



Ms.U.BHARATHI

Assistant Professor

Department of Commerce with Computer Applications

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1.Academic qualifications:

Doctoral Research - Ph.D

- University : Madurai Kamaraj University
- Title : A Study on role of warehousing in enhancing E- Commerce in Madurai District
- Year : 2022 (Registered & Pursuing)

Post Graduate Diploma

- University : Madurai Kamaraj University
- PG Diploma : Post Graduate Diploma in Computer Applications
- Year : 2009

Master of Philosophy

- University : Madurai Kamaraj University
- Title : A Study on Passenger Amenities at Maurai Railway Junction
- Year : 2004

Post-Graduation

- University : Madurai Kamaraj University
- Degree : Master of Commerce
- Year : 2001

Under -Graduation

- University : Madurai Kamaraj University

- Degree : Bachelor of Commerce
- Year : 2001

2. Teaching Experience:

- Under-Graduate : 12 years
- Post Graduate : 2 years

From the year 2011 Working as an Assistant Professor in Commerce at Mannar Thirumalai Naicker College (SF), Madurai.

Other positions held

- Exam committee member (Internals) self-financing stream
- External examiner in Madurai Kamaraj University from 2011 to till date

Area of Specialization:

- Financial Accounting
- Cost Accounting
- Banking
- Income tax

Other academic activities

- Participated in 46 national level and state level Workshop/Conference/FDP/Webinar and also presented 5 papers.
- 21 publications including UGC care list journals and other proceedings

PARTICIPATED:
Workshop/Conference/FDP/Webinar

S.No	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	Programme in entrepreneurship	Centre for entrepreneurship development Madurai	21Nov – 03 Dec 2011
2	Libre office suite writer training	Mannar Thirumalai Naicker College	Aug 2017
3	Technicalities of Writing Research Proposal	Mannar Thirumalai Naicker College	June 2018
4	One Who can Do, Teaches! How to do? And What to do?	Mannar Thirumalai Naicker College	-Mar 2019
5	Prospects of Outcome based Curriculum	Mannar Thirumalai Naicker College	Mar 2019
6	Capacity Building Programme on Outcome Based Education	Mannar Thirumalai Naicker College	August 2019
7	Capacity Building Programme on 21 st CENTURY Skills	Mannar Thirumalai Naicker College	March 2019
8	Quality Assurance in sustenance in Higher Education	Mannar Thirumalai Naicker College	March 2019
9	Online faculty enrichment programme	Mannar Thirumalai Naicker College	May 2020
10	Bio diversity	Mannar Thirumalai Naicker College	May 2020
11	Fashion your future with right investmentinvestmn	Parasakthi college of arts and science for women-	29.5.2020-
12	Digital tools for effective teaching	Jayaraj Annpakiyam college for women	04.6.2020
13.	OBE & it 's impact on teaching assessment and evaluation	Mannar Thirumalai Naicker College	06.062020
14.	Art of writing research paper	Mannar Thirumalai Naicker College	08.6.2020
15	Intellectual property rights	Mannar Thirumalai Naicker College	12.3. 2021
16	Fundamentals of stock market	Mannar Thirumalai Naicker College	29.7. 2021
17.	Qualitative & quantitative metrics in RAAF of NAAC	Rajalakshmi Engineering College	17.9.2021`
18	Scholarly writings	Ayya Nadir Janaki Ammal College	23.9 2021

19	Athmanirbhar Bharath on various aspects	Indian Institute of Public Administration & MTNC	09.10.2021
20	Contemporary and upcoming issues in the field of Intellectual Property Rights	Department of Commerce, MTNC	28.03.2022
21	Introduction to REITs and InvITs	Karpagam Academy of Higher Education	29.03.2022
22	Basic statistical analysis and it's interpretation using SPSS	Global Institute for Statistical solutions	09.04.2022 to 11.04.2022
23	Plagiarism in academic research & author identifiers	Indian Institute of Management & Commerce	11.4.2022 & 12.04.2022
24	Fundamentals of Research	Kamadhenu Arts & Science College, Coimbatore	18.04.2022
25	Enhancing quality by unearthing innovative practices	IQAC of MTNC & APCM College for women	18.04.2022 to 24.04.2022
26	Environmental issues in business and roadmap for innovative solutions	Department of Commerce ,Government Arts College for women	02.05.2022
27	International workshop on Academic writing and publishing	Institute of Aeronautical engineering,Telengana	4.8.2022 – 6.8.2022
28	National level seminar – Quest for excellence in 4innovative teaching with blended learning	Nehru memorial college	12 &13.8.2022
29	National level webinar – Financial empowerment through wealth creation	Mankachath College	2.9.2022
30	Faculty research programme – Dynamics of Research publications	Resrarch committee, Mannar Thirumalai Naicker College	15.9.2022
31	Prelude conference -India emerging as a global leader IIPA local bench in association with	Mannar Thirumalai Naicker College & IIPA	27.9.2022
32	National level webinar – Investor awareness programme	Govt college Purola	11.10.2022
33	Entrepreneurship in industries 4.0 : A glimpse	Dept of Commerce ,Mannar Thirumalai Naicker College	16.12.2022
34	ICRBSNABM “23	Aacharyaa Bangalore B – school	05 & 06..01.2023
35	Financial empowerment through wealth creation	Government arts college for women, Srinagar	27.6.2023

36	Financial empowerment through wealth creation	Soma subadrama raman goud women's college Raichur ,Karnataka	03.07.2023
37	Financial empowerment and career opportunities in financial and securities market	Ramachandra engineering college & Association of mutual fund of India Elluru Andrapradesh	04.07.2023
38	Design Thinking	ICT & MIS,,Mannar Thirumalai Naicker College	22.11.2023 &23.11.2023
39	National institutional ranking framework	Govt PG College Bhaderwah ,J&K	30.11.2023
40	Research & Innovation	St.Francis College, & Jyothi Nivas College, Koramangala Bangalore	16.12.2023
41	Quantitative Analysis and Interpretation using SPSS and AMOS	Dept of Commerce, Mannar Thirumalai Naicker College	4.1.2024 & 5.1.2024
42	Trends in Business 2023	Jayaraj Annpakiyam college for women	11.1.2024
43	Financial empowerment through wealth creation	The Global Academy	25.1.2024
44	Wealth creation through Financial Planning	Golaghat purbanchalik College,Assam	28.2.2024
45	Investment is a tool for financial empowerment	C.M College (Arts and Science) Bihar	29.5.2024
46	Patents and Patentability	Christ College of Science and Management, Malur Karnataka&NDLI Department of Library and Information	1.6.2024

Proceedings

S. No	Name of the Conference/ Seminar	Name of the Institution	Title of the Paper	ISBN No.	Date of the Conference/ Seminar	Month & Year of Publication
	Redefining business strategies :New age business models (International conference)	Acharya Bangalore B - School	Propagation of enterprising agriculture through E-Commerce	978- 81- 958836 - 1-5	06.01.2023	2023

Papers presented: Seminar / Conference

S. No	Name of the Programme	Name of the Institution	Title of the paper	Date
1.	Contemporary and upcoming issues in the field of Intellectual Property Rights National level Seminar	Department of Commerce, MTNC	National regime & laws of IPR in E - Commerce	28.03.2022
2.	Environmental issues in business and roadmap for innovative solutions International conference	Department of Commerce ,Government Arts College for women Dindigul	Warehousing and green supply chain management	02.05.2022
3.	Entrepreneurship in Industry 4.0: A glimpse National level Seminar	Department of Commerce, MTNC	Role of education in fostering industry 4.0 entrepreneurs	16.12.2022
4.	Sustainability and Technology In BFSI sector	Department of Commerce G.Venkatasamy Naidu College	A study on financial performance of HDFC Bank	06.02.2024 & 07.02.2024
5.	Skill development Entrepreneurship and emerging Technologies for International and Indian youth	Department of Commerce, MTNC	Startups: Catalysts for Entrepreneurial innovation in E-Commerce	16.02.2024

Publications

S. No	Title of the Paper	Name of the Journal	Volume / Issue No.	ISSN No.	Year of publication
1.	National regime & laws of IPR in E - Commerce	International journal of humanities, law and social sciences	Volume: 9 Issue 1 no: 11:2022	2348 - 8301	2022
2.	Warehousing and green supply chain management	International journal of humanities, law and social	Volume: 9 Issue 1 no: 15:2022	2348 - 8301	2022

		sciences			
3.	Role of education in fostering industry 4.0 entrepreneurs	Rabindra bharatijournal of philosophy	Volume:14no:16:2022	0973-0087	2023
4	A Study On Customer Attitude Towards Gold Investment in Madurai City	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
5	A Study On Employees Job Satisfaction of Chennai Silks in Madurai City	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
6	A Study on Customer Attitude Towards Mutual Fund Investment	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
7	A Study On Vehicle Insurance With Reference To ICICI Bank In Madurai City	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
8	Financial And Fundamental Analysis Of Volkswagen Motorsport India	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
9	A Study On Customer Satisfaction And Preference Towards Sugar Cosmetic Brand Products	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
10	A Study On Customer Satisfaction For Dinamalar News Paper In Madurai City	The International journal of analytical and experimental modal analysis	Volume15 Issue5	0886-9367	2023
11	A Study On Customer	The International journal of	Volume15 Issue5	0886-9367	2023

	Satisfaction Towards Gowri Krishna Hotel In Madurai District	analytical and experimental modal analysis			
12	Startups: Catalysts for Entrepreneurial innovation in E-Commerce	International Journal of Cultural studies and social sciences	Volume -20 Issue, No:23 January – June:2024	2347-4777	2024
13	A Study On Consumer Preference Towards Different Chocolate Brand Selection in Thirumangalam	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
14	A Study On Customer Preference Towards Smart Watches In Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
15	A Study On Customer Preference Towards Woodland Shoes In Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
16	A Study On Consumer Behaviour Towards ITC Classmate Notebooks In Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
17	A Study On Customer Preference Towards Mahindra Tractors In Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
18	A Study On Customer Attitude Towards Paper Bags In Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024

19	A Study On Women Empowerment Through Self Help Group In Jaihindpuram Area in Madurai District	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
20	A Study On Customer Perception Towards Housing Loan Facilities Provided By Public Sector & Private Sector Banks In Madurai city	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024
21	A Study On Consumer Behaviour Towards Digital Marketing Of JioMart in Madurai City	International Educational Scientific Research Journal	Volume - 10, Issue, No:3 March 2024	2455 – 295X	March 2024