

Ms. S. Rekha

Assistant Professor

Department of Commerce

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I. Academic Qualifications:

Master of Philosophy

- **College** : Fatima College
- **Title** : A Study on Financial Performance of Dharani Sugars and Chemical Limited- Tirunelveli District
- **Year** : 2010

Post-Graduation

- **College** : N.M.S.S.Vellaichamy Nadar College
- **Degree** : Master of Commerce
- **Year** : 2009

Under Graduation:

- **College** : Lady Doak College
- **Year** : 2007
- **Degree** : Bachelor of Commerce

II. Teaching Experience:

- Under-Graduate : 7 years
- 2010-2011 worked as Lecturer in Madurai Sivakasi Nadar Pioneer Meenakshi Women's College, Poovanthi.
- From 2018 has been working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.

Area of Specialization

- Statistics
- Financial Management
- Mathematics
- Marketing

III Extra Qualification

Course	Institution	Year of Passing	Class & Grade
D.Coop 1. Diploma in Co-operative Management 2. Diploma In Jewel Appraisal & Its Techniques 3. Diploma in Ms-Windows ,Ms-Office	Pandiy Nadu Institute of Cooperative Management - Thirunagar	2017	I
DOA (Diploma in Office Automation)	CSC Computer Education, Madurai.	2005	A
Type Writing in English (Lower)	Madurai District Commerce Institutes Association	2005	II
Certificate in Gandhi an Thought	St. Charles College of Education	2014	II

IV Short Term Courses

- Enrolled in the non-credit Swayam course **Research Ethics and Plagiarism** at IGNOU THE PEOPLE'S UNIVERSITY on 20th December 2022.

V Number of Projects Guided : UG - 09

VI Journal (UGC Approved Journals)

S. No	Title of the Paper	Name of the Journal	Volume / Issue No.	ISSN No.	Month & Year
1.	Entrepreneurship And Government Support For Women Entrepreneurs With Special Attention To Baby Care Startups	Rabindra Bharathi Journal of Philosophy	Vol. XXIV, No:05	0973-0087	Dec 2022
2.	A Study on Consumer Buying Behaviour towards Baby Food Products with Special Reference to Madurai District	Rabindra Bharati Journal of Philosophy	Vol. XXIII, No:30	0973-0087	Nov 2022

VII Publications

S. No.	Title of the paper	Name of the Authors	Name of Journal	Month & Year	ISSN	Volume & Issue
1.	<i>The Impact of Cyber Security on the E-Banking Services</i>	S.REKHA	<i>Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)</i>	March 2023	978-93-95105-04-0	-
2.	<i>Challenges in International Trade</i>	S. REKHA	TEJAS multidisciplinary online journal	March 2019	2456-4044	-

3.	Entrepreneurship, Challenges & Opportunity in India	S. REKHA	Nehru Journal of Management and Research	November 2018	2230 - 7974	Volume Issue 11
4.	Emerging Trends in Banking Sectors	S. REKHA	-	September 2018	2454 - 4558	Vol:4 Special Issue 1
5.	Application of Cloud computing in E-commerce - Emerging Trend	S.REKHA	Journal of Management Science and Humanities	2023	ISSN NO 2395-0625	Vol : 5

VIII Workshop / Conference :

S.No	Name of the Programme	Name of the Institution	Title of the paper	Date
1.	Skill Development, Entrepreneurship and Emerging Technologies for international and Indian youth	Mannar Thirumalai Naicker College	Influence of Social Media on Baby Care Products with Special Reference to Tamilnadu	16.02.2024
2.	Artificial Intelligence and economic analysis : A Futuristic approach	Mannar Thirumalai Naicker College	The Dynamics of woman's consumer behaviour in the baby are produce in AI marketing sector	04.03.2024
3.	Recent Development and Techniques in Education, Finance and Entrepreneurship	Sourashtra College, Madurai	Review on Indian baby product Market (with ref: to Madurai)	14.03.2023
4.	Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)	PSG College of Technology	Gender Equalit yin Entrepreneurship - skills for Young Women Entrepreneurs	9.12.2022 & 10.12.2022

5.	Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)	PSG College of Technology	The Impact of CyberSecurity on the E- Banking Services	9.12.2022 & 10.12.20 2 2
6.	Emerging Trends in	Thiagarajar	Challenges in	27.03.201 9

	Banking, Insurance & International Trade	College, Madurai	International Trade	& 28.03.2019
7.	Inclusive Growth: The way to strong Economic Development	Mannar Thirumalai Naicker College	An Analytical study of FDI in India	27.02.2019
8.	Emerging Trends in Banking Sectors	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi	Technological Innovations in Indian Banking Sector	14.09.2018
9.	Coimbatore Strategic Leadership Conference	Nehru Institution of Technology, Coimbatore	Entrepreneurship, Challenges & Opportunity in India	10.08.2018

IX Faculty Development Programmes:

S. No	Name of the Professional Development Programme	Date and No. of Days	Name and address of the Institution imparting training
1	National Education Policy 2020: Challenging Opportunities in the Indian Higher Education Sector	29.07.2024	TC - Institution's Innovation Council (In View of Celebrating 4th Anniversary Of NEP 2020) Thiagarajar College, Madurai.
2	Consultancy and Corporate Training	17.03.2023	Mannar Thirumalai Naicker College, Madurai
3	Insights of National Educational Policy (NEP2020)	18.03.2023	Mannar Thirumalai Naicker College, Madurai
4	Ethics in Research & Research Methodology	19-12-2022 To 26-12-2022 & 8 days	KG college of Arts & Science, Coimbatore
5	Dynamics of Research Publications	15.09.2022 To 16.09.2022 & 2 days	Mannar Thirumalai Naicker College, Madurai
6	Education 4.0 for Sustainable Economic Development	27.04.2022	Mannar Thirumalai Naicker College, Madurai

7	Enhancing Quality by underthinginnovative practices- EQUIP 2022	18.04.2022 To 24.04.2022 & 7 days	Mannar Thirumalai Naicker College, Madurai
8	Entrepreneurial Ecosystemin Educational Institutions	28.09.2021	The Standard FireworksRajaratnam college for women, Sivakasi
9	Quality Assurance in HigherEducation	27.09.2021	The Standard FireworksRajaratnam college for women, Sivakasi
10	Quality Management in Higher Education	20.09.2021	The Standard FireworksRajaratnam college for women, Sivakasi
11	Effect of Covid-19 on globalEconomy	01.07.2020 to 07.07.2020 & 7 days	Khadir Mohideen College,Thanjavur
12	Active Learning andadvanced scientific computing methods	15.06.2020 To 19.06.2020 & 5 days	Loyola College, Chennai
13	Front Accounting-2.4.7	11.05.2020 To 15.05.2020 & 5 days	Madurai Sivakasi Nadars Pioneer Meenakshi Women'sCollege, Poovanthi
14	Pedagogical Methods Suitable for a Pandemic Situation : AWebinar Series	27.05.2020 To 02.06.2020 & 7 days	Nallamuthu Gounder Mahalingam College, Pollachi
15	Innovation, Incubation & Entrepreneurship	05.06.2020	Rajapalayam Rajus' College, Rajapalayam
16	Effects of Covid – 19 on Indian Business& post Strategy	01.06.2020 to 02.06.2020 & 2 days	NIFT-TEA College ofKnitwear Fashion

17	Artificial Intelligence	22.05.2020 to 26.05.2020 & 5 days	Anil Neerukonda Institute of Technology & Science, AndraPradash
18	Institutional Governance and Best Practices	13.05.2020 To 19.05.2020 & 7 days	Mannar Thirumalai Naicker College
19	Quality Assurance and Sustenance in Higher Education	11.03.2020	Mannar Thirumalai Naicker College
20	Capacity Building Programme on 21 st century skills	05.03.2020	Mannar Thirumalai Naicker College
21	Outcome Based Education	28.08.2019	Mannar Thirumalai Naicker College
22	One Who can Do, Teaches!How to do? And What to do?	08.03.2019	Mannar Thirumalai Naicker College
23	Prospects of Outcome based Curriculum	09.03.2019	Mannar Thirumalai Naicker College

XII Webinar

S. No	Name of the Professional Development Programme	Date and No. of Days	Name of the Institution
1.	"Leadership and Ethics: A Perfect Match"	07- 08-2024	S.G.A. Government Degree College (A), Yellamanchi, Anakapalli Dist., A.P.
2.	Financial Empowerment and Career Opportunities in Financial and Securities Market	09.05.202 3	Presidency University School of Commerce
3.	Managing personal Finance and Wealth Creation	02.02.202 3	Government Engineering College Godhra Panchmahal, Gujrat
4.	Leadership and Good Governance	23.05.202 2	Sri S. Ramasamy Naidu Memorial College, Sattur

5.	Introduction to Option Trading	07.05.202 2	Government Arts College, Thiruvananthapura m
6.	Behavioral Finance and the Psychology of Investing	30.04.202 2	Government Arts College, Thiruvananthapura

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6	NET,SET,GATE,DBT,ICMR,ASRB and other competitive Examinations inLife Sciences	18.04.2022 to 23.04.2022 & 6 days	Balwant College,sangli (M.S)
7	Business and Society: The Role ofbenefit Corporations	16.04.202 2	Government Arts College, Thiruvananthapura m
8	Financial Inclusion in India: The Journal Map and Future Trajectory	09.04.202 2	Government Arts College, Thiruvananthapura m
9	An Overview of GST	18.03.202 2	Madurai Sivakasi Nadars pioneer Meenakshi Women'sCollege, Poovanthi
1 0	Fundamentals of Share Trading in	16.03.202 2	Mannar Thirumalai Naicker College,

	Securities Market		Madurai
11	Impact of GST on Indian economy	11.03.2022	Bharath Institute of Higher Education and Research, Chennai
12	Financial Empowerment Through wealth creation	24.01.2022	Dogra Group of Colleges, Samba, J &K
13	Impact of Digital Marketing in Future Scenario	22.10.2021	Swami Dayanada College of Arts & Science, Tiruvarur
14	Outcome based Education & its impact in Teaching, Assessment and Evaluation	10.6.2020	Mannar Thirumalai Naicker College
15	Research & Post-Doctoral fellow opportunities in foreign universities	29.05.2020	Sai Ram Institute of Management studies, Chennai
16	Quality Assurance and Sustenance in Higher Education	2020	Mannar Thirumalai Naicker College
17	Capacity Building Programme on 21st century skills	2020	Mannar Thirumalai Naicker College
18	AIGORITHMIC THINKING AND PROBLEM SOLVING	2020	Mannar Thirumalai Naicker College
19	Capacity Building Programme on Outcome Based Education	2020	Mannar Thirumalai Naicker College

XIII Details of Workshop / Seminars / Conference

S.No	Name of the Programme	Name of the Institution	Date
1.	Intellectual Property Rights – Needs of the Hour	Rajapalayam Raju's College	02.05.2023
2.	Integrating Human Values	PSG College of Technology	9.12.2022

	and Ethics with Higher Education (NCIHEH – 22)		& 10.12.2022 2
3.	Contemporary And Upcoming Issues in the Field of Intellectual Property Rights	Mannar Thirumalai Naicker College	28.03.2022
4.	How to Buy and Sell Shares in Stock Exchanges	Kalasalingam Business School	10.03.2022
5.	Atmanirbhar Bharath on Various Aspects	Mannar Thirumalai Naicker College	09.10.2021
6.	Conceptualization of Business Analytics	Sri Ramakrishna College of Arts and Science	24.09.2021
7.	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College	March 2020
8.	Algorithmic Thinking and Problem Solving	Mannar Thirumalai Naicker College	23.01.2020
9.	Inclusive Growth : The way to strong Economic Development	Mannar Thirumalai Naicker College	27.02.2019
10	Emerging Trends in Banking Sectors	Madurai Sivakasi Nadars Pioneer Meenakshi Women's College , Poovanthi	14.09.2018
11	Coimbatore Strategic Leadership Conference	Nehru Institution of Technology, Coimbatore	10.08.2018