

Dr.D.AKILA RANI



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I. Academic Qualifications:

Doctoral Research - Ph.D

- University** : Madurai Kamaraj University, Madurai, India
- Title** : Consumer Behaviour Towards the Purchase of Gold Ornaments in Madurai District
- Year** : 2021

Master of Philosophy

- University** : Madurai Kamaraj University, Madurai
- Title** : A Study on Job Satisfaction of Postal Clerical Employees in Madurai City.
- Year** : 2011

Post-Graduation

- **University** : DDE - Madurai Kamaraj University, Madurai, India
- Degree** : Master of Commerce
- Year** : 2003

Under Graduation:

- **University** : Madura College (Evening)
- Year** : 1998
- Degree** : Bachelor of Commerce

II. Teaching Experience:

□ Under-Graduate : 10 years

- From 2013 to 2019 worked as Assistant Professor in the Department of Commerce with Computer Applications (SF) in Mannar Thirumalai Naicker College, Madurai.
- From 2020 to 2022 worked as Assistant Professor in the Department of Commerce (SF) in Mannar Thirumalai Naicker College, Madurai.
- From 2023 working as Assistant Professor in the Department of Commerce – Corporate Secretaryship (SF) in Mannar Thirumalai Naicker College, Madurai

Area of Specialization

- Financial Accounting
- Cost Accounting
- Investment Management
- Corporate Accounting

VIII. Papers Published in UGC Notified Journals:

- National Conference “Innovation needed in Commerce, Economics and Management to meet the present Crisis and Craze” – Roots International Journal Multidisciplinary Researches. ISRA – Impact Factor 0.811, ISSN 2349-8684.
- One Day National Seminar – Contemporary and upcoming issues in the field of Intellectual Property Rights, Kanpur Philosophers, UGC CARE Volume IX, Issue 1, No.11, 2022 ISSN 2348-8301.
- International Conference on “Environmental issues in Business and Road map for Innovative solutions (ICEIB-2022)” JME (Journal of Management and Entrepreneurship), UGC Care Group 1 Journal Vol 16, No.01 (XI) Mar 2020. ISSN 2229-5348.

IX. Papers presented in conferences / Seminars:

- Green Marketing Strategies for Sustainable Business Development organised by Government Arts College for Women, Nilakottai on 2nd May 2022.
- Impact of Intellectual Property Rights in Trade and Development organised by Mannar Thirumalai Naicker College (Autonomous), Madurai on 28th March 2022.
- Foreign Direct Investment in India- An Overview organised by Mannar Thirumalai Naicker College on 27th February 2019.
- E-Commerce industry in India organised by Nehru Memorial College, Trichy on 12th February 2019.
- Emerging Issues in Financial Management organised by Vivekananda College, Madurai on 23rd January 2019.
- Digital Commerce Impact by Industry organised by Mannar Thirumalai Naicker College (Autonomous), Madurai on 4th January 2019.
- Globalization and Trade organised by Mangayarkarasi College of Arts and Science for Women, Madurai on 24th September 2016.
- Overview of Internet Shopping in India organised by Sourashtra College (Autonomous) Madurai on 15th March 2016.

X. Articles Published in Conference Proceedings

- One day National Level Seminar, “Inclusive Growth: The Way to Strong Economic Development” organised by Mannar Thirumalai Naicker College (Autonomous), Madurai on 27th February 2019. ISBN 938857400-1.
- One day National Seminar “Emerging Issues in Business Management” organised by Vivekanda College, Madurai on 23rd January 2019. ISBN 9789388-398275.

- International Conference “Contemporary Issues and Challenges Recommendations on Digitalization” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 4th January 2019, Mannar Scroll ISBN 978-93-88574-00-6.
- National Seminar on Online Marketing of service in the Globalisation Era organised by Sourashtra College (Autonomous) Madurai on 15th March 2016, ISBN 8192-94584-7.

XI. Faculty Development Programmes / Conferences / Seminars Attended :

a. Faculty Development Programme:

1. A One Day Faculty Enhancement Programme, “Education 4.0 for Sustainable Economic Development” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 27th April 2022.
2. Two Day National Level Virtual Faculty Development Programme, “Strategies for Writing Review of Literature” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 21st & 22nd March 2022.
3. One Day Faculty Development Programme “Introduction to Mutual Funds Investing” organised by Vysya College, Salem on 6th November 2021.
4. One Day Faculty Development Programme “Entrepreneurial Ecosystem in Educational Institutions” organised by The Standard Fireworks Rajaratnam College of Women (Autonomous), Sivakasi on 28th September 2021.
5. One day Faculty Development Programme “Quality Assurance in Higher Education” organised by The Standard Fireworks Rajaratnam College of Women (Autonomous), Sivakasi on 27th September 2021.

6. Three Day Faculty Development Programme “Significance of IPR in Current ERA” organised by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 21st to 23rd September 2021.
7. One Day Faculty Development Programme “Institutions & Entrepreneurial Ecosystem” organised by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 22nd September 2021.
8. One Day Faculty Development Programme “E-Filing of Tax Returns” organised by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi on 20th September 2021.
9. Two Day National Level Virtual Faculty Development Programme “Drafting Effective Research Proposals for Funding Agencies – Challenges and Strategies” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 15th & 16th September 2021.
10. SEBI sponsored Six Days Faculty Development Programme “Investor Awareness on Stock Market” organised by Rajapalayam Raju’s College, Rajapalayam on 2nd to 7th August 2021.
11. One Day Capacity Building Programme on “Outcome Based Education” organised by Internal Quality Assurance Cell at Mannar Thirumalai Naicker College, Madurai on 28th August 2019.
12. Internal Quality Assurance Cell, Faculty Development Programme on “One Day Training and Production Workshop on Prospects of Outcome Based Curriculum” held on 9th March 2019 at Mannar Thirumalai Naicker College, Madurai.
13. One Who Can Do, Teaches! How to do? And What to do? Held on 8th March 2019 at Mannar Thirumalai Naicker College (Autonomous), Madurai.
14. One Day Faculty Development Programme conducted by Mannar Thirumalai Naicker College (Autonomous) Madurai on 4th March 2017.

15. Five Day Soft Skills Development Programme conducted from Mannar Thirumalai Naicker College, Madurai 3rd to 7th August 2010.

b. Seminar Attended:

1. One Day National Level Seminar “Impact of Intellectual Property Rights in Trade and development” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 28th March 2022.
2. Two Day National Level Virtual Research Development Programme on “Ethical Norms of Research Writing and Publication” Scopus Indexed Journals” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 16th & 17th May 2022.
3. Three Day National Level Virtual Research Development Programme on “Advanced Research Methodology and Statistical Analysis for Social Sciences” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 27th to 29th December 2021.
4. One day national seminar “On NTA NET paper one (Teaching and Research Aptitude)” conducted by Bala’s V V Academy, Chennai on 10th October 2021.
5. One Day National Level Seminar “Steps for Effective Thesis Writing” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 7th October 2021.
6. One Day National Level Seminar “Financial Empowerment through Wealth Creation” organised by B.P. Chaliha College, Nagarbera on 5th October 2021.
7. State Level Seminar “Qualitative and Quantitative Metrics in RAAF of NAAC” organised by Rajalakshmi Engineering College, Chennai on 17th September 2021.
8. Three Day National Level Virtual Research Development Programme on “Secondary Data Analysis in Social Science Research” (SDASSR) organised by Department of Commerce, V.H.N. Senthikumara Nadar College,

(Autonomous), Virudhunagar from 1st to 3rd September 2021 and has obtained **‘A’ Grade.**

9. National Level Seminar “Fundamentals of Stock Markets” organised by Mannar Thirumalai Naicker College (Autonomous), Madurai on 20th July 2021.
10. International Level Seminar “Lessons to Learn from Brighter side of Covid-19” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 6th July 2021.
11. State Level Seminar “Success of Students on Entrepreneurial Journey” organised by Virudhunagar Hindu Nadar’s Senthikumara Nadar College, Virudhunagar on 10th June 2021.
12. National Level Seminar “Biodiversity: Life Insurance for our changing world” organised by Mannar Thirumalai Naicker College (Autonomous), Madurai on 26th May 2021.
13. National Level Seminar “Symposium” organised by Jain Centre for Management Studies on 21st May 2021.
14. International Level Seminar “planning for Educational Institutions Re-opening and Recovery after Covid-19” organised by Nandha Arts and Science College, Coimbatore on 25th February 2021.
15. One Day National Seminar on “Inclusive Growth: The Way to Strong Economic Development” organised by the Department of Economics, Mannar Thirumalai Naicker College (Autonomous), Madurai held on 27th February 2019.
16. International Seminar “Emerging Digital Market Issues and Challenges in Consumer Protection” organised by Senthamarai College of Arts and Science, Madurai on 15th March 2018.
17. National Level Seminar “Challenges and Opportunities of Service Sector” organised by Mannar Thirumalai Naicker College, Madurai on 3rd March 2017

c. Conference Attended:

1. First International Conference on “Environmental Issues in Business and Road Map for Innovative Solutions (ICEIB -2022)” organised by the Department of Commerce, Government Arts College for Women, Nilakottai on 2nd May 2022.
2. International Conference on “Contemporary Issues, Challenges and Recommendations on Digitalisatio”CICRD -2K19” organised by PG and Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai 4th March2019.
3. International Conference on “Emerging Trends in Business and Management” organised by the Department of Management Studies, Nehru Memorial College, Puthanamapatti on 12th February 2019.
4. National Level Conference on “Innovation Needed in Commerce, Economics and Management to Meet the Present Crisis and Craze” held at Mangayarkarasi College of Arts and Science for Women, Madurai on 24th September 2016.

d. Workshop Attended:

1. Two Day workshop “Intellectual Property Rights” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 16th&17th October 2023.
2. Five Day Online Workshop on Research and Publication Ethics” conducted by Gomsguru Academy, Bangalore on 14th to 18th June 2023.
3. International Workshop “Conceptualisation of Business Analytics” organised by Sri Ramakrishna College of Arts and Science – Coimbatore on 24th September 2021.

4. State Level Workshop “Training and Production Workshop on Prospects of Outcome Based Curriculum” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 9th March 2019.
5. One Day Workshop “Technicalities of Writing Research Proposal” held on 29th June 2018 at Mannar Thirumalai Naicker College, Madurai
6. One Day Workshop On “Economic Growth Rate in India” organised by Department of Economics, Mannar Thirumalai Naicker College (Autonomous), Madurai 30th March 2016.
7. One Day Workshop “Women Entrepreneurship” organised by Mannar Thirumalai Naicker College (Autonomous) Madurai on 11th March 2016.

e. Webinars Attended:

1. State Level Webinar “Outcome Based Teaching and Learning” organised by Thiagarajar College of Engineering, Madurai on 24th September 2021.

f. Webinar on Quiz:

1. Three Day State Level E-Quiz conducted by Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Sivakasi on 4th to 6th February 2021.
2. Certificate for Completion of LibreOffice Suite Writer Training is organised by the Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, MHRD, Govt., of India organised by Mannar Thirumalai Naicker College, Madurai on 21st August 2017.
3. Passing an Online Exam conducted remotely from IIT Bombay, is pre-requisite for completing this training. LibreOffice Suite Calc test organised at Mannar Thirumalai Naicker College, Madurai on 21st August 2017.

2023 – 24

- **Two day International conference** on “Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0” **Paper Presented** Title “**Mobile Marketing – An Overview**” organised by VHNSN College, Virudhunagar held on 24th & 25th July 2024.
- **Five Days Online International Level Faculty Enhancing Training Programme**, “ **Recent Trends in Teaching Methodology**” organised by Gomsguru Academy – Bangalore held on 23.09.2024 to 27.09.2024.

2024 – 25

- **Three day Online Workshop** on “ Research Methodology “ organised by Internal Quality Assurance Cell , Annamalai University, Annamalainagar from 19.10.2024 to 21.10,.2024.
- **Five Day Virtual Faculty Development Programme** on “ Outcome Based Education and Course, Design, Development and Delivery” Organised by Primax Foundation, Bengaluru - conducted from 14.10.2024 to 18.10.2024.
- **One Week National Level Online Faculty Development Programme** on ‘Trending Teaching Techniques’ organised by HI LEARN EDUTECH INSTITUTE, Karnataka on 7 to 13 November 2024.