

Ms. R. Iswarya

Assistant Professor

Department of Commerce

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I. Academic Qualifications:

Master of Philosophy

- **College** : *Sri Adi Chunchanagiri Womens College, Cumbum, Theni.*
- **Title** : *NOKIA – CELL Phone Customer perspective study with reference – To Uthamapalayam Taluk*
- **Year** : *2013*

Bachelor of Education

- **College** : *Theni Kammavar College of Education, Theni.*
- **Year** : *2012*
- **Degree** : *B.Ed.,*

Post-Graduation

- **College** : *Sri Adi Chunchanagiri Womens College, Cumbum, Theni.*
- **Degree** : *Master of Commerce*
- **Year** : *2011*

Under Graduation:

- **College** : *Sri Adi Chunchanagiri Womens College, Cumbum, Theni.*
- **Year** : *2009*
- **Degree** : *Bachelor of Commerce*

II. Teaching Experience:

- *Under-Graduate* : *5 years*
- *Post Graduate* : *04 years*
- *2012-2016 worked as Lecturer in Nadar Saraswathi College of Arts & Science, Theni.*
- *From 2022 has been Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.*

Area of Specialization

- *Financial Accounting*

- Auditing
- Statistics
- Corporate Accounting
- Marketing

III Books Published

- *Research Methodology a beginner's guide to researchers*, January 2024, ISBN-978-939542-38-47, book link <https://royalbookpublishing.com/index.php/royal/catalog/book/350>.

IV Publications in Journal

S.No	Journal Papers topic	ISBN NO	Name of the Journal
1.	<i>Factors influencing the level of customer Satisfaction of NOKIA Cell phone- A customer perspective study with reference in Uthamapalayam Thaluk.</i>	ISSN:2349-7793	<i>International Journal for Commerce ,IT, Engineering</i>
2.	<i>A Study on Consumer Awareness on modern banking services in Theni, (Dt)</i>	ISSN-2319-2828	<i>International Journal of Commerce ,Business .</i>
3	<i>Proceedings of the International conference on "A Study on Housing Loans Among Women's towards in HDFC bank with reference to housing loan.</i>	NSC/ICDABM F'232/066	<i>International conference on Data Analytic in Business,Marketing and Finance.</i>
4	<i>Factors affecting women Entrepreneurs in rural area :A study in Theni."</i>	ISSN:0973-0087	<i>Rabindra Bharathi journal of Philosophy.</i>

V Conferences/ seminars / workshops organized

S.No	Conference/Seminars/Workshop	Year	Name of the Institution
1.	<i>State level Workshop- "Sustainability in business"</i>	2014	<i>N.S. College</i>
2.	<i>Com-Panel '14 -Intercollegiate meet</i>	2014	<i>N.S. College</i>
3.	<i>State level Seminar -Recent trends in Indian Economy</i>	2014	<i>N.S. College</i>
4.	<i>State Level Workshop on "Mutual Fund module"</i>	2015	<i>N.S.College</i>
5.	<i>State Level Workshop on " Statistical Tools in research"</i>	2015	<i>N.S. College</i>
6.	<i>One day state level seminar "women empowerment"</i>	2016	<i>N.S. College</i>
7.	<i>Orientation programme on TOEIC</i>	2016	<i>N.S. College</i>

8.	<i>Hands on Training Programme "E-filling of Returns"</i>	2023	<i>Mannar Thirumalai Naicker College, Madurai.</i>
9.	<i>Skill Development programme on "Relevance on Accounting Conceptual Principles and Professional Prospectus"</i>	2023	<i>Mannar Thirumalai Naicker College</i>
10.	<i>A Guest Lecture on "Refinement of GST-2018 to 2023"</i>	2023	<i>Mannar Thirumalai Naicker College</i>
11.	<i>Virtual Hands on Training course on "Trade Operations In Share Market"</i>	2023 SSS	<i>Mannar Thirumalai Naicker College</i>

VI Number of Projects Guided

S.NO	Title of the Project	Name of the Students	UG/PG/M.Phil	Register No	Name of the Organization	Year
1	<i>A COMPARATIVE STUDY ON CONSUMER SATIFACTION TOWARDS A AVIN AND HATSUN PRODUCTS</i>	<i>SENTHILKUMAR M</i>	UG	<i>20SUCO053</i>	<i>Mannar Thirumala i Naicker College</i>	2022-2023
		<i>SITHARASANP</i>		<i>20SUCO054</i>		
		<i>SIVAGURUB</i>		<i>20SUCO055</i>		
2	<i>STUDY ON SERIVE QUALLITY OF MATHURA AUTOMOBILES IN MADURAI CITY</i>	<i>SRIDHARAN</i>	UG	<i>20SUCO056</i>	<i>Mannar Thirumala i Naicker College</i>	2022-2023
		<i>SRINIVASAN</i>		<i>20SUCO057</i>		
		<i>SUNDARA MUTHU</i>		<i>20SUCO058</i>		
3	<i>A STUDY ON CUSTOMER PREFERNCE TOWARDS YAMAHA BIKES IN MADURAI CITY</i>	<i>UTHAYA PRAKASHN</i>	UG	<i>20SUCO060</i>	<i>Mannar Thirumala i Naicker College</i>	2022-2023
		<i>VIGNESHG</i>		<i>20SUCO061</i>		
		<i>VIJAYCHANDRANS</i>		<i>20SUCO063</i>		
4	<i>A STUDY ON THE BEHAVIOUR AND PATTERN OF WOMEN INVESTMENT</i>	<i>VAISHNAVIR</i>	UG	<i>20SUCO116</i>	<i>Mannar Thirumalai Naicker College</i>	2022-2023
		<i>YOGAMMBALM</i>		<i>20SUCO117</i>		
5	<i>A STUDY ONCONSUMER ATTITUDE TOWARDS KHADHIWITH SPECIALREFERENCE TO KHADIREADYMADE SHIRTS</i>	<i>JEYASUDHA R</i>	UG	<i>20SUCO207</i>	<i>Mannar Thirumala i Naicker College</i>	2022-2023
		<i>KARTHIGA S</i>		<i>20SUCO208</i>		
		<i>SINDHU</i>		<i>20SUCO213</i>		

VII No of Special Address Delivered

S. No	Name of the Programme	Name of the Institution	Topic	Date
1	State Level Inter Collegiate Meet.	Sri Adi Chunchanagiri Womens College Cumbum.	Women Empowerment	31.1.2023

VIII Faculty development programme attended

S. No	Name of the Professional Development Programme	Date and No.of Days	Name and address of the Institution imparting training
1	Dynamics of Research Publications	15sept, 16sept, 2022. 2days	Mannar Thirumalai Naicker College
2	Insights of National Educational policy (NEP2020)	18march 2023.1day	Mannar Thirumalai Naicker College
3	Consultancy and Corporate Training	17march 2023. 1day	Mannar Thirumalai Naicker College
4	Personality Development for teachers in HEI's	26 june to 4july 2023.9days	IOT Academy, Coimbatore.
5	Current scenario in advanced materials research and Nanotechnology	14nov to 18nov 2022.5days	Rajapalayam Raju's College.
6.	Ethics in Research & Research Methodology	19 December to 26.2022. 9 days	KG College of Arts & Science

IX Computer Knowledge

- * Proficient user in MS Office.
- * Tally.

X Achievements

- Got Third Prize in Quiz Programme Organized by Theni Kammavar Sangam College of Education.
- Got more Prize in Cultural Activity Organized by Sri Adi Chunchanagiri College Cumbum, Tamilnadu.

XI Details of Workshops/Seminars/Conference attended:

S.No	Name of the Programme	Name of the Institution	Date
1	One Day National seminar on Entrepreneurship In Industry 4.o:GLIMPSE	Mannar Thirumalai Naicker College, Madurai .	16.12.22
2	International Conference on Data Analytics in Business, Marketing & Finance	Nadar Saraswathi College of Arts And Science Theni.	08.02.23 & 09.02.23
3	88 th International Workshop on Philosophical Foundations of Research and Great life lessons from Ralph Waldo Emerson	IQAC, North Eastern Hill University, Shillong, Meghalaya, India.	03.06.23
4	International Workshop on Applications of SPSS: Independent Samples T Test and Paired- Samples T Test	IQAC, North Eastern Hill University, Shillong, Meghalaya, India	09.06.23
5	10 Days International Workshop Applications of SPSS in Educational research and Philosophical Foundation of Research	QAC, North Eastern Hill University, Shillong, Meghalaya, India	02.06.23 - 1.07.23
6.	Participated the Webinar on "How to Empower women for Advanced India"	EGROW Foundation for Economic Growth And Welfare.	30.06.23
7.	Webinar on "Growing Like India: sssThe Unequal Effects of service - Led Growth "	EGROW Foundation for Economic Growth And Welfare.	16.06.23
8.	Webinar on "Duration mismatch and Bank Systematic Risk"	EGROW Foundation for Economic Growth And Welfare.	12.05.23

9.	<i>National Seminar on Intellectual Property rights- Need of the Hours</i>	<i>Rajapalayam Rajus' College</i>	<i>02.05.23</i>
10	<i>Five day virtual workshop on "Basic Data Analysis and Its Interpretation Using SPSS- For Beginners."</i>	<i>Primax Eduacadamey, Bengalur.</i>	<i>26.11.22 to 30.11.22</i>
11	<i>Oneday National level workshop on Cloud Computing Technologies in Banking Application</i>	<i>VHNSenthikumara Nadar College</i>	<i>15.06.2023</i>