

## CURRICULUM VITEA



**DR. M .Sukirtharani**

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Dr M. Sukirtharani has completed Ph.D in Commerce (Full Time) with Marketing Specialization and 2 years of teaching and 8 years of research experience and published 2 research papers in UGC care listed Journals, published a book with ISSN and published many research papers in edited volumes and number of papers presented in various national and international seminars / conferences and attended workshops. Teaching always been my passion, as it reveals my inner desire to help others and to impart my knowledge and mentoring & nurturing the students.

### **Academic Qualification**

Degree	Specialization	University /Board	Year	Class	Percentage
B.COM	Commerce	Madurai Kamaraj University, Madurai, Tamilnadu	2010	III	49
M.COM	Commerce	The Madura college Madurai Kamaraj University, Madurai, Tamilnadu	2014	II	58
M.Phil Commerce (Full Time )	Commerce	The Madura college Madurai Kamaraj University, Madurai, Tamilnadu	2015	I	77
Ph.D (Full Time)	Commerce	MannarThirumalaiNaickerCollege, Madurai KamarajUniversity, Madurai	2022	Awarded	-
Other Courses DTEd	Tamil	SriramNallamaniYadhaCollege, Madurai.	2012	I	89

### **TEACHING EXPERIENCE**

2 years 10 months of teaching at Post – Graduate and Under – Graduate level. The subjects taught are Advanced Financial accounting, Financial accounting, Cost accounting, Statistics, Corporate accounting, Goods and sales Tax, Income tax, Retail Marketing, Banking and Insurance, Digital Marketing, Financial Management, Export and import procedures, E-commerce.

## **RESEARCH PUBLICATIONS**

### **UGC CARE LIST**

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| 1. <b>M.Sukirtharani(2022)</b> “Intellectual Property Rights-An overview of Pharmaceutical patents In India”,Contemporary and upcoming issues in the filed on Intellectual property Rights, <b>UGC Care list</b> ISSN -23488301,Volume-9, Issue-1- Kanpur Philosophers, Kanpur, India - 208006. |
| 2. <b>M.Sukirtharani (2023)</b> “The Effect of Mobile Commerce on Entrepreneurship Activities” National Seminar on Entrepreneurial traits and trends, <b>UGC Care list</b> on 29-09-2023.   |

### **INTERNATIONAL & NATIONAL JOURNALS**

1. **M.Sukirtharani(2017)** “Role of Green Banking in Environment Sustainability - A Study of Selected Commercial Banks in Madurai District, International research journal of Commerce, ISSN-23209461,Malaikaar Publishers, Nagarcoil, Tamilnadu.
2. **M.Sukirtharani (2017)** “**Impact of stock marketing in the global business**”International seminar on recent trend in digital marketing in the global business,ISSN 2320-4168.
3. **M.Sukirtharani (2017)** “Role of make in india as driver of growth in manufacturing sector”, **ICSSR Sponsored Two day National seminar on Make in india- Opportunities and Challenges**, ISSN-23957085, Volume 1.
4. **M.Sukirtharani (2022)** “**International business management challenges and Issues**” Two day Bodhi International Journal of Research in Humanities, ISSN - 24565571.Volume: 7.

### **Edited Books/ Volumes**

1. **M. Sukirtharani&D. Akila rani (2016)** “Overview of Internet shopping in india”, Online Marketing of services in the Globalisation ERA, ISBN-978-81-929458-4-2, Shanlax Publications.
2. **M. Sukirtharani& S. Niranjadevi (2016)** “Integrated Marketing Communication”, New dimensions of Management In the Globalized Era, ISBN-978-93-85977-05-3, Shanlax Publication.
3. **M.Sukirtharani(2017)** “cyber-crime” Innovation and Implementation of Information technology in global business,ISBN-978-93-86537-03-4,Shanlax Publications.
4. **M.Sukirtharani (2018)** “Internet marketing The New Era of Innovation IN E-Commerce”, Challenges and innovation in commerce, ISBN-978-81-933998-7-3, Chithiram Publications.

## **Research Paper Participation and Presentation**

### **International Conference/Seminars/workshop**

1. Workshop on “One day on workshop on Women Entrepreneurship” on 11-03-2016 Organised by Mannarthirumalainaicker college, Madurai, Tamilnadu. Under UGC Autonomy Grant.
2. Paper on “Enhancing safety, Health, Social & Environmental Performance” National seminar on Development Vs Environment: Current Discourses, Sponsored by the Directorate of Collegiate Education, Government of Kerala, Thiruvananthapuram, Tamilnadu from 11<sup>th</sup> to 12<sup>th</sup> January, 2017.
3. Paper on “Demonetization and its impact on gdp Growth” International seminar on Impact of demonetization on small & Medium Scale Industries on 27-01-2017 organised by S.VellaichamyNadar College, Nagamalai, Madurai, Tamilnadu.
4. Paper on “Impact of Demonetisation” on 22-02-2017 State level seminar Organised by Mannarthirumalainaicker college, Madurai, Tamilnadu.
5. Paper on “ Reskilling of work force in a dynamic corporate Environment-Issues and Challenges” on 21-03-2017 State level seminar Organised by Lady doke College, Madurai, Tamilnadu
6. Paper on “Ethical Norms of Research Writing And Publication: Scopus Indexed Journals” Two day National level Virtual Research Development Programme Jointly Organised by V.H.N.SenthikumaraNadar College (Autonomous), Viruthunagar and Mangayarkarasi College of Arts and Science For women, Madurai, Tamilnadu on 16 & 17 May, 2022.
7. Paper on “International Business Management Challenges and Issues” One day National Seminar on Entrepreneurship in Industry 4.0: A GLIMPSE Organised by Mannarthirumalainaicker college, Madurai, Tamilnadu On 16-12-2022
8. Paper on “Indian Accounting Standards and Techniques” One day National Level Seminar Organised by V.H.N.SenthikumaraNadar College (Autonomous), Viruthunagar, Tamilnadu on 28-09-2023.
9. Workshop on “Intellectual Property Rights” on 16 & 17 October 2023, Organised by MannarThirumalainaicker college, Madurai, Tamilnadu.
10. Paper on “Writing Proposal for Funded Project” on 25-10-2023, National Online workshop Organised by Global institute of statistical Solutions, Chennai, Tamilnadu.
11. Workshop on “Design Thinking workshop and Incubation cell” on 9-9-2023, Organized by EDII-TN Hub, Madurai Kamaraj University, In Association with

shreeInnotech Win and Startdom Education Tirunelveli,collaboration from  
K.R.Innovation Centre, National Engineering College.

### **PERSONAL INFORATION**

Gender : Female  
Date of Birth : 06<sup>th</sup> April 1986  
Marital Status : Married  
Nationality : India  
Language Known : Tamil (native), English  
Residential Address : No:31/16,sathiya sai Nagar south,  
Mani megalai street,  
Madurai-625 003  
Tamilnadu, India  
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### **SOFTWARE PROFICIENCY**

- MS Office,
- WINGS Software
- Soma & Wire Software, Tally

### **REFERENCES**

**Dr.S.Venkateswaran, M.Com.,M.Phil.,PhD.,**  
Associate Professor in Commerce & research Supervisor,  
PG & Research of Commerce,  
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