	Rani Anna Government College for Women, Tirunelveli	14/02/2022 to 17/02/2022
6	National online Course	Principles of Management	NPTEL	January to April,2022
7	Short Term Course	The Art of Professionalism	Dr.M.G.R. Educational and Research Institute, Chennai	10 to 17/04/2023
8	Training Programme	Front Accounting – 2.4.7	Spoken Tutorial Project , IIT Bombay	April 20,2022
9	Training Programme	HTML	Spoken Tutorial Project , IIT Bombay	February 25,2023
10	Training Programme	Libre Office Suite Writer 6.3	Spoken Tutorial Project , IIT Bombay	December 14,2023

XI Number of Projects Guided : 26

- a. UG 19
b. PG 7
c. M.Phil :-

S.No.	Title of the Project	Name of the Student	UG /PG / M.Phil	Register No.	Name of the Organization	Year
1	A Study of Consumer Satisfaction of Domino's Pizza- in Madurai City	B.K.KeerthanaV. Nagalakshmi R.Nandhini	UG	18SUCO004 18SUCO005 18SUCO006	Mannar Thirumalai Naicker College, Madurai	2021

2	A Study on Customer Satisfaction Level & Service Analysis of Bajaj Automobile, Madurai District	M.Deepakrajan P.Dhanasekar V.Dhanasekaran	UG	18SUCC029 18SUCC030 18SUCC031	Mannar Thirumalai Naicker College, Madurai	2021
3	A Study on Labour Welfare Measures in Indian Foods Private Limited, Tirupuvanam	A.Dinesh L.Dinesh B.Ganesan	UG	18SUCC032 18SUCC033 18SUCC034	Mannar Thirumalai Naicker College, Madurai	2021
4	A Study on Customer Satisfaction Towards Bharat Benz, Trident Automobiles Pvt.Ltd, Madurai	G.Gunaprasath A.Karthick Manikandan S.Kaviyarasan	UG	18SUCC035 18SUCC037 18SUCC039	Mannar Thirumalai Naicker College, Madurai	2021
5	A Study on Young Consumers Preference of Mobile wallets Gate way for Cashless Payment	S.ManiBharathi M/Mohammed Aslam	UG	19SUCC225 19SUCC228	Mannar Thirumalai Naicker College, Madurai	2022
6	A Study on Consumer Behaviour of Domino's & Papa John's Pizza	M.Vignesh N.Balamurugan	UG	19SUCC241 19SUCC219	Mannar Thirumalai Naicker College, Madurai	2022
7	A Study on Customer Satisfaction with Respect to Services Provided by Tata Motors	N.Nagajeeva S.Rajkumar	UG	19SUCC231 19SUCC236	Mannar Thirumalai Naicker College, Madurai	2022

8	A Study on Honda Motors in Production of Services	S.Mohamed Ansari C.Nantha Kumar	UG	19SUCC227 19SUCC232	Mannar Thirumalai Naicker College, Madurai	2022
9	A Study on Consumer Perception Towards Samsung Mobiles in Madurai City	P Aarthya R Anushiya	UG	20SUCC201 20SUCC202	Mannar Thirumalai Naicker College, Madurai	2023
10	A Customer Awareness of E-Banking Services in Madurai City	G Nivethitha M Santhiya	UG	20SUCC207 20SUCC209	Mannar Thirumalai Naicker College, Madurai	2023
11	Study on KDFC'S Coffee Reference to Customer in Madurai	M Sangeetha S Yoga B Soundharya Laksmi	UG	20SUCC208 20SUCC213 20SUCC210	Mannar Thirumalai Naicker College, Madurai	2023
12	A Study on Consumer	M Ajay Kumar S Alex	UG	20SUCC214 20SUCC215	Mannar	2023
	Satisfaction Towards Aavin Milk in Madurai City				Thirumalai Naicker College, Madurai	
13	A Study of Consumer Buying Behaviour of LG Brand in Madurai City	P Jeegatheesh V Mangan Periyasamy	UG	20SUCC222 20SUCC227	Mannar Thirumalai Naicker College, Madurai	2023
14	A Study on Customer Satisfaction of Asian Paints in Madurai	K Palpandiyan K Pradeep Kumar	UG	20SUCC232 20SUCC233	Mannar Thirumalai Naicker College, Madurai	2023
15	A Study on Impacts of Instagram Consumer Behaviour among Youngsters in Madurai City	T Santhiya	PG	21SPCC004	Mannar Thirumalai Naicker College, Madurai	2023

16	A Study on Consumer Satisfaction of UPI Payment in Madurai Madurai City	N.Arun Kumar	PG	21SPCCO14	Mannar Thirumalai Naicker College, Madurai	2023
17	A Study on Customer Satisfaction of online shopping in Retail Industry in Madurai City	C Guruprasath	PG	21SPCC020	Mannar Thirumalai Naicker College, Madurai	2023
18	A Study on Work Life Stress Among Employees of HCL in Madurai City	Kaviya.M, Keerthika.P, Maragathayazhini .C	UG	21SUCC201 21SUCC202 21SUCC204	Mannar Thirumalai Naicker College, Madurai	2024
19	A Study on Brand Preference of Mobile Phones Among College Students in Madurai City	Sandhiya. N, Varshini. K	UG	21SUCC206 21SUCC208	Mannar Thirumalai Naicker College, Madurai	2024
20	A Study on Customer Satisfaction of	T. Karuppusamy, S. Prasanth,	UG	21SUCC223 21SUCC232	Mannar Thirumalai	2024
	the KIA Motors in Madurai City				Naicker College, Madurai	
21	A Study on Customer Satisfaction Towards Yamaha Bikes in Madurai City	Sri Vigneshwaran. S, Naga Arjun. P,	UG	21SUCC244 21SUCC228	Mannar Thirumalai Naicker College, Madurai	2024
22	A Study of Customer Satisfaction Towards Nippon Paints in Madurai City	J. Yogeshwaran, S. Yuvaraj,	UG	21SUCC247 21SUCC248	Mannar Thirumalai Naicker College, Madurai	2024

23	A Study on Consumer Buying Behaviour Towards Fairness Cream Among College Students with the Special Reference to Madurai City	Roobiya Devi.R,	PG	22SPCC009	Mannar Thirumalai Naicker College, Madurai	2024
24	A Study on Customer Awareness of E-Banking Services with Special Reference to Madurai City	Soniya Ganthi.A	PG	22SPCC013	Mannar Thirumalai Naicker College, Madurai	2024
25	A Study on Influence of Online Advertisement Among College Students in Madurai City	Sivabalan.B,	PG	22SPCC026	Mannar Thirumalai Naicker College, Madurai	2024
26	A Study on Impact of Social Media Marketing on Consumer Behaviour with Special Reference to Madurai City	Veeramuthu.M,	PG	22SPCC029	Mannar Thirumalai Naicker College, Madurai	2024

XII Academic Responsibilities in the Institution:

S.No.	Name of the Position	From	To
1	Womens' Welfare Committee convenor	2015	2017
2	B.Com Girls Section Incharge	2014	2016
3	Member in IQAC in Criterion V	2013	2018
4	Womens' Welfare Committee member	2013	Till date

XIII. Convener and Organizing Secretary for the Seminars/ Workshops and Intercollegiate Meet

S.No.	Name of the Programme	Title	Name of the Resource Person	Role	Date
1	Awareness Programme	Break the Barriers	Dr.Janet Vasantha Kumari	Organizer	01.08.2023
2	Skill Development Programme	Research Design	Dr.S.C.B. Samuel Anbu Selvan, M.Com.,M.Phil., M.B.A.,Ph.D.,PGDCA., NET., Associate Professor,Department of Commerce, The American College, Madurai	Organizing Secretary	11.09.2023
3	Workshop	Basics of Income Tax and Practical Aspects	CA.T.Thavamani M.Com., ACMA., FCA., Former Chairman of ICAI, Madurai Branch	Organizing Secretary	12.10.2023
4	Carrer Guidance Programme	Opportunities in Banking Sector	Mr.C.Murugesan B.B.A., M.Com., Course Director, Madurai Soft Skill Training Academy, Madurai	Organizing Secretary	06.01.2024
5	Trade Fair	Mannar Biz2K		Organizing Secretary	15.02.2024 & 16.02.2024