



## **I. Academic Qualifications:**

### **Master of Philosophy**

- **College** : *The Madura College, Madurai.*
- **Title** : *A study on Consumer behavior towards Green Consumerism in Madurai District.*
- **Year** : **2016**

### **B.Ed Academic Degree**

- **College** : *St.Charles College of Education, Madurai*
- **Degree** : *B.Ed*
- **Year** : *2015*

### **Post-Graduation**

- **College** : *Sourashtra College, Madurai*
- **Degree** : *Master of Commerce With Computer Application*
- **Year** : *2014*

### **Under Graduation:**

- **College** : *Lady Doak College, Madurai*
  - **Degree** : *Bachelor of Commerce*
  - **Year** : *2012*
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## Seminars, Workshop and Conferences Attended

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Organizationin which attended
Emerging Trends in Banking Sector	25 <sup>th</sup> August 2010	UGC Sponsored	National	Lady Doak College, Madurai.
Financial Literacy of Young Investors	25 <sup>th</sup> September 2012	N.P.R.Arts & Science college	National	N.P.R.Arts&Science College, Dindigul.
Foreign Direct Investment in Retail Trade	1 <sup>st</sup> & 2 <sup>nd</sup> February 2013	UGC Sponsored	National	Sourashtra College, Madurai
Quadruple Business Dimensions in Bottom Line Reporting	6 <sup>th</sup> September 2019	UGC Sponsored	National	The Madura College, Madurai.
One day workshop on Learning Management System	17 <sup>th</sup> October 2019	UGC Sponsored	National	The Madura College, Madurai.
Global Perspectives of Professional Accountants	19 <sup>th</sup> December 2019	UGC Sponsored	International	The Madura College, Madurai.
Dynamics of Research in Commerce – A Solace to Sustainable Business Decisions	19 <sup>th</sup> &20 <sup>th</sup> March 2021	Global Research Conference Forum	International	The Madura College, Madurai.
A systematic way of research paper writing	25 <sup>th</sup> -30 <sup>th</sup> September 2024	Research foundation India &RFI-care	National	FatimaCollege, Madurai

## Seminars, Workshop and Conferences Presented

Title of the Seminar/Conference/Workshop	Title of the paper	Date	Sponsoring Agency	National/State / International	Organization in which attended
Towards better learning, teaching and evaluation-The ICT way.	Cloud computing as an ICT tool in teaching and learning process	27 <sup>th</sup> March 2015	UGC Sponsored	International	St. Charles College of Education, Madurai.
Innovation in big data search, mining & management	Goat rearing as a livelihood strategy of Usilampatti Taluk: A case study	26 <sup>th</sup> February 2016	UGC Sponsored	International	Arulanandar College, Karumathur.
Blue Sky Thinking on B3	Cloud computing as a Blue sky thinking tool in teaching and learning process	5 <sup>th</sup> February 2016	UGC Sponsored	International	Hindustan College of Arts and Science, Coimbatore.
India 2030	Green Revolution	1 <sup>st</sup> & 2 <sup>nd</sup> September 2017	UGC Sponsored	International	Manoramma Sundararaman University, Thirunelveli
Modern Transpiration in Business and Management	Lean Marketing	4 <sup>th</sup> October 2017	UGC Sponsored	National	Syed Hameed Arts & Science College, Kilakarai.
Emerging Trends in Business and Management	The Entrepreneurial Challenges	12 <sup>th</sup> February 2019	UGC Sponsored	International	Nehru Memorial College, Trichirappali
Digital Pedagogy and open-source tools for	A Study on Factor	24 <sup>th</sup> & 25 <sup>th</sup> January	Indian Council of	National	Virudhunagar Hindu

effective teaching, learning and research	Influencing and Effectiveness of Online Digital Portal Learning among student	2023	Social Science Research		Nadars' Senthikumara Nadar College
Ten Days Online Research Methodology Workshop	Research synopsis	11th December to 22nd December 2023	Indian Council of Social Science Research (WRC)	National	Vidyalankar School of Information Technology, Mumbai
National Conference on Resilience and Reinvention Strategies In Business And Finance System : A Multidisciplinary Approach	A study on consumer perception towards green marketing with reference to madurai district	24 <sup>th</sup> October 2024	UGC sponsored	National	Avinashilingam Institute for Home science and Higher Education

### Research Publications:

Title of the Paper	Name of the Journal	ISBN/ISSN No. if any	Volume No. & Page No. if any	Year	International/ National/ State
Cloud computing as an ICT tool in teaching and learning process	Towards better learning, teaching and evaluation - Te ICT way.	ISSN 978-93-85109-13-3	Volume: 1 Pg. no: 155	2015	International
Goat rearing as a livelihood strategy of Usilampatti Taluk: A case study	Innovation in big data search, mining & management	ISSN 2349-8684	Volume: 2 Pg. no: 46	2016	International
A study on opportunities of Artificial Intelligence Development in	Palarch's Journal of Archaeology of Egypt	ISSN 1567214x	Vol. 18 No. 1	2021	International

Bookkeeping and Accounting					
A Study on Factor Influencing and Effectiveness of Online Digital Portal Learning among Students	Digital Pedagogy and open – source tools for effective teaching, learning and research	ISSN:2347-3215 (Online)	Volume 11 Number 2	2023	Virudhunagar Hindu Nadars' Senthikumara Nadar College
A study on consumer perception towards green marketing with reference to madurai district	ON PROCESSING			2024	Avinashilingam Institute for Home science and Higher Education
Promoting Sustainable Agriculture through Green Marketing: strategies for Driving Eco-Friendly Consumer Behaviour	ON PROCESSING			2024	PSG college of Arts & Science

#### **Details of Webinar Attended**

<b>Title of the Webinar</b>	<b>Date</b>	<b>Name of the Organisation in which attended</b>
A view on COVID-19 by Research Scientist	22 <sup>nd</sup> May 2020	Sourashtra College, Madurai
Modern Pedagogy using Online Teaching Techniques	29 <sup>th</sup> May 2020	Arulmigu Palani and Avar Arts College for Women, Palani
Art of writing Research Article	6 <sup>th</sup> June 2020	E.M.G. Yadava Women's College, Madurai.

### DetailsofInvitedLecture/ResourcePerson

Place	Date	Nameofthe Program	Topic	Audiencetype
St.CharlesCollegeof Education	21 <sup>st</sup> Novem ber 2018	Workshop	Howtofacethe Interviews	Students
St.CharlesCollegeof Education	13 <sup>th</sup> Au gust 2019	Students' Enrichment Programme	Technologyin Teaching & Learning	Students, Professors
St.CharlesCollegeof Education	26 <sup>th</sup> May 2020	Workshop	Online Teaching & Learning (To Design&Deliver, ToGet&Deliver)	Professors

### ADDITIONALQUALIFICATION:

<b>CERTIFICATECOURSE</b>	Tally CommunicativeEnglish Tailoring Photography JuteWork GandhianThought MasteringintheArtofPresentation Advance Excel
<b>COMPUTERSKILLS</b>	MSOffice Tally WebDesigning(HTML), Photoshop
<b>EXTRACREDIT</b>	Teachingexperience'skillsunderprivileged children'. (NOYES SCHOOL, Narimedu) .

### ACADEMICPROJECTANDTRANING:

PROJECT/TRAINING	TITLE
<b>UG-TRAINING</b>	TraininginKalyaniHondaprivate limited.
<b>PG-TRAINING</b>	TraininginMaduraCoatsprivate limited.

<b>PG-PROJECT</b>	Website Management.
<b>M.PHIL THESIS</b>	A study of consumer behavior towards Green Consumerism in Madurai City.

**ACHIEVEMENT:**

- NSS Award(Outstanding & President) in Lady Doak College
- Medal Award in Sourashtra college in Commerce and Computer Education
- Cash Award in The Madura College for M.Phil Commerce
- Proficiency in Commerce Education
- Appreciation for mentoring the students on Universal Human Values

**EXPERIENCE:**

- (2017-2023) Six years service as Assistant Professor in The Madura College
- (2015-2016) One year service as Assistant Professor in Sourashtra College, Madurai.

**Additional Experience:**

Led and managed the collaboration with the **National Stock Exchange (NSE)** during **2018 to 2023**, and coordinated to stay updated on course requirements, certification standards, and market trends, ensuring the curriculum meets industry expectations.