

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

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	Name of Author/s	Title of the Paper	Name of the Journal	Volume / Issue No.	ISSN No.	Month & Year
1.	S. REKHA	<i>Entrepreneurship And Government Support For Women Entrepreneurs With Special Attention To Baby Care Startups</i>	<i>Rabindra Bharathi Journal of Philosophy</i>	Vol. XXIV, No:05	0973-0087	Dec 2022
2.	S. REKHA	-	<i>Rabindra Bharati Journal of Philosophy</i>	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	<i>TEJAS multidisciplinary online journal</i>	March 2019	2456-4044	-

3.	<i>Entrepreneurship, Challenges & Opportunity in India</i>	S. REKHA	<i>Nehru Journal of Management and Research</i>	November 2018	2230-7974	Volume I Issue 11
4.	<i>Emerging Trends in Banking Sectors</i>	S. REKHA	-	September 2018	2454-4558	Vol:4 Special Issue 1
5.	<i>Application of Cloud computing in E-commerce - Emerging Trend</i>	S.REKHA	<i>Journal of Management science and Humanities</i>	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.	<i>Skill Development, Entrepreneurship and Emerging Technologies for international and Indian youth</i>	<i>Mannar Thirumalai Naicker College</i>	<i>Influence of Social Media on Baby Care Products with Special Reference to Tamilnadu</i>	16.02.2024
2.	<i>Artificial Intelligence and economic analysis : A Futuristic approach</i>	<i>Mannar Thirumalai Naicker College</i>	<i>The Dynamics of woman's consumer behaviour in the baby are produce in AI marketing sector</i>	04.03.2024
1.	<i>Recent Development and Techniques in Education, Finance and Entrepreneurship</i>	<i>Sourashtra College, Madurai</i>	<i>Review on Indian baby product Market (with ref: to Madurai)</i>	14.03.2023
2.	<i>Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)</i>	<i>PSG College of Technology</i>	<i>Gender Equality in Entrepreneurship – skills for Young Women Entrepreneurs</i>	9.12.2022 & 10.12.2022
3.	<i>Integrating Human Values and Ethics with Higher Education (NCIHEH - 22)</i>	<i>PSG College of Technology</i>	<i>The Impact of Cyber Security on the E-Banking Services</i>	9.12.2022 & 10.12.2022
4.	<i>Emerging Trends in</i>	<i>Thiagarajar</i>	<i>Challenges in</i>	27.03.2019

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

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	<i>Consultancy and Corporate Training</i>	<i>17.03.2023</i>	<i>Mannar Thirumalai Naicker College, Madurai</i>
2	<i>Insights of National Educational Policy (NEP 2020)</i>	<i>18.03.2023</i>	<i>Mannar Thirumalai Naicker College, Madurai</i>
3	<i>Ethics in Research & Research Methodology</i>	<i>19-12-2022 To 26-12-2022 & 8 days</i>	<i>KG college of Arts & Science, Coimbatore</i>
4	<i>Dynamics of Research Publications</i>	<i>15.09.2022 To 16.09.2022 & 2 days</i>	<i>Mannar Thirumalai Naicker College, Madurai</i>
5	<i>Education 4.0 for Sustainable Economic Development</i>	<i>27.04.2022</i>	<i>Mannar Thirumalai Naicker College, Madurai</i>
6	<i>Enhancing Quality by underthing innovative practices- EQUIP 2022</i>	<i>18.04.2022 To 24.04.2022 & 7 days</i>	<i>Mannar Thirumalai Naicker College, Madurai</i>

7	<i>Entrepreneurial Ecosystem in Educational Institutions</i>	<i>28.09.2021</i>	<i>The Standard Fireworks Rajaratnam college for women, Sivakasi</i>
8	<i>Quality Assurance in Higher Education</i>	<i>27.09.2021</i>	<i>The Standard Fireworks Rajaratnam college for women, Sivakasi</i>
9	<i>Quality Management in Higher Education</i>	<i>20.09.2021</i>	<i>The Standard Fireworks Rajaratnam college for women, Sivakasi</i>
10	<i>Effect of Covid-19 on global Economy</i>	<i>01.07.2020 to 07.07.2020 & 7 days</i>	<i>Khadir Mohideen College, Thanjavur</i>
11	<i>Active Learning and advanced scientific computing methods</i>	<i>15.06.2020 To 19.06.2020 & 5 days</i>	<i>Loyola College, Chennai</i>
12	<i>Front Accounting-2.4.7</i>	<i>11.05.2020 To 15.05.2020 & 5 days</i>	<i>Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi</i>
13	<i>Pedagogical Methods Suitable for a Pandemic Situation : A Webinar Series</i>	<i>27.05.2020 To 02.06.2020 & 7 days</i>	<i>Nallamuthu Gounder Mahalingam College, Pollachi</i>
14	<i>Innovation, Incubation & Entrepreneurship</i>	<i>05.06.2020</i>	<i>Rajapalayam Rajus' College, Rajapalayam</i>
15	<i>Effects of Covid – 19 on Indian Business & post Strategy</i>	<i>01.06.2020 to 02.06.2020 & 2 days</i>	<i>NIFT-TEA College of Knitwear Fashion</i>
16	<i>Artificial Intelligence</i>	<i>22.05.2020 to 26.05.2020 & 5 days</i>	<i>Anil Neerukonda Institute of Technology & Science, Andhra Pradesh</i>

17	<i>Institutional Governance and Best Practices</i>	<i>13.05.2020 To 19.05.2020 & 7 days</i>	<i>Mannar Thirumalai Naicker College</i>
18	<i>Quality Assurance and Sustenance in Higher Education</i>	<i>11.03.2020</i>	<i>Mannar Thirumalai Naicker College</i>
19	<i>Capacity Building Programme on 21st century skills</i>	<i>05.03.2020</i>	<i>Mannar Thirumalai Naicker College</i>
20	<i>Outcome Based Education</i>	<i>28.08.2019</i>	<i>Mannar Thirumalai Naicker College</i>
21	<i>One Who can Do, Teaches! How to do? And What to do?</i>	<i>08.03.2019</i>	<i>Mannar Thirumalai Naicker College</i>
22	<i>Prospects of Outcome based Curriculum</i>	<i>09.03.2019</i>	<i>Mannar Thirumalai Naicker College</i>

XII Webinar

S. No	Name of the Professional Development Programme	Date and No. of Days	Name of the Institution
1	<i>Financial Empowerment and Career Opportunities in Financial and Securities Market</i>	<i>09.05.2023</i>	<i>Presidency University School of Commerce</i>
2	<i>Managing personal Finance and Wealth Creation</i>	<i>02.02.2023</i>	<i>Government Engineering College Godhra Panchmahal, Gujrat</i>
3	<i>Leadership and Good Governance</i>	<i>23.05.2022</i>	<i>Sri S. Ramasamy Naidu Memorial College, Sattur</i>
4	<i>Introduction to Option Trading</i>	<i>07.05.2022</i>	<i>Government Arts College, Thiruvananthapuram</i>
5	<i>Behavioral Finance and the Psychology of Investing</i>	<i>30.04.2022</i>	<i>Government Arts College, Thiruvananthapuram</i>

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6	<i>NET,SET,GATE,DBT,ICMR,ASRB and other competitive Examinations in Life Sciences</i>	<i>18.04.2022 to 23.04.2022 & 6 days</i>	<i>Balwant College, sangli (M.S)</i>
7	<i>Business and Society: The Role of benefit Corporations</i>	<i>16.04.2022</i>	<i>Government Arts College, Thiruvananthapuram</i>
8	<i>Financial Inclusion in India: The Journal Map and Future Trajectory</i>	<i>09.04.2022</i>	<i>Government Arts College, Thiruvananthapuram</i>
9	<i>An Overview of GST</i>	<i>18.03.2022</i>	<i>Madurai Sivakasi Nadars pioneer Meenakshi Women's College, Poovanthi</i>
10	<i>Fundamentals of Share Trading in</i>	<i>16.03.2022</i>	<i>Mannar Thirumalai Naicker College,</i>

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

XIII Details of Workshop / Seminars / Conference

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

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