

# Dr. N. Saraswathi

Assistant Professor

Department of Commerce

[saraswathin@mannarcollege.ac.in](mailto:saraswathin@mannarcollege.ac.in)

9659618176



## I. Academic Qualifications:

### Doctoral Research - Ph.D

- **University** : Madurai Kamaraj University, Madurai.
- **Title** : A Study on Hospital Services in Madurai District.
- **Year** : 2021

### Master of Philosophy

- **College** : N.M.S.S.Vellaichamy Nadar College, Madurai
- **Title** : A Study on comparative analysis of organized and unorganized Retail outlet in Madurai City
- **Year** : 2012

### Post-Graduation

- **College** : Nadar Saraswathi College of Arts and Science, Theni
- **Degree** : Master of Commerce
- **Year** : 2009

### Under Graduation:

- **College** : Madurai Kamaraj University College, Aundipatti
- **Year** : 2007
- **Degree** : Bachelor of Commerce

## II. Teaching Experience:

- Under-Graduate : 11 years
- Post Graduate : 03 years
- 2009-2010 worked as Teacher in Bharathi Vidya Mandhir High.Sec.School, Nagalapuram, Theni.

- 2013--2018 worked as an Assistant Professor Theni Kammavar Sangam College of Arts and Science, Koduvilarpatti, Theni.
- 2018--2019 worked as an Assistant Professor Senthamarai College of Arts and Science, Vadapalanchi, Madurai
- From 2020 has been working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.

### Area of Specialization

- Financial Accounting
- Income Tax
- Commercial Law
- Research Methodology

<b>III Other Educational Qualification</b>						
	PGDEC (Post Graduate Diploma in E-Commerce)	Nadar Saraswathi College of Arts and Science, Vadapudhupatti	Mother Teresa University	English	2007-08	First class
<b>IV Online Courses:</b>						
	NPTEL (IIT Kanpur) Online	Principles of Human Resource Management		English	Jan-Mar.2020	First class
	NPTEL (IIT Kanpur) Online	Business Statistics		English	Jan –Mar. 2022	First class
	IGNO	Research Ethics and Plagiarism		English	Feb – April 2022	First class
	NPTEL (IIT Kanpur) Online	Investment Management		English	Jan – March 2023	First class

### V POSITIONS HELD:

1. Acting a Member of Examination Cell for both Internal and External Examinations at Theni Kammavar Sangam College of Arts & Science, Koduvilarpatti.
2. Acting a Member of Fine arts club.
3. Class Advisor and mentor.

4. Acting as a Trainer in IIT Online Spoken Tutorial Test at Mannar Thirumalai Naicker College (Autonomous), Madurai.

#### VI Acting as a Resource Person:

Sl.No	Date	Topic	Name of the College
1	27.02.2023	Challenges in Startups	Thiruvalluvar Arts & Science College for Women, Soolapuram.
2	06.03.2023	Green Ecology	K.R.P. College of Arts & Science, Kakkivadampatti, Sivakasi.
3	30.03.2023	Challenges in Young Entrepreneurship	Annai Fathima College of Arts & Science, Alampatti, Tirumangalam.

#### VII . PUBLICATION OF BOOKS:

S.No	Book Name	Publishers Detail	Online Link
1.	Operation Research – Volume 1	Royal Book Publishing – International (Partner of Eleyon Publishers) DOI: <a href="https://doi.org/10.26524/royal.204">https://doi.org/10.26524/royal.204</a> Co – publishers ISBN – 13 (24) 9789395423700	<a href="https://royalbookpublishing.com/index.php/royal/catalog/book/357">https://royalbookpublishing.com/index.php/royal/catalog/book/357</a>
2.	Research Methodology – A Beginner’s Guide to Researchers	Royal Book Publishing – International (Partner of Eleyon Publishers) DOI: <a href="https://doi.org/10.26524/royal.204">https://doi.org/10.26524/royal.204</a> Co – publishers ISBN – 13 (24) 789395423847	<a href="https://royalbookpublishing.com/index.php/royal/catalog/book/350">https://royalbookpublishing.com/index.php/royal/catalog/book/350</a>
3.	Technology in Banking	Charulatha Publications, ISBN No:978 – 93—6260-855-0	-

#### VIII TRAINING AND WORKSHOPS ATTENDED:

- One day State level Workshop on “GST – A Perspective of Education Sector” held on 11<sup>th</sup> February 2020 organized by Department of Commerce, Senthamarai College of Arts and Science, Madurai.
- One day National Level Workshop on “Cloud Computing Technologies in Banking Applicants” held on 15<sup>th</sup> September 2023 organized by Department of Commerce, VHNSN College (Autonomous), Virudhunagar.

- Two days State Level Technical Workshop on “INTELLECTUAL PROPERTY RIGHTS” held on 16<sup>th</sup> & 17<sup>th</sup> October 2023 organized by Mannar Thirumalai Naicker College (Autonomous), Madurai - 04.
- One day National level workshop on “Questionnaire Design & Selection of Statistical Test” held on 28<sup>th</sup> September 2024 organized by EDUCA – Institute For Professional & Career Development Kottarakkara, Kerala

#### IX. PAPERS PRESENTED IN CONFERENCE

S. No	Name of the Title	Name of the Conference	Organized by	Date of the Conference
1.	A study on “Factors Influencing Sustainability Investors”	National Conference on Emerging Trends in Business Innovation & Sustainable Development	PG And Research Department of Commerce in Collaboration with Indian Academic Researchers Association and Shree Venkateshwara Arts & Science (Co – Education) College, Erode	04.10.2024
2.	A Study on “Impact of Financial Technology after COVID - 19”	International Conference on “Leveraging Digitalization for Achieving Sustainable Development Goals: Innovations, Challenges and Opportunities”	K.M.G.College of Arts And Science, Gudiyattam.	26.09.2024
3.	A study on “Analysis of tools of Financial Management”	International conference On Innovation in Business & Research using AI ICIBRAI - 2024	Patrician college of arts and science, Chennai	27.09.2024
4.	A Study on “Role of Digital Transformation in Business Various Activities”	Global Contemporaray Issues and Unlocking Innovation in Business Industry 4.0 (Hybird Mode)	Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.	24.07.2024 to 25.07.2024
5.	A Study Factors Influencing Adoption of	National Conference on “Innovations & Current Trends in	KG College of Arts and Science	8 <sup>th</sup> November 2023

	Mobile Commerce by Entrepreneur	Research Commerce, Business, Economics & Information Technology”		
6.	Future of Digital Banking in India	International Conference on “Digitalization of Global Business Environments 2.0”	Rathinam College of Arts and Science, Coimbatore	19.10.2023
7.	“Impact of Technologies in Banking Sector”	Two days International Conference on “Consumer Psychology - Global Scenario 2023”	Sourashtra College (Autonomous)	21.09.2023 to 22.09.2023
8.	A Study on “Growth of M.Commerce”	Two days International Conference on “Exploring the Significance of Commerce on Today’s World”	Nadar Saraswathi College of Arts & Science, Vadapudhupatti	11.09.2023 to 12.09.2023
9.	A Study on “Comparative analysis of Hospital services in Madurai District”	National Conference on “Emerging Issues in Service Sector (NESSs – 2023)”	Government Arts and Science College, Arupukottai	06.04.2023
10.	A Study on “Green Marketing of Eco – Product and its Consumer perspective”	International Conference on “Business Resilience: Revolution to Re – Evolution – BRRR2023”	Post Graduate & Research Department of Commerce - Loyola College (Autonomous), Chennai,	1.3.2023 to 2.3.2023
11.	Measuring the Effectiveness of Online Payment”	International Conference on “Data Analytics in Business, Marketing & Finance”	Nadar Saraswathi college of Arts and Science, Vadapudhupatti, Theni	8.2.2023 to 9.2.2023
12.	A Study on Role of Entrepreneurship	One day National Seminar on “Entrepreneurship	Mannar Thirumalai Naicker College (Autonomous), Madurai.	16.12.2022

	in Economic Growth and Competences	inIndustry 4.0: A GLIMPSE”		
13.	A Comparative Analysis of Cyryptocurrency and Share Market	Two – day International Conference (Hybird) on “Innovative Practices in Commerce Management, Humanities and Technology IPCMHT – 22”	Partician College of Arts and Science, Chennai	25.08.2022 to 26.08.2022
14.	Global Warming	First international Conference on “Environmental Issues in Business and road map for Innovative Solutions (ICEIB –	Government Arts Women’s College, Vathalagundu	2.05.2022
15.	An Opportunity Investment in Crypto currency	Multi-Disciplinary International Conference “PRATISANDHI”	SVIMS Business School, Karnataka	1.4.2022 to 2.4.2022
16.	A Study on the global impact of India’s Pharmaceutica l patent rights	Contemporary and upcoming issues in the Field of Intellectual Property Rights	Mannar Thirumalai Naicker college (Autonomous)	28.03.2022
17.	A Study on impact of IBC and its impact on debt market	One day International Conference on “Emerging Business Trends in the 21 <sup>st</sup> Century”	School of Commerce, National College (Autonomous), Tiruchirappalli	26.02.2021
18.	A Study on foreign direct Investment and Its Impact in India	Transformation of Commerce, Managment and Technology for Sustainable Economic Growth	Chirst College Arts & Science, Kilachery	15.09.2020

19.	Role of Young Entrepreneur in Economic Development	A Digital Transformation Entrepreneur & Infopreneur 2K20	Mannar Thirumalai Naicker College, Pasumalai, Madurai -04	24.01.2020
20.	Human Resource Management in Hospital service	Contemporary Issues, challenges and Recommendations on Digitalization CICRD – 2K19	Mannar Thirumalai Naicker College, Pasumalai, Madurai -04	4.01.2019

## X. PAPER PUBLISHED IN CONFERENCE PROCEEDING

Sl.No	Name of the Topic	Name of the Conference	Organized By	Date of the Conference
1.	A study on “Factors Influencing Sustainability Investors”	National Conference on Emerging Trends in Business Innovation & Sustainable Development	PG And Research Department of Commerce in Collaboration with Indian Academic Researchers Association and Shree Venkateshwa ra Arts & Science (Co – Education) College, Erode	04.10.2024
2.	A study on “Analysis of tools of Financial Management”	International conference On Innovation in Business & Research using AI ICIBRAI - 2024	Patrician college of arts and science, Chennai	27.09.2024
3.	A Study on Factors Influencing the Adoption of Mobile Commerce by Entrepreneur	“Innovations & Current Trends in Research, Commerce, Business, Economics and Information Technology”	KG College of Arts and Science	8 <sup>th</sup> November 2023
4.	A Comparative Analysis of Cyryptocurrency and Share Market	Two – day International Conference (Hybird) on “Innovative Practices in Commerce Management, Humanities and Technology IPCMHT – 22”	Partician College of Arts and Science, Chennai	25.08.2022 to 26.08.2022
5.	An Opportunity Investment in Crypto currency	Multi- Disciplinary International Conference “PRATISANDHI”	SVIMS Business School, Karnataka	1.4.2022 to 2.4.2022

## XI. BOOK CHAPTER PUBLICATION

S. No	Name of the Chapter	Name of the Conference	Organize By
1.	Future of Digital Banking in India	Digitalization of the Banking and Financial System	Rathinam College of Arts & Science
2.	A Study on “Role of Digital Transformation in Business Various Activities”	Global Contemporaray Issues and Unlocking Innovation in Business Industry 4.0 (Hybird Mode)	Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar.



## XII. PAPER PUBLICATION IN CONFERENCE (ISSN/ISBN)

S.No.	Name of the Title	Name of the Conference	Organized by	Date
1	A Study Factors Influencing Adoption of Mobile Commerce by Entrepreneur	National Conference on “Innovations & Current Trends in Research Commerce, Business, Economics & Information Technology”	KG College of Arts and Science	8 <sup>th</sup> November 2023
2	Future of Digital Banking in India	International Conference on “Digitalization of Global Business Environments 2.0”	Rathinam College of Arts and Science, Coimbatore	19.10.2023
3	A Study on “Growth of M - Commerce”	Two days International Conference on “Exploring the Significance of Commerce on Today’s World”	Nadar Saraswathi College of Arts & Science, Vadapudhupatti	11.09.2023 to 12.09.2023
4	Responsibility of Young Generation to keep clean and Green Environment	National Conference on “Futuristic Vision in Functional management for Global Green Economy”	VVV College for Women, Virudhunagar	10.08.2019
5	A Study on An Overview of Ombudsman in Banking Sector	Challenges and Innovations in Commerce	Mannar Thirumalai Naicker College(Autonomous ) Pasumalai, Madurai	13.08.2018
6	Electronic Banking Services of Private Sector Commercial Banks in Theni District	One Day National Conference on Digital India – Challenges Ahead	Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni	01.03.2017
7	Foreign Direct Investment in India–An Empirical Study	Two Day National Seminar on “Make in India – Opportunities and Challenges”	SRI S. Ramasamy Naidu Memorial College, Sattur	16.03.2017 to 17.03.2017
8	Customer Relationship Management in Hospitals with Reference to Theni City	National conference on “Recent Trends in Commerce and Management”	Hajee Karutha Rowther Howdia College, Uthamapalayam, Theni	02.02.2018
9	A Study on CRM in Organized and Unorganized Retail Outlet at Theni City – Comparative Analysis	State Level Seminar on “Customer Relationship Management(CRM)”	Theni Kammavar Sangam College of Arts & Science, Theni.	19. 09.2015

**XIII. PUBLICATION IN UGC CARE LISTED JOURNALS:**

S.NO	Name of the Topic	Date	Name of the Publication	ISBN / ISSN No / Vol. Issue
1.	“Human Resource Management in Hospital Service”	Jan-2019	International Conference on “Contemporary Issues, Challenges and Recommendation on Digitalization CICRD –2K19	2348-1269, 2349 –51382 <sup>nd</sup> volume,196 –198  Impact Factor5.75
2.	“Role of young Entrepreneur In Economic Development”	January2020	National Seminar on A Digital Transformation – Entrepreneur & Infopreneur2k20	ISSN No: 2347 – 6648, Volume IX, Issue III, March - 2020
3.	“A Study on Foreign Direct Investment and Its Impact in India”	November 2019	National Conference Transformation of Commerce, Management and Technology for Sustainable Economic Growth”	UGC Care list Impact Factor 6.2
4.	“A study on Impact of IBCand its Impact on Debt Market”	February 2021	Wesleyan Journal of Research an internationalResearch journal	Volume No.14No.1( XIX):2021 ISSN: 0975 – 1386
5.	Financial Inclusion UnderPMMY	January 2022	International researchJournal of Commerce,Arts & Science	Volume 13, issue 2, ISSN 2319 – 9202
6.	“ A study on the GlobalImpact of India’s Pharmaceutical Patent Rights”	April 2022	Kanpur Philosophers Certificate of Publication	Vol. IX, Issue1, No.11:2022 ISSN 2348 – 8301
7.	“A Study on Role of Entrepreneurship in Economic Growth and	April 2023	Rabindra Bharati Journalof Philosophy	Vol:XXIV, No:05, 2023 ISSN: 0973 – 0087

	Competences”			
8.	A Study on “Green Marketing of Eco – Product and its Consumer perspective”	May 7, 2023	Humanities & Social Science Studies, Peer – Reviewed, Bi – annual, Interdisciplinary UGC CARE List Journal	Issue :01, Book No:06, ISSN 2319 – 829X
9.	A Conceptual Study on Startup Business and Intellectual Property Protection	2023	International Research Journal of Commerce, Arts & Science	ISSN NO 2319-9202(O) Volume 14, Issue 12 November, 2023
10.	A Study on "Growth of Women Entrepreneur in Indian Economic Development	2023	International Research Journal of Commerce, Arts & Science	IS ISSN NO 2319-9202(O) Volume 14, Issue 12 December, 2023

#### XIV.PUBLICATION IN WEB OF SCIENCE JOURNALS:

S.No	Name of the Topic	Date	Name of the Publication	ISBN / ISSN No / Vol. Issue
1.	A Comparative Analysis of Cryptocurrency and Share Market	December 2022	Journal of Pharmaceutical Negative Result	Vol.13, Special Issue 08 (2022)  DOI:https://doi.org/10.47750/pnr.2022.13.S08.131

#### XIV. PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMME:

S.No.	Duration, Date & Year	Name of the FDP/ Short term	Name of Organization
1.	404.04.2022 to 08.04.2022	Teaching pedagogy and ICT tools for social science	Bhavan’s Vivekananda College of Science, Humanities and Commerce, Secunderabad
2.	18.04.2022 to 22.04.2022	Emerging Trends and Challenges in Higher Education and Research	Prince Shri Venkateshwara Arts and Science College, Chennai.
3.	18.04.2022 to 22.04.2022	Enhancing Quality by Unearthing innovative practices – Equip 2022	Mannar Thirumalai Naicker College, Madurai – 4.

4.	27.04.2022	Education 4.0 for Sustainable Economic Development	Mannar Thirumalai Naicker College, Madurai – 4.
5.	02.05.2022 to 06.05.2022	Virtual Faculty Development Programme	Holy Cross Home Science College, Thoothukudi
6.	05.05.2022 to 09.05.2022	Faculty Development	Dr. R.V.Arts and Science College, Karamadai.
7.	09.06.2022 to 15.06.2022	“Emerging and Innovative Approach in Management, IT and Communication in Teaching and Research”	IIMT College of Management in Collaboration with Indian Economic Association
8.	11.07.2022 to 16.07.2022	Innovative Approaches in Management Teaching for Excellence	Association of Indian Indian Management Schools and School of Management , Sree Saraswathy Thyagaraja College, Pollachi, Coimbatore.
9.	14.11.2022 to 18.11.2022	Advanced Materials Research and Nanotechnology	Department of physics and IQAC, Rajapalayam Raju’s College
10.	19.12.2022 to 26.12.2022	“Ethics in Research & research Methodology”	KG College of Arts and Science, Coimbatore
11.	17.03.2023	Faculty Enhancement Programme on Consultancy and Corporate Training	Mannar Thirumalai Naicker College, Madurai – 4.
12.	18.03.2023	Faculty Enhancement Programme on Insights of National Educational Policy (NEP 2020)	Mannar Thirumalai Naicker College, Madurai – 4.
13.	29.07. 2024	“National Education Policy 2020: Challenging Opportunities in the Indian Higher Education Sector	TC – Institution’s Innovation Council National Level Faculty Development Programme (In View Of Celebrating 4th Anniversary Of NEP 2020), Thiagarajar College, Madurai

#### **XVI . SEMINARS ATTENDED:**

- National Conference on “Politics of Inclusion and Exclusion” held on July 5- 6 2008, at Mother Teresa Women’s University, Kodaikanal.
- National Training program on “Entrepreneurship Development Cell(EDC)” held on February 18-20 2009, at Mother Teresa Women’s University, Kodaikanal.
- State Level Seminar on “E – Tailing: Landscape In India” Sponsored by UGC Automy held on 28<sup>th</sup> March 2013 at SVN College of PG and Research Department of Commerce, Nagamalai.
- National Level Seminar on “New Approaches to Marketing Management” held on 24.12.2012 at S.V.N. College at Madurai.

**XVII. Acting as Editorial Advisory Board Member**

<b>Sl. No</b>	<b>Name of the College</b>	<b>Name of the Book Chapter</b>
1.	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar	Digital Transformation Unlocks India's Potential in Industry 4.0