

# **Dr. N. Illambirai**



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## **I. ACADEMIC QUALIFICATION:**

### **Doctoral Research**

- **University: Madurai Kamaraj University**
- **Title: Consumer awareness about Khadi and village industries products with special reference to Madurai District**
- **Year: 2021**

### **Master of Philosophy**

- **University: Mannar Thirumalai Naicker College**
- **Title: Financing of Small Scale Industries by Commercial Banks in Madurai District**
- **Year: 2011**

### **Post – Graduation**

- **University: D.G.Vaishnav College, Chennai,**
- **Degree: Master of Commerce**
- **Year: 2006**

### **Under Graduation**

- **University: University of Madras, Chennai**
- **Degree: Bachelor of Commerce**
- **Year: 2003**

## **II. TEACHING EXPERIENCE**

**Under Graduate: 12 years**

**Post Graduate: 3years**

**From 2012 – Working as an Assistant Professor in Department of Commerce with Computer Applications the self- finance Stream in Mannar Thirumalai Naicker College, Madurai**

## **III. AREA SPECIALIZATION**

- **Financial Management**
- **Marketing**
- **Banking**

#### **IV BOOK /CHAPTER**

- The book titled "DIGITAL PRACTICES IN BUSINESS WORLD," featuring the Chapter "NAVIGATING DIGITAL PRACTICES: A JOURNEY TOWARDS BUSINESS-TO-CONSUMER (B2C) MARKETING TRANSFORMATION," has an ISBN of 978-93-92649-83-7 and published in March 2024

#### **V. PROCEEDINGS**

- Title of the Conference/Seminar: CHALLENGES AND ISSUES IN DIGITAL MARKETING
  - Title of the Article: DIGITAL INDIA: INITIATIVE TO BECOME DEVELOPED INDIA
  - Level: International Conference
  - ISBN Number: 978-93-83191-88-8
  - Date: September 2022
- Title of the Conference/Seminar: CONTEMPORARY ISSUES, CHALLENGES AND RECOMMENDATIONS ON DIGITALIZATION
  - Title of the Article: MICROFINANCE INSTITUTIONS AND RURAL DEVELOPMENT IN INDIA
  - Level: International Conference
  - ISBN Number: 978-93-88574-00-6
  - Date: 04/01/2019
- Title of the Conference/Seminar: EMERGING ISSUES IN BUSINESS AND MANAGEMENT
  - Title of the Article: EMERGING ISSUES IN FINANCIAL MANAGEMENT
  - Level: National Seminar
  - ISBN Number: 978-93-88398-27-5
  - Date: 23/01/2019
- Title of the Conference/Seminar: DIGITAL MARKETING - A GLOBAL PERSPECTIVE
  - Title of the Article: DIGITAL ADVERTISING AND PROMOTIONS IN KHADI AND VILLAGE INDUSTRIES
  - Level: International Conference
  - ISBN Number: 978-93-87871-67-0
  - Date: 10/08/2018
- Title of the Conference/Seminar: ONLINE MARKETING OF SERVICES IN THE GLOBALIZATION ERA
  - Title of the Article: ONLINE EDUCATION SYSTEM
  - Level: National Seminar
  - ISBN Number: 978-81-929458-4-2
  - Date: 15/03/2016

**VI. FACULTY DEVELOPMENT PROGRAMME/SHORT TERM COURSE /WORKSHOP:**

<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	State –FDP	Consulting and corporate Training	Mannar Thirumalai Naicker College, Madurai	March 2023
2	Faculty Development Programme	Influence of AI in Teaching and Research	Hindustan College of Arts and Science, Coimbatore	September 2023
3	Faculty Development Programme	“Upskill Your Resources”	Ayya Nadar Janaki Ammal College	July 2023
4	Faculty Development Programme	Including Universal Human Values in Education An aspiration of NEP 2020	HKBK Degree college, Bangalur	May 2022
5	Short Term Course	Group Discussion Online Course	TCS Group	February 2022
6	Faculty Development Programme	Entrepreneurship Development	Syed Ammal Arts and Science College, Ramanathapuram, TN	March 2022
7	Faculty Development Programme	NEP 2020	VV.Vanniaperumal College for Women, Virudhunagar , TN	December 2022
8	Faculty Development Programme	Research Methodology	PPG College of Arts and Science, Coimbatore.	December 2022
9	Faculty Development Programme	Dynamic of Research Publications	Mannar Thirumalai Naicker College, Madurai	September 2022
10	Faculty Development Programme	Enhancing quality by Unearthing innovative practices- EQUIP 2022	Mannar Thirumalai Naicker College, Madurai	April 2022
11	Faculty Development Programme	Investor Education and Awareness	Sraddha Academy & Thiyagarajar college , Madurai	December 2021
12	Faculty Development Programme	Faculty Enrichment Programme	Mannar Thirumalai Naicker College, Madurai	May 2020
13	Faculty Development Programme	Data Analysis and Visualization of Covid-19 Dataset Using Python	Jerusalem College of Engineering, Chennai	May 2020
14	Faculty Development Programme	Web Application Security	Jeppiar Institute of Technology, Chennai	May 2020
15	Faculty Development Programme	Capacity Building Program for Teachers during and post Covid-19	Godavari Institute of Engineering and Technology, Andhra Pradesh	May 2020
16	Faculty Development Programme	Moodle Learning Management	Amity School of Engineering and Technology, Mumbai	May 2020

		System		
17	Faculty Development Programme	The Role of Teachers in Building in Human Capital	Idhaya College for Women, Kumbakonam	May 2020
18	Faculty Development Programme	Machine Learning and Applications	Sagar Institute of Research and Technology, Bhopal	May 2020
19	Short Term Course	Stress Management	Guru Nanak College, Chennai	May 2020
20	Short Term Course	Virtual Learning Environment	A.P.A.College of Arts and Culture, Palani	May 2020
21	IQAC - CBP	21st century skills	Mannar Thirumalai Naicker College, Madurai	March 2020
22	Faculty Development Programme	21st Century Skills	Mannar Thirumalai Naicker College, Madurai	March 2020
23	Faculty Development Programme	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College, Madurai	March 2020
24	Faculty Development Programme	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai	August 2020
25	State- Workshop	Managerial & Professional Communication Skills	Mannar Thirumalai Naicker College, Madurai	February 2020
26	Faculty Development Programme	One who can do, Teaches! How to do? and What to do?	Mannar Thirumalai Naicker College, Madurai	March 2019
27	Faculty Development Programme	The Application of SPSS and AMOS for Data Analysis	Mannar Thirumalai Naicker College, Madurai	February 2019
28	IQAC - CBP	Outcome Based Education	Mannar Thirumalai Naicker College, Madurai	August 2019
29	Workshop	Women Entrepreneurship	Mannar Thirumalai Naicker College, Madurai	March 2016
30	Workshop	Economic Growth in India	Mannar Thirumalai Naicker College, Madurai	February 2016

## VII. PUBLICATIONS:

S.No.	Title of the paper	Name of Journal	Month & Year	ISSN	Volume Issue	Impact factor	ID Indexed in Scopus, Web of Science / approved by UGC / UGC CARE List
1	A STUDY ON CUSTOMER SATISFACTION TOWARDS LG ELECTRONICS IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal

2	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
3	A STUDY ON CONSUMER PREFERENCE TOWARDS TATA TEA IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
4	A STUDY ON CUSTOMER PREFERENCE TOWARDS POTHY'S TEXTILE IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
5	A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS DIGITAL MARKETING IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
6	A STUDY ON CUSTOMER AWARENESS E-BANKING SERVICES OF STATE BANK OF INDIA IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
7	A STUDY ON AWARENESS OF CONSUMER RIGHTS AMONG COLLEGE STUDENTS IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
8	A STUDY ON CUSTOMER SATISFACTION TOWARDS NIVEA PRODUCTS IN MADURAI CITY	International Educational Scientific Research Journal	MAR 2024	2455-295X	Volume : 10, Issue : 3	5.983	UGC CARE Approved, Peer Reviewed Journal
9	A STUDY ON TOURISTS ATTITUDE TOWARDS TOURISM IN MADURAI CITY	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
10	A STUDY ON CUSTOMER SATISFACTION TOWARDS SONY PRODUCTS WITH REFERENCE TO MADURAI CITY	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
11	CUSTOMER PREFERENCE TOWARDS ATM SERVICES IN SBI BANK AT MADURAI CITY	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list

12	STUDY ON CUSTOMER SATISFACTION TOWARDS ROYALENFIELD BIKE	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
13	CUSTOMER PREFERENCE TOWARDS BAJAJ PULSAR IN MADURAI CITY	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
14	A STUDY ON PERFORMANCE APPRAISAL OF EMPLOYEE AT THENI ANANTHAM	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
15	STUDY ON PERFORMANCE APPRAISAL OF EMPLOYEE AT THENI ANANTHAM”	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
16	A STUDY ON CUSTOMER PREFERENCE TOWARDS AMUL PRODUCTS	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
17	E-WALLET: A STUDY ON CASHLESS TRANSACTION AMONG THE YOUTH	The International Journal Of Analytical And Experimental Modal Analysis	April2023	ISSN NO: 0886-9367	Volume XV, Issue V	IF6.3	UGC-CARE Group 'II' Journals list
18	CHALLENGES AND OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN INDIA	Rabindra Bharati, Journal of Philosophy (Group-I)	April2023	ISSNNO: 0973 0087	VOL:XX IV/N O:5/ Page No:1 41-143	IF:6.9 86	UGC CARE (GroupI)
19	INTELLECTUAL PROPERTY RIGHTS: AN OVERVIEW	Kanpur Philosophers: International Journal of Humanities, Law And Social Sciences	March2022	ISSN2348 - 8301	VOL IX,ISSUE 1, NO 12/PAGE NO:27	-	UGC CARE(Group I),ISSN 2348-8301
20	INVOLVEMENT OF WOMEN IN DECISION- MAKING ROLES IN INDIA	The International Journal Of Analytical And Experimental Modal Analysis	APRIL2022	ISSN:0886-9367	APRIL 2022/VOL XIV,ISS UE IV, NO: 210	IF6.3	UGC – CARE
21	ROLE OF EXPERTISE ENTREPRENEURS HIP IN THE PROGRESS OF SMALL AND MEDIUM SIZED ENTERPRISES	Parishod Journal	March 2020	2347-6648	Volume IX, Issue III, March 2020	6.3	UGC - CARE List – Group I

22	CONSUMER AWARENESS TOWARDS KHADI AND VILLAGE INDUSTRIES	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
23	GLOBALIZATION AND TRADE	Roots International Journals of Multidisciplinary Researches	September 2016	2349-8684	Volume III, Issue VI, September 2016	ISR A 0.811	UGC approved journal

#### VIII. 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 A Head	Mannar Thirumalai Naicker College, Madurai.	02/02/2013

**IX. PROGRAMME ORGANIZED:**

S.No.	Date	Title	Programme Type	Position	Organized By
1.	7.12.2023	Healthy Food Healthy Life	Life skill Programme	Organizing Secretary	Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai.
2.	21.10.2023	New Paradigms of Governance	Conference	Organizing Secretary	Indian Institute of Public Administration Madurai Local Branch & Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai.
3.	22-02-2023 & 23-02-2023	Mannar Biz2K23	Trade Fair	Organizing Secretary	Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai.
4.	7.2.2023	E-Filing of Income Tax	workshop	Organizing Secretary	Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai.
5.	Jan –June 2022	IIT Skill Course Training	Training Programme	Organizer	IIT Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, Ministry of Education, Govt., of India. & Mannar Thirumalai Naicker College, Madurai.

**X. SEMINAR/WEBINAR ATTENDED**

S.No	International level/ National level / State level	Title of the Programme	Name of the Institution/University	Date/Month/Year
1	National Virtual Seminar	AI Tools for Effective PR Communication	Sathya Bama Institute of Science and Technology	27.04.2024
2	National	Financial Empowerment and Career Opportunities in the Financial and Security Market	J.S. University, Shikohabad	05.1.2023
3	International Webinar	Design Thinking on Innovation & Life Skills	SNMV College of Arts and Science Institute of Management	28.10.2022
4	National Level Webinar	Investor Awareness Program	Govt. Degree College Purola, Uttarakhand	11.10.2022
5	International Conference	Persuasive Power of Advertising Exploring its impact on consumer	Sourastra college, Madurai.	21.09.2022 & 22.09.2022



		Behaviour		
6	National	Financial Empowerment Through Wealth Creation	M.H. Mehtha College science College	30.03.2022
7	National	Build your future in machine learning & artificial	Islamiah women's arts and science college	23.06.2020
8	National	Techniques in Enhancing, Teaching and Learning Skills	Idhaya College for Women, Kumbakonam	15.06.2020 to 19.06.2020
9	National	Innovations in Machine Learning and Deep Learning Applications Towards Patenting	Sathya Bama Institute of Science and Technology	14.12.2020 to 19.12.2020
10	National webinar	Interpersonal relationship	Prist University , Thanjavur	11.06.2020
11	International	The role of EDUTECH in classroom teaching and learning	Annamalai university	05.06.2020 to 11.06.2020
12	National webinar	Evaluation from offline to online teaching	Sathis pradhan college, Thane	03.06.2020

### **XI . Other Services Rendered in the College:**

*(NAAC, IQAC, Sports, Cultural Activities, Hostel, Department Association, Placement, Club, Examination, etc.,)*

<b>S. No</b>	<b>Name of the Activity</b>	<b>Period</b>	<b>Remarks</b>
1.	IQAC-(Criterion member)	2020-2024	Criterion- V