

BIO -DATA

Name : DR. M.DEVAKUMAR
Date of birth : 14/04/1966
Gender : Male
Date of joining : 28/12/2012(Govt),01/06/1993(private)
Qualification : M.Com., M.Phil., Ph.D
Designation : Assistant Professor
Area of specialisation : Marketing
Department : Commerce



M.V.Muthiah Government Arts College for Women
Dindigul – 624001.

Residential address : Plot No.D-12,
3rd Main Street, Dindigul
E-mail : devadeva66@gmail.com
Phone no : 9894480772

Qualification

Degree	Branch	Institution/university	Year of passing	Gold medal/distinction/class
Ph.D	Commerce	Madurai Kamaraj University	2008	-
M.Phil	Commerce	Madurai Kamaraj University	1992	-First
PG	Commerce	Madurai Kamaraj University	1990	-Second
UG	Commerce	Madurai Kamaraj University	1987	-Second

Ph.D. Details

Area of specialisation	Title of thesis			Research supervisor	Research institution	Year of award
Marketing	Cellular	Mobile	Phone	Dr.N.Markkandeyan	Madurai	2008

	Marketing in Madurai - A study on Consumer Preference towards prepaid network service		Kamaraj University	
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Additional qualification:

Name of the course	Place of study	Date	Duration
MBA	Tamil Nadu Open University	December 2018	2 years

Work experience (govt service/private)

Name of institution	Address of institution	designation	From	To
G.T.N. Arts College	Dindigul	Lecturer (F.I.P)	01/01/1992	30/5/1993
G.T.N. Arts College	Dindigul	Lecturer(F.I.P)	01/10/1993	21/11/1995
G.T.N. Arts College	Dindigul	Lecturer(F.I.P)	16/12/1998	01/03/2002
G.T.N. Arts College	Dindigul	Assistant Professor and Head of the Department	17/06/2002	27/12/2012
Evening College Madurai Kamaraj University-Dindigul	Dindigul	Part Time Lecture	09/08/1994	27/12/2012
Government Arts College (Autonomous)	Karur.5	Assistant Professor	28/12/2012	11/09/2018

Teaching/research experience(total experience in Govt. services/private)

	UG	UG&PG	M.PHIL	PH.D
Govt	11years	11years	5 years	-
Private	18 years	16 years	5 years	-

S.No.	Table of contents	Total no
1	Guidance details	-
	PG	20
	M.PHIL	12
	PH.D	-
2	ATTENDED :	-

	Conference	-
	Workshops	2
	Seminars	4
3	Research paper presented	-
	Conference	-
	Workshops	-
	Seminars	1
4	Publication in Journals	-
5	Book published	3
	Edited	-
6	Organised:	-
	Conference	-
	Workshops	-
	Seminars	1
7	Research projects	-
	Major	-
	minor	-
8	Resource person :	-
	Invited talk	-
	Guest speaker	-
9	Award received	-
10	Patent	-
11	Professional membership	-
	BOS Chairman	-
	Academic council	1

BIO- DATA



Name	Dr. J. J. SOUNDARARAJ
Date of Birth	01st June 1971
Educational Qualification	M.Com., M.Phil., Ph.D., M.B.A (Marketing)., M.Com (Finance & Control)., M.B.A (Finance)., SLET (Commerce-1998)., NET (Management- 2009).
Teaching Experience	26 ½ Years (UG- 26 ½ Years & PG – 21 ½ Years)- Including 2 ½ Years of overseas Teaching Experience in Australian Perspective
Present Position	Assistant Professor (Senior Scale), Post Graduate Dept. of Commerce, M.V. Muthiah Govt. Arts College for Women, Dindigul – 624001, Tamilnadu.
Previously served at	Loyola College (Autonomous), Chennai- 600034 - (15 Years).
Title of the Thesis- Ph.D	Developing Financial and Cash flow Ratio Models to Predict the Financial Distress of Select Private Sector Companies in India
No. of Publications	27 in National & International Journals
Areas of Specialisation in Teaching & Research	Accounting, Marketing, and Corporate Finance
Awards Received	Research Award from Loyola College & Teaching Excellence Awards in Abroad
Marital status	Married
YouTube Channel (own)	https://www.youtube.com/c/DrSOUNDARARAJJ2020 Dr. JJS DIGITAL ACADEMY OF COMMERCE
Address for Communication	SOUMITA VILLA, Plot No: 18, Sree Sakthi Balaji Nagar, Near- A.G Church, Chinnaiyapuram, Dindigul - 624 004. Tamilnadu
Email ID	profjjsoundar@gmail.com drjjsoundararaj@mvmwgacdg1.ac.in

CAREER OBJECTIVE

To achieve academic excellence through efficient research, learning and teaching

EDUCATIONAL QUALIFICATION

DEGREE	NAME OF THE UNIVERISTY	YEAR OF PASSING
B.Com	UNIVERSITY OF MADRAS	1991
M.Com	MADURAI KAMARAJ UNIVERSITY	1993
M.Phil (Commerce)	MADURAI KAMARAJ UNIVERSITY	1999
M.B.A (Marketing)	ALAGAPPA UNIVERSITY	2008
M.Com (Finance & Control)	ALAGAPPA UNIVERSITY	2009
M.B.A (Finance)	TAMILNADU OPEN UNIVERSITY	2011
Ph.D (Commerce)	ALAGAPPA UNIVERSITY	2012

PROFESSIONAL QUALIFICATION

Qualification	Subject	Institution	Year of Passing
SLET (State Level Educational Testing for Lectureship)	Commerce	Bharathidasan University (Accredited with UGC)	August, 1998
NET (National Eligibility Test for Lectureship)	Management	UGC, New Delhi	June, 2009

EMPLOYMENT HISTORY

- From 29th July 2016, working as an **Assistant Professor** in the Post Graduate Department of Commerce of M.V. Muthiah Government Arts College for women, Dindigul, Tamilnadu.
- From 5th August 2015 to 28th July 2016, worked as an **Assistant Professor** in the Post Graduate & Research Dept. of Commerce of Government Arts College, Dharmapuri, Tamilnadu.
- From 23rd August 2000 to 4th August 2015, worked as an **Assistant Professor** in the Post Graduate & Research Dept. of Commerce of Loyola College (Autonomous), Chennai.
- Availing Deputation from Loyola College, Chennai for a period from February 2004 to December 2004, went abroad and worked as a **Senior Lecturer, School of Business** and from January 2005 to June 2006, worked as **Head, School of Accounting & Finance**, in the **Institute of Business Studies (IBS)** (affiliated to Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, **Papua New Guinea (PNG)**.

- ✚ From May 1999 to August 2000, worked as a **Lecturer in Commerce** in Dr. N.G.P Arts and Science College, Coimbatore, India.
- ✚ From June 1997 to April 1999, worked as a **Part-time lecturer** in Madurai Kamaraj University Evening College, Dindigul.
- ✚ During the period from August 1993 to May 1996, served as a **Sales Officer** in the companies named (a) Priya Instant Foods, Chennai (b) Amrit Agro Industries Ltd, U.P and (c) Beem Healthcare – a wholly owned subsidiary of Boots pharmaceuticals, Bombay.

PUBLICATIONS IN NATIONAL & INTERNATIONAL JOURNALS

1	An article titled “ Blended Learning Through Flipped Classroom ” has been published in Science, Technology and Development Journal , ISSN: 0950-0707; Volume X, Issue VII, July 2021 ; Impact Factor: 6.1
2	An article titled “ Self Help Group: Dawn of Women Emancipation ” has been published in <i>Zenith International Journal of Multidisciplinary Research</i> , ISSN: 2231-5780; Volume-6 (10); October 2016 ; SJ Impact Factor (2013)- 4.326
3	An article titled “ Factors influencing Consumers’ Purchase Intentions towards Global Brands of Men Apparels ” has been published in <i>Journal of Exclusive Management Science- A Monthly International Journal</i> , ISSN: 2320-866X; Volume-4 Issue-9; September 2015 . Impact Factor- 2.78
4	An article titled “ The Power of Buzz Marketing ” has been published in <i>Journal of Exclusive Management Science- A Monthly International Journal</i> , ISSN: 2320-866X; Volume-4 Issue-3; March 2015 ; Impact Factor- 2.78
5	An article titled “ Buyers’ preference between Flipkart & Ebay.in (E-Tailors) ” has been published in <i>Cybermall- ‘Is it the next generation Supermall?’</i> , ISBN 978-93-82271-61-0; 2015 .
6	An article titled “ PIDE MODEL- a tool for developing powerful brands ” has been published in <i>Sankhya International Journal of Management and Technology</i> , ISSN 0975 – 3915; Dec 2012 ; Impact Factor- 0.348
7	An article titled “ Developing Financial Distress Prediction Model using Cash Flow Ratios for Small and Medium sized Indian Private Sector Manufacturing Companies ”, has been published in <i>International Journal Of Information Technology and Management Sciences- IJITMS</i> , ISSN-2231-6752; Dec 2012; Volume 2 ; Impact Factor- 0.867
8	An article titled “ Go Viral to multiply your brand awareness ” has been published in

	<i>Sankhya International Journal of Management and Technology</i> , ISSN 0975 – 3915; May 2012; Impact Factor- 0.348
9	An article titled “ Impact of Animation on Children ”, published in <i>International Journal of Research In Commerce, IT & Management (IJRCIM)</i> , ISSN 2231-5756 (May 2012); Volume-2, Issue No: 5, Pages 98-108; SJ Impact Factor- 4.182.
10	An article titled “ 100% FDI in Single-Brand retail of India- A Boon or a Bane? ”, published in <i>Excel International Journal of Multidisciplinary Management Studies</i> of ZIRAF, ISSN 2249-8834, (MAY 2012); Vol: 2, Issue:5, Pages 132 -146; SJ Impact Factor- 3.89
11	An article titled “ Permission Marketing - Interruption is replaced by Invitation ”, published in <i>Zenith International Journal of Business Economics and Management Research (ZIJBEMR)</i> of ZIRAF, ISSN 2249-8826, March 2012, Volume:2, Issue:3, Pages 214 – 221; SJ Impact Factor- 4.134
12	An article titled “ Indian Brands in the Indian’s Context ” published in <i>International Journal of Research In Commerce and Management (IJRCM)</i> ; ISSN 0976-2183; VolumeNo.3 (2012), Issue No.1 (January); Pages 68-71; Impact Factor- 3.067
13	An article titled “ Try Advertorial to overcome the challenges of commercial clutter ”, published in <i>Excel International Journal of Multidisciplinary Management Studies</i> of ZIRAF, ISSN 2249 8834, Volume. 1 – Issue 3; November 2011; Pages 133 – 143; SJ Impact Factor- 3.89
14	An article titled “ Building Financial distress model by means of Financial Ratios ”, published in <i>International Journal of Business Management and Leadership of Research India Publications</i> , ISSN: 2231-122X Volume. 2 – Number 1 (2011); Pages 25 – 38.
15	An article titled “ Evaluation of the benefits and threats of Foreign Direct Investment in Indian Retailing ”, published in <i>Competency Building Strategies in Business & Technology</i> of Masilamani Pathipaggam, ISBN 978 – 81 – 921764 – 2- 0, Volume – II, 2011, Pages 228 – 239,
16	An article titled “ Take care of the 3P’s that will take care of your Business ”, published in <i>Ushus Journal of Business Management</i> of Christ University, Bangalore, India, ISSN 0975 3311 Volume 9. No. 2 July - December 2010
17	An article titled “ FDI in Indian Retailing: An Overview ”, published in the book titled <i>Impact of FDI on Indian Economy</i> of Excel Books, New Delhi; 2010; ISBN: 978-81-7446-843-7
18	An article titled “ Cash Flow is king ”, published in <i>International Review of Business and Finance</i> of Research India Publications, New Delhi, ISSN 0975-6477; Volume I; Number 1-2; (2009), pp. 15-26

19	An article titled “ Relevance of Statement of Cash Flows for effective Decision Making ” published in <i>Current Taxcom News</i> of Taxcom (India), India, Volume-47, Part-I, Issue No-17, Pages: 171-175; Regd. No: RAJENG/2001/2686 ; September 12, 2009
20	An article titled “ Is it affordable to ignore the importance of Cash Flow Statement? ” published in <i>Readers Shelf</i> of J.V.Publishing House, Jodhpur, India, Volume.5, Issue No.12, Pages 37-40; Regd. No: RAJENG/2004/14700 ; September 2009
21	An article titled “ Predictive Power of Cash Flow ratios in identification of Financial Distress ” published in <i>Management Matters</i> of Loyola Institute of Business Administration (LIBA), Chennai, India, Volume 1, Issue 12, pages 64-69; Regn. No. TNENG/2003/12892 , March-August 2009
22	An article titled “ Inevitability of 3 P’s for Sustainable Development ” published in <i>Readers Shelf</i> of J.V.Publishing House, Jodhpur, India, Volume.5, Issue No.9, Pages-19 & 20; Regd. No: RAJENG/2004/14700 ; June 2009
23	An article titled “ Happy Internal Customers make delightful external customers ” published in <i>Facts for you</i> of EFY Enterprises Ltd, New Delhi; ISSN 0970-2652 , Pages-35-42, July 2009
24	An article titled “ Try cash flow ratios for better evaluation of your business ” published in <i>Current Taxcom News</i> of Taxcom (India), India, Volume-42, Part-II, Issue No-22, Pages: 133-138; Regd. No: RAJENG/2001/2686 ; November 27, 2008
25	An article titled “ Business Ethics in Practice ” published in <i>Ushus Journal of Business Management</i> of Christ University, Bangalore, India, Volume-6, Volume-42, No-2, Pages: 38-44; Regd. No: KARENG/2002/8343 ; June-Dec 2007
26	An article titled “ Internal Marketing- an ‘Upskilling process’ for the Internal Customers ” published in <i>Marketing Mastermind</i> of ICFAI University Press, Volume-VII, Issue-4, Pages 28-31, ISSN 0972-5156 ; April-2007
27	An article titled “ Inevitability of ‘positioning’ in the present marketing scenario ” published in <i>Indian Journal of Marketing</i> of Associated Management Consultants (P) Ltd, New Delhi; Volume-XXXII, No-12, Pages: 3-5 & 12; Regd. No: 16294/68; Dec 2002;
Written a Guide titled “ Fundamentals of Marketing ”, published by the (IBS) – <i>Institute of Business Studies, Port Moresby, NCD, Papua New Guinea- (2005)</i>	
Edited the book titled “ Impact of FDI on Indian Economy ”, published by Excel Books , New Delhi- 2010; ISBN: 978-81-7446-843-7	

CITATIONS IN OTHER ARTICLES

1. <https://dergipark.org.tr/en/download/article-file/53334>
2. <https://scindeks-clanci.ceon.rs/data/pdf/0354-3099/2015/0354-30991516075P.pdf>
3. https://soka.repo.nii.ac.jp/?action=repository_action_common_download&item_id=39008&item_no=1&attribute_id=16&file_no=3
4. <https://core.ac.uk/download/pdf/230424123.pdf>
5. <http://www.eamsa.org/wp/wp-content/uploads/2015/12/bgfdgdand.pdf>
6. <https://www.cribfb.com/journal/index.php/ijmri/article/view/97>
7. https://soka.repo.nii.ac.jp/?action=pages_view_main&active_action=repository_view_main_item_detail&item_id=35195&item_no=1&page_id=13&block_id=68
8. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1718209
9. <http://erepository.uonbi.ac.ke/handle/11295/12924>
10. <https://ddd.uab.cat/record/130261>
11. <https://www.tandfonline.com/doi/abs/10.1080/15228916.2017.1278669>
12. http://www.scielo.org.pe/scielo.php?pid=S2077-18862010000200003&script=sci_arttext
13. <https://www.emerald.com/insight/content/doi/10.1108/PRR-06-2019-0016/full/html>
14. <https://almatourism.unibo.it/article/view/8352>
15. <https://journal.unesa.ac.id/index.php/bisma/article/view/2155>
16. https://www.academia.edu/download/50521022/Opportunities_and_challenges_in_FDI.pdf
17. <http://search.ebscohost.com/login.aspx?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=22494561&asa=Y&AN=119728399&h=pKJkFxxsMXETHLsZNfSZnWHOz9KXHfRWwn1pwreKmmPBExKULDn2oIW6YnaCaaVkLMz7j5bO2nVurkTNzgxEwg%3D%3D&crl=c>
18. <https://www.jmra.in/article-details/358>
19. https://www.researchgate.net/profile/Dr_Arun_Kumar/publication/330662022_FOREIGN_DIRECT_INVESTMENT_IN_INDIAN_RETAIL_SECTOR/links/5c4d5b8092851c22a3938524/FOREIGN-DIRECT-INVESTMENT-IN-INDIAN-RETAIL-SECTOR.pdf
20. https://www.researchgate.net/profile/Sugandha_Agarwal5/publication/313767422_Retail_-_Contributor_to_Indian_Economic_Growth_and_Development/links/59705d3d0f7e9b441739b420/Retail-Contributor-to-Indian-Economic-Growth-and-Development.pdf

21. <https://himanshualwar.com/wp-content/uploads/2020/05/Paper-Himanshu.pdf>
22. <https://www.indianjournals.com/ijor.aspx?target=ijor:ijmss&volume=4&issue=4&article=015>
23. <https://ijemr.in/wp-content/uploads/2018/01/FDI-in-Retail-Sector-India-Definition-of-Attention.pdf>
24. <https://www.academia.edu/download/40596238/IJMSS28Oct3579.pdf>
25. https://www.researchgate.net/profile/Ernest_Arkoh/publication/337561438_THE_INTERNATIONAL_JOURNAL_OF_HUMANITIES_SOCIAL_STUDIES_Adult_Motivation_towards_the_Pursuance_of_Distance_Education_in_Selected_Universities_in_Ghana/links/5dde214ba6fdcc2837ed9836/THE-INTERNATIONAL-JOURNAL-OF-HUMANITIES-SOCIAL-STUDIES-Adult-Motivation-towards-the-Pursuance-of-Distance-Education-in-Selected-Universities-in-Ghana.pdf
26. <https://pradhanaashish.wixsite.com/ikea-investors/references>

ACTED AS CHAIR PERSON / RESOURCE PERSON / MODERATOR

1. Acted as a Resource Person in the **Two Weeks Intensive Soft Skills Training Programme, conducted by the Soft Skills Center of M. V. Muthiah Govt. Arts College for Women, Dindigul- 624001** in the month of July-August 2023.
2. Acted as a Resource Person to handle the topic ‘Career Guidance and Placement’ in the **Bridge Course for the Freshers, organized by M. V. Muthiah Govt. Arts College for Women, Dindigul- 624001** on 6th July 2023.
3. Acted as a Subject Expert in the Online **Board of Studies of PG & Research Department of Commerce of The Standard Fireworks Rajarathinam College For Women (Autonomous), Sivakasi- 626 123** on 13.06.2023.
4. Acted as a Resource Person in the **Two Weeks Intensive Soft Skills Training Programme, conducted by the Soft Skills Center of M. V. Muthiah Govt. Arts College for Women, Dindigul- 624001** in the month of August 2022.
5. Acted as a Resource Person in the **One Day Special Lecture on ‘How to make people highly Effective’ on March 23, 2022, organized by the Department of Commerce, Sri Adi Chunchanagiri Women’s College, Cumbum, Theni District, Tamil Nadu.**
6. Acted as a **Resource Person in the Inauguration of Commerce with CA Association of R.V.S Kumaran Arts and Science College, Ayyalur – 624 801, Dindigul on 17th**

December 2021 and delivered a special lecture on the topic ‘**Career Opportunities for Commerce with Computer Application Graduates**’.

7. Acted as a Resource Person in a webinar on the topic “**Design Thinking & Leadership**”, organised by the Department of Corporate Secretaryship, of Mar Gregorios College of Arts & Science, Chennai on 7th June 2021.
8. Acted as a Moderator for a Technical Session on “**Design Thinking & Leadership**” in the International Conference on Business Next 2020, hosted by Loyola College, Chennai- 34 on 5th March, 2020.
9. Acted as a Guest Speaker on 2nd March 2019 in a Programme named ‘**Coffee Break**’, hosted by Vijay Institute of Management (VIM), Dindigul and delivered a Lecture on the topic ‘Scope of MBA, Job Opportunities after MBA, and Trends of Job Market’.
10. Acted as the Chairperson for UG – Commerce, representing Mother Teresa Women’s University, Kodaikanal in the **State Integrated Board of Studies**, organised on 30th October 2018 and 7th December 2018 by TANSCHS at Chennai.
11. Delivered a Special Lecture on the topic titled **3P’s for Sustainable Development** to the Faculty and students of Post-Graduate Department of Commerce, Nadar Saraswathi Arts and Science College, Theni on 30th November 2017.
12. Delivered a Special Lecture on the topics titled **Internal Marketing** and **90/10 Principle** to the students of the Department of Management Studies, Nadar Saraswathi Arts and Science College, Theni on 18th July 2017.
13. As a **Resource Person**, offered half day training to the Teachers of E.B.G Mat. Hr. Sec. School, K. Pudhur, Madurai on 6st June 2017 and delivered special lectures on the topic – **Effective Classroom Management**.
14. As a **Resource Person**, offered full day training to the Teachers of St. Mary of Leacu Mat. Hr. Sec. School, Sebastian Nagar, Madurai on 1st June 2017 and delivered special lectures on the topics – **Effective Classroom Management, 90/10 Principle, and Seven Habits of Highly Effective People**.
15. Acted as a **Resource Person** and delivered a talk on “**Demonetisation in India- Is it Superb or Blooper?**” in a National Conference on “Impact of Demonetisation on Indian Economy”, hosted by Research Centre of Commerce, Fatima College, Madurai on 10th March 2017.

16. Participated as the **Moderator for a Panel Discussion in the UGC Sponsored National Conference** on “Cybermall- Is it the next generation Supermall?”, organized by Department of B.B.A & B.Com Corporate Secretaryship, Loyola College, Chennai on 29th January 2015.

SEMINARS & CONFERENCES, CONDUCTED

1. As the **Co-ordinator**, successfully conducted a **National Level Webinar on Investors Awareness Programme**, representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul on 9th April 2022.
2. As the **Organising Secretary**, organised a webinar on the topic “Changing dynamics of Mergers and Takeovers” on 02/06/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.
3. As the **Organising Secretary**, organised a webinar on the topic “e-Value Chain- A Bridge between the consumers and Marketers” on 26/05/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.
4. As the **Organising Secretary**, organised a webinar on the topic “Transition of Rural Markets from Candle-lite to Satellite era” on 18/05/2021 representing the Post Graduate Department of Commerce of M. V. Muthiah Government Arts College for Women, Dindigul.
5. As the **Convener**, conducted an e.quiz on ‘Marketing Management” from 06/07/2020 to 15/07/2020 and the quiz has attracted 938 participants around the country. The pass percentage of the e.quiz was 57% only.
6. As the **Conference Director**, conducted a National Conference on “Impact of foreign direct investment on Indian economy”, at Loyola College, Chennai on 10th & 11th Feb, 2010.

SEMINARS, CONFERENCES, FDP, QUIZ & WORKSHOPS, PARTICIPATED

1. Till 2/2/2021, Participated in 27 International webinars, 164 National webinars, 33 Faculty Development Programmes and 21 online workshops.

2. Till 2/2/2021, Passed in 77 e.quiz, conducted by various Colleges and Universities in India.
3. Participated as an Organising committee member in the NAAC sponsored National Level Seminar on Pedagogical Tools in Higher Education, organised by Internal Quality Assurance Cell of M. V. Muthiah Government Arts College for Women, Dindigul on 30th & 31st January 2020.
4. Participated in the National Seminar on Intellectual Property Rights (IPR), organised by Internal Quality Assurance Cell of M. V. Muthiah Government Arts College for Women, Dindigul on 9th March 2019.
5. Participated in the Faculty Development Programme on Challenges and Changes in Revised NAAC Framework, organised by NAAC Wing of M. V. Muthiah Government Arts College for Women, Dindigul on 9th March 2019.
6. Presented a paper titled 'Buyers' preference between Flipkart & EBay.in (E-Tailors)' in the UGC Sponsored National Conference on "Cybermall- Is it the next generation Supermall?", organized by Department of B.B.A & B.Com Corporate Secretaryship, Loyola College, Chennai on 29th January 2015.
7. Participated as a committee member in an UGC sponsored National Conference on "The Indian Corporate Conundrum- Panacea for the Menace- Start or Stagnate", conducted by Loyola College, Chennai on 31st January 2014.
8. Participated as a committee member in an UGC sponsored International Conference on "The Global Leviathan- Managing Finance, Investment and Trade- Defeat or Drown", conducted by Loyola College, Chennai on 29th & 30st January 2014.
9. Participated in a National Conference on "Managing Human Resource in the Knowledge Era", conducted by Loyola College, Chennai on 24st January 2014.
10. Participated the On Going Faculty Development Training Programme for the Teaching Staff, organized by St. Joseph's College, Trichy and Jesuit Higher Education Commission of Madurai Province at St. Joseph's College, Trichy during the period of 19th – 22nd November 2013.
11. Participated a Workshop on "Introduction to Data Analysis", organized by the Department of Commerce, University of Madras, under the 'Extension Activity' of Madras University on 13th November 2013.

12. Participated the Orientation Training Programme, organized by the Professional Training committee and Jesuit Higher Education Commission of Madurai Province at Loyola College, Chennai during the period of 17th – 26th May 2013.
13. Participated in a National Conference on “Green Marketing In India: Emerging Opportunities and Challenges” (GMIEOC 2013), conducted by Loyola College, Chennai on 27th February, 2013.
14. Participated as a committee member in a National Conference on “Commerce Education in 2020- Evolving Relevant Teaching, Learning and Evaluation Pedagogies” organised by Loyola College, Chennai on 2nd March 2012.
15. Participated in a “International Conference on Competency Building Strategies in Business and Technology for sustainable development”, conducted by Sairam Institute of management Studies, Chennai on 22nd and 23rd Sept 2011 and presented a paper on FDI.
16. Participated as a committee member in a “International Conference on Entrepreneurship - youth & Inclusive Development for Brand India”, conducted by Loyola College, Chennai on 25th & 26th February 2011.
17. Participated in a “National Conference on consumer protection”- (NCCP-2010), conducted by Loyola College, Chennai on 15th & 16th December 2010.
18. Participated as a Committee member in an “International Conference on Making Corporate Governance work”, conducted by Loyola College, Chennai on 6th & 7th January 2010.
19. Participated in a “Faculty Development Programme on Financial Markets”, conducted by NSE in association with Loyola College (Autonomous), Chennai on 23rd October 2009.
20. Participated in an “UGC Sponsored Workshop on Question Bank in Commerce” held at Loyola College (Autonomous), Chennai-600 034 on 10th March 2009.
21. Participated in an International Conference on “Innovations- Enhancing the Quality of Life” organized by the Post Graduate and Research Department of Commerce, Loyola College (Autonomous), Chennai- 600 034 on 12th & 13th January 2009.
22. Participated in a “National Conference on Higher Education at Cross roads”- organized by Loyola College (Autonomous), Chennai-600 034 – during 07-09 February 2008.
23. Participated as a Committee member in an International Symposium on “Global Business Opportunities and Challenges” - organised by the department of Commerce of Loyola College (Autonomous), Chennai- 600 034- 15th and 16th February 2007.







24. Participated in a National Conference on “Indian Banking: Challenges in the post Liberalisation era”- organised by the department of Commerce of Loyola College (Autonomous), Chennai- 600 034- on 18th and 19th January 2007.
25. Participated in a National seminar on “Corporate Governance in the current scenario- problems & perspectives”- organised by Bharathidasan Government College for Women (Autonomous), Pondicherry in association with Pondicherry Chapter of SIRC of ICSI and Department of Corporate Secretaryship of Alagappa University, Karaikudi- *September 2000* and presented a paper titled “Corporate Ethical and Unethical Practices- an overview”
26. Participated in a National Conference on “25 Years of Autonomy”- Vision, Experiences and Future Directions- organised by Loyola College (Autonomous), Chennai- 600 034- February 2003.

ORIENTATION / REFRESHER PROGRAMMES & MOOCS - SWAYAM

1. Successfully Completed an **Online Refresher Course on Managing Online Classes & Co-creating MOOCS 19.0**, organized by the Teaching Learning Centre of Ramanujan College, University of Delhi from 07th October 2022 to 21st October 2022
2. Successfully Completed an **UGC Sponsored Online Refresher Course in Commerce/Management**, organized by UGC-HRDC of Madurai Kamaraj University from 10th August 2022 to 23rd August 2022
3. Successfully completed a **National Online Refresher Course (Multi-disciplinary) on the Topic entitled ‘Emerging Best Practices in Higher Education’**, jointly organised by Smt. Radhadevi Goenka College for Women, Akola, Maharashtra and Guru Angad Dev Teaching Learning Centre (A Centre of Ministry of Education under PMMMNMSTT), S.G.T.B Khalsa College, New Delhi from 22/06/2021 to 06/07/2021.
4. Successfully completed **NPTEL- AICTE Faculty Development Programme** for 12 weeks (September- December 2020) in the subject ‘**Financial Accounting**’ with a score of 84% (**Elite Grade**), offered by IIT- Madras through Swayam.
5. Successfully completed **NPTEL- AICTE Faculty Development Programme** for 12 weeks (September- December 2020) in the subject ‘**Management Accounting**’ with a score of 84% (**Topper in the Exam- Elite Grade**), offered by IIT- Madras through Swayam.

6. Successfully completed a **UGC Paramarsh FDP on “ICT in Teaching and Learning”** with a score of 48/50 in the Final online MCQ Test for six days from 13th July 2020 to 18th July 2020, that was organised by MSP Mandal’s Shri Sivaji College, Parbhani (UGC CPE, Paramarsh & STRIDE).
7. Successfully Completed an **Annual Refresher Programme in Teaching (ARPIT)** in the subject- Commerce, offered by Sri Ram College of Commerce, New Delhi on 16th February 2020.
8. Successfully Completed a **(MOOC) Course titled ‘Introduction to Marketing Essentials’**, offered by IIMB on 23rd May 2019.
9. Successfully Completed an **Orientation Programme**, organized by UGC-HRDC of Madurai Kamaraj University from 20th April 2017 to 17th May 2017.

ADMINISTRATIVE EXPERIENCE

-  Serving as the Co-ordinator for the Placement Cell and Career Guidance Centre of M.V. Muthiah Government Arts College for Women, Dindigul from the Academic Year 2021-22.
-  Served as the Coordinator for Legal Literacy Club of M.V. Muthiah Government Arts College for Women, Dindigul during the Academic Years 2017-18, 2019-20 & 2020-21.
-  Served as the Placement Officer for the Training and Placement Cell of M.V. Muthiah Government Arts College for Women, Dindigul during the Academic Year 2018-19.
-  Served as Head, School of Accounting and Finance, Institute of Business Studies (affiliated with Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, Papua New Guinea (PNG) from January 2005 to June 2006.
-  Served as the Coordinator, Chartered Institute of Marketing (CIM- UK) Courses, Institute of Business Studies (affiliated with Southern Cross University & Deakin University, Australia) Port Moresby, National Capital District, Papua New Guinea (PNG) from January 2005 to June 2006.
-  Served as the Coordinator, Department of Commerce (Shift-II), Loyola College (Autonomous), Chennai- 34 during the Academic Year 2009-10.

RESEARCH GUIDANCE

- ✚ As a Research Supervisor (D.2 / M.PHIL / GUIDE/ 2012 / 1078- University of Madras), guided three Candidates towards the completion of Dissertation for M. Phil Programme (Commerce) in Loyola College (Autonomous), Chennai.
- ✚ Recognised Research Supervisor of Periyar University, Salem, for M.Phil and Ph.D in Commerce.
- ✚ Recognised Research Supervisor of Mother Teresa Women's University, Kodaikanal for Ph.D in Commerce.
- ✚ Guided more than 300 Post Graduate Degree students towards the completion of their Individual Project work.

SPECIAL AWARDS / ACHIEVEMENTS

- ✚ Ranked as the topper with the highest score of 33/34 marks (Commerce Subject) in the selection of Assistant Professors, recruited and appointed by the Tamilnadu Teachers Recruitment Board (TRB) in 2015 for the Government Arts & Science Colleges of the State of Tamilnadu.
- ✚ Received “Dr T.N. ANANTHAKRISHNAN RESEARCH AWARD” for the year 2011-12 from Loyola College, Chennai for significant contribution towards research in Social Sciences.
- ✚ Received teaching excellence awards in Marketing, Accounting and Finance subjects.

ADJUCNT / GUEST FACULTY

- ✚ Taught the subjects namely, Accounting (American perspective), Introduction to Marketing and Financial Management in BBA (LIAC – Loyola International Academic Collaboration) of IESEG School of Management, Lille Catholic University, France, offered in Loyola College, Chennai. (2006- 2015)
- ✚ Taught ‘Marketing Management’ and ‘Global Marketing’ in PGDMM offered by Loyola Institute of Vocational Education (LIVE) in Loyola College, Chennai (2006-07)

- ✚ Taught the subject, 'Marketing Management' in M.sc Programme (Information Science and Management) of Bharathiyar University offered in Loyola College, Chennai under Distance education programme- (2003)
- ✚ Taught the topics titled "Marginal Costing" and "Capital Budgeting" in the Managerial Development programme (MDP) offered by LIBA, Chennai. (2008-2009)
- ✚ Taught the subject, 'Accounting for Managers' in M.B.A programme, offered in D. G. Vaishnav College (Autonomous), Chennai-106 (2010- 12)
- ✚ Taught the subjects, 'Management Accounting' and 'Marketing Management' in MBA Programme of Pondicherry University - Loyola College Twinning Programme (PULC), offered at Loyola College, Chennai- 34 (2006-2015).

COUNTRIES, VISITED

- ✚ PAUPA NEW GUINEA (PNG)
- ✚ SINGAPORE

I certify that the information given above is true to the best of my knowledge and belief.



(Soundararaj. J. J)

10/12/2023

BIODATA

Name	Dr.K. SABITHA
Date of Birth	8 th June 1976
Educational Qualification	M.Com., M.Phil., B.Ed., Ph.D
Teaching Experience	UG-16 years , PG-16 Years
Present Position	Assistant Professor Post Graduate Dept. Of Commerce M.V.Muthiah Govt. Arts College for Women, Dindigul 624001. Tamilnadu.
Previously Institution	Annamalai University, Chidambaram
Title of the Thesis	Customers' perception towards services of the commercial banks in Puducherry
No. of Publications	21 in National and International Journals
Areas of Specilisation in Teaching and Research	Accounting, Marketing and Banking
Marital Status	Married
Address for communication	70, East car Street, Palani 624601 Tamilnadu
Email ID	krishnansabitha2012@gmail.com



EDUCATIONAL QUALIFICATION

DEGREE	NAME OF THE UNIVERSITY	YEAR OF PASSING
B.Com.,	MADURAI KAMARAJ UNIVERSITY	1996
M.Com	MADURAI KAMARAJ UNIVERSITY	1998
M.Phil	ANNAMALAI UNIVERSITY	2007
B.Ed	ANNAMALA I UNIVERSITY	2007
Ph.D	ANNAMALAI UNIVERSITY	2013

EMPLOYMENT HISTORY

From 4th October 2017, working as an Assistant Professor in the Post Graduate Department of commerce of M.V.Muthiah Government Arts College for Women, Dindigul, Tamilnadu.

Availing Deputation from Annamalai University from 2nd February 2016 to 3rd October 2017, worked as an Assistant Professor in the Post Graduate Department of commerce of Arignar Anna Government Arts College for Women, Walajapet, Vellore Dt., Tamilnadu.

From 3rd December 2007 to 1st February 2016, worked as as an Assistant Professor in the Annamalai University, Commerce Wing DDE.

CONFERENCES ATTENDED:

Year		Conducted by	Topic	Paper presented/Attended
2008 Sep 6	National	Commerce wing,DDE, ANNAMALAI UNIVERSITY	CRM: New challenges for Indian Industries	Paper presented ELECTRONIC CRM
2008 Dec 27	National	Commerce wing,DDE, ANNAMALAI UNIVERSITY	Services Marketing: Trends, Challenges and strategies	Paper presented CHANGING FACES OF BANKING
2008 Jan 23	National	Commerce wing,DDE, ANNAMALAI UNIVERSITY	India's Economic Development in the WTO Regime: Opportunities and challenges	Paper presented WTO IMPACT ON INTRA-INDUSTRY TRADE IN INDIA
2009 ANNAMALAI UNIVERSITY 20	International	DEPT of Commerce, Tiruppur Kumaran College for Women	Rebooting Strategies for Global Recession	Paper presented REBOOTING STRATEGIES FOR GLOBAL RECESSION IN IT & BPO INDUSTRY
2009 Dec-28&29	International	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Survival and Growth strategies in changing business scenario	Paper Presented JOB SATISFACTION OF BANK EMPLOYEES IN PUDUCHERRY
2010 Dec 15	National	Commerce wing DDE, ANNAMALAI UNIVERSITY	Ethics in Business and corporate governance	Paper presented ETHICS IN BANKING
2011 Mar 11	State	Dept of commerce, Poompuhar College, Melaiyur	Emerging investment opportunities in stock and commodity markets	Paper presented STOCK MARKET
2011 Dec 19	National	Commerce wing, DDE, ANNAMALAI UNIVERSITY	Revitalising global business: Issues, approaches and strategies	Paper presented CHALLENGES FACING INDIAN BANKING
2013 ANNAMALAI UNIVERSITY 13	International	Dept of commerce, P.K.R. Arts college for women, Gobi	Financial Services- issues and challenges	Paper presented Financial services
2014 Sep 25	National	Karpagam University, Cbe	Reinvigoration of mgt. practices among Indian companies for sustainable growth of Indian economy	Paper presented WEALTH MGT. PROBLEMS AND PROSPECTS

2015 ANNAMALAI UNIVERSITY 11	International	AVC college, Mayiladuthurai	Innovation in commerce and mgt.	Paper presented RURAL DEVELOPMENTT THROUGH SELF HELP GROUPS
2019 Nov 1	National	Mannai Rajagopalasamy Govt Arts college,Mannai	Prospects of melting Indian economy	Paper presented PRODUCTION AND MARKETING PRACTICES ADOPTED BY BIO FERTILIZERSIN Dgl. Dt.
2021 Mar26	International	Govt. Arts and Science College, Sivakasi	Ever Growing challenges in the banking sector	A study on consumer services in private sector banks in Dindigul town.

SYMPOSIUM ATTENDED:

Year		Conducted by	Topic	Paper presented/Attended
2008 Mar 17&18	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Technology Applications and Out sourcing for integrating banking and financial services	Attended
2011 Mar29	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Research report writing in commerce- expectational gaps	Attended
2014 mar 13&14	National	Dept. of Commerce, ANNAMALAI UNIVERSITY	Multifarious dimensions of International business	Attended

ORIENTATION:

Year	Conducted By
2009May 15 to June11	Bharathiar University

IN SERVICE TRAINING PROGRAMME:

Year	Conducted by
2009July 10-21	Faculty of Arts

WORKSHOP ATTENDED:

Year		Conducted by	
2009 Mar 12	Research methodology workshop	Dept. of Economics, ANNAMALAI	Attended

		UNIVERSITY	
2009 Mar 5&6	Emerging Trends in Banking Industry	Dept. of Commerce, ANNAMALAI UNIVERSITY	Attended
2009 Oct 10&11	Research methodology workshop	Commerce wing,DDE, ANNAMALAI UNIVERSITY	Attended
2009Nov 6	Sampling Techniques in Management Research	Dept of Business Admn, .ANNAMALAI UNIVERSITY	Attended
2010Apr 7to9	Consumer protection and welfare	Management wing,DDE, ANNAMALAI UNIVERSITY	Attended
2013 mar15&16	Research methodology and data analysis	Dept of statistics, ANNAMALAI UNIVERSITY	Attended
2014 Nov 28	Commodity market and Investment strategies	Commerce wing DDE, ANNAMALAI UNIVERSITY	Attended
2015 mar 26&27	Problems and solutions in Human relations	Dept. of Tamil,ANNAMALAI UNIVERSITY	Attended
2015 oct 28&29	22Office manuals and procedure	Economics wing, DDE, ANNAMALAI UNIVERSITY	Attended
2017 Aug 10	Implementation of GST:one nation one tax	GAC,Paramakudi	Attended
2019 Mar 27	Preventing violence against women and children	Dept of sociology, ANNAMALAI UNIVERSITY	Attended

SEMINARS ATTENDED AND PRESENTED PAPERS:

Year		Conducted by	Topic	Paper presented/Attended
2010 Feb 5&6	National	Dept. of commerce, Ayya Nadar Janaki Ammal College, Sivakasi	Corporate Governance	Paper presented CORPORATE GOVERNANCEINSBI
2014 DEC18 &19	State	Dept of Economics, Poompuhar college,Melaiyur	Issues inIndian economy	Paper presented INSURANCE INCLUSION
2016 MAR17 &18	National	Challenges on girl child's health,education and protection-making therightareality	Political science wing,DDE, ANNAMAL AI UNIVERSIT Y	Paper presented EDUCATION CHALLENGES ON GIRL CHILD-SPECIAL REFERENCE TO PALANI
2016 DEC16	International	Stress management for a healthy life	AAGAC-Walajapet	attended

2016 Jan29& 30	National	Women empowerment and humanrights: transforming their rights inthe21 st century	Politicalscien ce wing, DDE, ANNAMAL AI UNIVERSIT Y	Paper presented SELF HELP GROUP AND WOMEN EMPOWERMENT REFERENCE TO COIMBATORE DISTRICT
2018 July16	State	Recent trends in cooperative leadership in Tamilnadu	Dept of commerce, ANNAMALA I UNIVERSIT Y	Attended
2018 feb 7&8	National	Women entrepreneurship in comprehensive environment-A paradigm shift in Indian context	V.V.V. College forwomen, Virudhunagar	Paper presented CHALLENGES AND OPPORTUNITIES OF WOMEN ENTREPRENEURSHIP IN Dgl.Dt.
2019 Mar22 &23	National	Environmental issues: protectionconversationand management	Dept of sociology ANNAM ALAI UNIVER SITY	Paperpresented ENVIRONEMNTAL POLLUTIONS AND HEALTH PROTECTION OF COLLEGE STUDENTS IN DGL.DT
2019 mar9	State	Intellectual property rights	MVM govt college,Dgl.	Attended
2020 jan 30&31	National	Pedagogical tools in higher education	MVM govt college,Dgl.	Attended

TRAINING PROGRAMME:

Year		Conducted by	
2011Apr 18&20	Capacity building for researchers in consumer protection and consumer welfare	Management wing, DDE,ANNAMALAI UNIVERSITY	Attended
2015nov2&3	Empowering exploring and emancipating women rights with respect and dignity	Political science wing, DDE, ANNAMALAI UNIVERSITY	Attended
2015 mar30	Smart teaching practices	Dept of commerce, ANNAMALAI UNIVERSITY	Attended
2015 Mar25	Exploring methods and Techniques in social science research	Political science wing,DDE, ANNA MALAI UNIVERSITY	Attended
2015 Mar10	Competency building and complacency enhancing	ANNAMALAI UNIVERSITY, DDE	Attended
2016JAN20&21	Dr.kalam's way of teaching for today's students-vision to mission	Dept of commerce, ANNAMALAI UNIVERSITY	Attended

2019 mar9	Challenges and changes in revised NAAC framework	MVM govt arts college, Dgl.	Attended
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ARTICLES PUBLISHED IN JOURNALS

year	No.	Name of the book/ Journal	Name of the Article
June 2011	ISSN0975-3915	Sankhya-International Journal of mgt.and tech	Customers perception towards internet banking services-A study with references to puducherry territory
Oct-Dec2011	ISSN NO;2250-2009	Rathinam journal of mgt.	Customers'opinion towards services of selected commercial banks in puducherry
Dec2013	ISSN0973-7197	M-Infiniti-journal of mgt.	CRM strategies in Banking industry
Aug- 2014	ISSN2348 4705	International journal of business intelligence & innovations	Livelyhood status of coconut cultivators in plalani taluk,dgl.
Mar2014	ISSN2348 4705	International journal of business intelligence & innovations	Cultural values, morality and professional ethics of college Teachers in dindigul Dt.
Mar2015	ISSN2348 4705	International journal of business intelligence & innovations	Personality and motivation factors of small scale women entrepreneurs In Palani Taluk,Dgl Dt.
Mar2016	ISSN2348 4705	International journal of business intelligence & innovations	Self esteem and leadership styles of small scale women entrepreneurs in Cuddalore dt.
Oct2017	ISSN2347 3940	Journal of mgt. impact Factor 2.4352	Impact of advt. on cosmetic goods inDgl. Dt.
Oct-Dec2018	ISSN2277 5730	Ajanta- peer reviewed refered & ugc listed impact factor5.5	Perception of farmers towards the production and marketing of Aqua culture products in cuddalore dt.
2019 Nov	ISSN 2249-894X	Review of Research- peer reviewed refered- impact Factor 5.8	Production and marketing practices adopted by bio fertilizers in Dgl. dt
2019Oct- Dec	SN 0971-1260	Think of India Quarterly journal- Refered, peer reviewed UGC care listed Impact factor 6.2	Perception of farmers towards the production and marketing of Aqua culture in cuddalore dt.
2019Nov-Dec	ISSN0976-5425	History Research Journal Impact factor5.2	A Study on status of Run away children in Dindigul Dt.
2020Feb	ISSN0474-9030	Our heritage journal- UGC care approved impact factor 6.6	Problems of perspects of school Dropouts in Dindigul dt.
2020Feb	ISSN0022-1945	Journal of Inter disciplinary cycle research	Customer satisfaction towards the IFB washing machine in Dindigul Dt.

2020 Mar	ISSN no:0950-0707	Journal of science,technology &development-UGC care approved journal impact factor6.1	An analysis on dalit women's awareness and attitudes towards their rights in dgl. Dt.
2020 Mar	ISSN2394-3114	Studies in Indian place names Impact factor 6.3	Issues and challenges of the widows in Dindigul Dt
2020Apr	ISSN0971-2143	Purakala	A study on HIV-AIDS awareness among the industrial employees in Dindigul Dt.
2020Apr	ISSN 0976-075X	CLIO an annual interdisciplinary journal of History Impact factor 5.6	Customer satisfaction towards the Samsung Refridgerators in Dindigul Dt.
2020 May	ISSN2320-0693	Tathapi Impact factor 5.6	Customer satisfaction towards the Aachi Masala products in Dindigul Dt.
2020	ISSN2394-5125	Journal of Critical Reviews Impact factor1.091	Effectiveness of E-commerce Applications in Nagapattinam Port-Trust, Nagapattinam.
2020 August	ISSN2231-3990	Alochana Chakra Impact factor 6.3	Green Banking practices in commercial Banks in Dindigul
2021	ISSN-2277-7067	Peer reviewed journal of fundamental & comparative research	A study on customer satisfaction towards amazon online purchase with reference to dindigul town
2021	ISSN 0025-0422	Journal of The maharaja Sayajirao University of Baroda	A study on customer services in private sector banks in Dindigul town
2021	ISSN 2394-0298	NIU International Journal of Human Rights-UGC care listed	A study on consumer preference in cosmetic items in Dindigul Town
2021july-dec	UGC care group 1 journal ISSN 0005-8807	Bengal, Past and present	Consumer preference towards jio network in Dindigul Town
2023	ISSN No. 0975-5217 UGC CARE Listed Group-1	BHAIRAVI	Work Stress Among women Professionals in Dindigul DT.

REFRESHER COURSE:

Year	Conducted by
03/10/2012 – 23/10/2012	Bharathiar University
10/11/2021 to 23/11/21	Madurai Kamaraj University

ACTED AS ANNAMALAI UNIVERSITY REPRESENTATIVE FOR CONDUCTING DDE EXAMS:

Year	Centre
2012 may	Udumalpet
2013 May	Udumalet
2014 May	Dindigul

SHORT TERM COURSES:

Year	Conducted	Topic
10/12/2018 – 23/12/2018	Annamalai university	Sustainable Development
26/11/2018 – 02/12/2018	Annamalai univesity	Art of academic writing

AWARDS RECEIVED

Academic Year	Name of the Award	Awarding Institution	Awarded date
2022-23	Dr.Radha Krishnan Best Teacher Award	Bahujana Sahitya Academy (BSA)	18.12.2022

Name : K.MEKALA
Date of birth : 05/06/1975
Gender : FEMALE
Date of joining (govt) : 23.09.2009(private): 26.07.1999
Qualification : M.Com, M.Phil., Ph.D
Designation : GUEST LECTURER
Department : COMMERCE
Residential address : 5,Durgaiamman Street, Arivuthirukovil Opp.
Dindigul - 624 004
E-mail : mekaladgl@gmail.com
Phone no : 9487492839
Qualification



Degree	branch	Institution/university	Year of passing	Gold medal/distinction/class
Ph.D	Commerce	Madurai Kamaraj University, Madurai.	Dec 2016	NA
Research Degree (s) M.Phil	Commerce	Urumu Dhanalakshmi College, Trichy. Bharathidasan University, Trichy.	Feb 2003	II CLASS
Master's Degree(s) M.Com	Commerce	Shrimathi Indira Gandhi College, Trichy. Bharathidasan University, Trichy.	April 1998	I CLASS
Bachelor's Degree (s) B.Com	Commerce	Shrimathi Indira Gandhi College, Trichy. Bharathidasan University, Trichy.	April 1996	II CLASS

Ph.D details

Title of thesis: Entrepreneurial Traits among Small Entrepreneurs in Dindigul District		Area of specialisation: Entrepreneurship
Research supervisor	Research institution	Year of award
DR.N.MARKKANDEYAN	GTN Arts College, Dindigul	2016

Additional qualification:

Name of the course	Place of study	Date	Duration
NIL	NIL	NIL	NIL

Work experience (govt service/private)

Name of institution	Address of institution	designation	From	To
M.V.Muthiah Govt Arts College For Women, Dindigul	M.V.Muthiah Govt Arts College For Women, Dindigul	Guest Lecturer	23.09.2009	Till Date

Teaching/research experience (total experience in Govt. services/private) : 14 Years

UG	PG	M.PHIL	PH.D
14 YEARS	4 YEARS	-	-

Seminars/ conferences/workshop/FDP/STTP etc., - Attended

Name of the Program	Sponsorship/Institution	Place and Date
State Level Seminar on Entrepreneurship in India- Road Ahead"	Arul Anandar College (Autonomous), Karumathur. Madurai Dt.	Arul Anandar College (Autonomous), Karumathur. Madurai Dt. 30 th January 2013
UGC Sponsored National Seminar on Recent Trends in Research in Commerce	UGC	Thiru Kolanjiappar Government Arts College, Vriddhachalam 13 th March 2015
Communication and soft skill	Vijay institute of management	Vijay institute of management,Dindigul 8 th April 2021
YouTube live stream with simple but stupendous tools	M V Muthaiah Govt. Arts College (W), Dindigul.	MVM G A C (W) CENTRAL LIBRARY, 2nd June 2021

Ecosystem : The circle of life	M V Muthaiah Govt. Arts College (W), Dindigul.	MVM Government arts College 21 may 2021
Language revitalisation of lesser known languages and culture	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 15 may 2021
Blood donation, organ donation and AIDS awareness	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 22 may 2021
Diet for healthy living	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 17 may 2021
Disaster management	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 18 May 2021
Constitutional values	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 18 May 2021
Indian writing in English publication and research	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 9June 2021
Transformation from business as usual to project activity	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 9 August 2021
Cyber crime	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 22 may 2021
Environmental science	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 20 may 2021
Pandemic : A burning issue to nature and literature	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 15, 16 ,17, 20 and 21 July 2021

Transition of rural markets from candle light to satellite era	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 18 May 2021
Yoga awareness program	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 21 June 2021
Green chemistry	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 26 July 2021
Changing dynamics of mergers and takeovers	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 2 June 2021
E value chain - A bridge between the consumers and marketers	M V Muthaiah Govt. Arts College (W), Dindigul.	M V Muthaiah Govt. Arts College (W), Dindigul. 26 may 2021
FDP On Capital Market and Income Tax & GST Courses (Naan Mudhalvan)	Madurai Kamaraj University, Madurai & Mother Teresa Women's University, Kodaikanal.	Madurai Kamaraj University, Madurai. 30.01.2023-03.02.2023

Seminars/ conferences/ etc., - Papers presented

Name of the Conference / Seminar	Sponsorship/ Institution	Title of the Paper	Place and Date
Commerce Research Colloquium	G.T.N Arts College, Dindigul.	Entrepreneurial Traits among Small Entrepreneurs in Dgl District	G.T.N Arts College, Dindigul. 1 st October 2011
State Level Seminar on Entrepreneurship in India- Road Ahead”	Arul Anandar College (Autonomous)	Traits and Role of Small Entrepreneurus Promoting and Sustaining Innovation	Arul Anandar College (Autonomous), Karumathur. Madurai Dt. 30 th January 2013
National Seminar on Impact of Globalization on Rural Entrepreneurship Development in India: Issues and Challenges	UGC	Entrepreneurial Traits among Small Entrepreneurs in Dgl District	The Gandhigram Rural Institute – Deemed University, Gandhigram, Dindigul Dist. 28 th , 29 th January 2013
UGC Sponsored One Day National Level Seminar on “ Quality Enhancement in Social Science Research Arena”	UGC – G.T.N Arts College, Dindigul.	Entrepreneurial Traits among Small Entrepreneurs in Dgl District	G.T.N Arts College, Dindigul. 16 th March 2015.

Name : **Dr.G.AMBIKA**
Date of birth : 01.06.1982
Gender : FEMALE
Date of joining (govt.) : 08.12.2009
Qualification: : M.com., M.Phil., Ph.D., TNSET
Designation: : GUEST LECTURER
Department : COMMERCE
Residential address: : 106, N.V.G.B Hall Road, Nagal Nagar,
Dindigul 624003
E-mail : gambika08@gmail.com
Phone no : 9043102519, 6383556800



Qualification

Degree	branch	Institution/university	Year of passing	Gold medal/distinction/class
Ph.D.	Commerce	Madurai Kamaraj University, Madurai.	2020	NA
M.Phil	Commerce	Madurai Kamaraj University, Madurai.	2007	Second Class
M.Com	Commerce	Madurai Kamaraj University, Evening College, Dindigul	2004	First Class
B.Com	Commerce	M.V.Muthiah Govt Arts College for Women, Dindigul. Madurai Kamaraj University,	2002	Second Class

Ph.D.Details :

Title of Thesis	“A Study of Worklife Balance on Women Employees in Spinning Mills in Dindigul District”.
Research Supervisor	Dr.M.Ponnaiah
Research Institution	G.T.N. Arts College, Dindigul
Year of Award	2020

Additional qualification:

Name of the course	Branch	Institution	Year of Passing
TNSET	Commerce	Mother Teresa women's University, kodaikanal	April 2017

Work experience(govt. service/private)

Name of institution	Address of institution	Designation	From	To
M.V.Muthiah Govt Arts college (w) Dindigul	M.V.Muthiah Govt Arts college (w) Dindigul	Guest lecturer	08.12.2009	Till Date

Teaching/research experience(total experience in Govt. services/private) : 14 Years

UG	UG&PG	M.PHIL	PH.D
14 YEARS	4 YEARS	-	-

Seminars/ conferences/ etc., - Papers presented

Name of the Conference / Seminar	Sponsorship/ Institution	Title of the Paper	Place and Date
National Conference on Working women Problems and Prospects	UGC	Work life balance of women employees	V.H.N.SenthilkumaraNadar College, Virudhunagar 19 th & 20 th July 2017
ICSSR National Conference	V.H.N.Senthilkumara Nadar College, Virudhunagar	Women Empowerment through Skill Development	V.H.N.Senthilkumara Nadar College, Virudhunagar 27 th & 28 th February 2018
International Conference	Vivekananda College, Madurai	Women Empowerment Through Entrepreneurship and its Challenges	Vivekananda College, Madurai 12 th September 2018

Seminars/ conferences/workshop/FDP/STTP etc., - Attended

Name of the program	Sponsorship/Institution	Place and Date
One Day State Level Seminar on Competency in Teaching and Learning	M V Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 7 th March 2015
Seminar on Intellectual Property Rights (IPR)	M V Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.03.2019
NAAC Sponsored National Level Seminar on Pedagogical Tools in Higher Education Organized by IQAC	M V Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 30.01.2020 & 31.01.2020
Challenges and Changes In Revised NAAC Framework - FDP	M. V .Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.03.2019
Online Tools for Teaching And Learning- FDP	RUSA M V Muthaiah Govt. Arts College (W), Dindigul. .	M.V.Muthiah Govt. Arts College for Women, Dindigul 7.7.2020-13.7.2020
Webinar on N-List E-Resources for Academic Proficiency & Research Efficiency	M V Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 19 th April 2021
Webinar on Transition of Rural Markets from Candle-lite to Satellite Era	PG Department of commerce M.V.Muthiah Govt. Arts College for Women,Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 18.05.2021
e-Value Chain – A Bridge between the Consumers and Marketers	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 26.05.2021
Webinar on Changing Dynamics of Mergers & Takeovers	PG Department of commerce M.V.Muthiah Govt. Arts College for Women,Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 02.06.2021
Webinar on Design Thinking & Leadership	MARGREGORIOS COLLEGE OF ARTS & SCIENCE	MAR GREGORIOS COLLEGE OF ARTS & SCIENCE 07.06.2021

National Level Webinar on Finding Path to Sustainable Future	St. Antony's College of Arts and Science for Women, Dindigul	St.Antony's College of Arts and Science for Women, Dindigul 28 th July 2021
International Webinar on Transformation from business as usual to Project Activity.	PG Department of commerce M.V.Muthiah Govt. Arts College for Women,Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.08.2021
A-Z Of Organizing Online Programmes -FDP	M V Muthaiah Govt. Arts College (W), Dindigul.	M.V.Muthiah Govt. Arts College for Women, Dindigul 31.01.2022
National Level Webinar on Investor Awareness Program	PG Department of commerce M.V.Muthiah Govt. Arts College for Women,Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.04.2022
FDP On Finance & Accounting with ZOHO Books (Naan Mudhalvan)	Madurai Kamaraj University, Madurai.	Madurai Kamaraj University, Madurai. 17.07.2023-21.07.2023

Details of Research Publications

s.no	Title of the paper	Name of the journal	Month and year/vol.no/issue no/ page no
1	Work Life Balance In Textile Mills	Global Journal For Research Analysis(International) ISSN: 2277-8160	FEB 2019/ 8 / 2 / 86-87

Name : Dr. D. KIRUBA SORNALATHA
Date of Birth : 16.5.1975
Gender : FEMALE
Date of joining (govt) : 03.02.2010
Qualification : M.COM., M.PHIL., PH.D
Designation : GUEST LECTURER
Department : COMMERCE
Residential address :12, SAKTHI NAGAR, E.B.COLONY,
 CHETTINAYAKANPATTI,
 DINDIGUL

E-mail : dkirubasornalatha@gmail.com
Phone no : 9976620831
Qualification



Degree	Branch	Institution/University	Year of Passing	Gold Medal/Distinction/Class
UG	B.COM	Madurai kamaraj University, Madurai	1995	II
PG	M.COM	Madurai kamaraj University, Madurai	1998	II
M.PHIL	COMMERCE	Periyar University	2007	I
PH.D	COMMERCE	Madurai kamaraj University, Madurai	2016	NA

Ph.D Details

Title of thesis	Marketing of Fast Moving Consumer Goods(FMCG) in Dindigul District
Research supervisor	Dr.M.Ponniah
Research institution	GTN Arts College Dindigul
Area of specialisation	Marketing
Year of award	2016

Work Experience(govt service/private)

Name of institution	Address of institution	Designation	From	To
M.V.Muthiah Govt Arts College For Women	M.V.Muthiah Govt Arts College for women, Dindigul	Guest lecturer	23.02.2020	Till date

Teaching/research experience(total experience in Govt. services/private):14 Years

UG	PG	M.PHIL	PH.D
14 years	4 years	NIL	NIL

Seminars/ conferences/workshop/FDP/STTP etc., - Attended

Name of the Program	Sponsorship/Institution	Place and Date
Consumer Protection and Empowerment In India	G.T.N Arts College	G.T.N Arts college Dindigul, 20, 21-08.2015
Challenges and changes in revised NAAC frame work	M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah govt.arts college for women, 09.03.2019
NAAC Sponsored National Level Seminar On pedagogical Tools In Higher Education	NAAC	M.V.Muthiah govt.arts college for women, 30 & 31.01.2020
Online tools for teaching and learning	M.V.Muthiah Govt. Arts College for Women, Dindigul	M. V. Muthiah govt.arts college for women , 07.07.2020-13.07.2020
Transition of rural markets from candle-lite to satellite era	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah govt.arts college for women, 18.05.2021
e-value chain A bridge between the consumers and marketers	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiahgovt.arts college for women, 26.05.2021
Changing Dynamics Of Mergers & Takeover	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah govt.arts college for women, 02.06.2021
Design Thinking & Leadership	MAR GREGORIOS COLLEGE OF ARTS & SCIENCE	Mar Gregorios College of arts and Science Chennai , 7.6.2021
On Finding the Path to sustainable future	St.Antony'sCollegeofArtsandScienceforWomen,Dindigul	St.Antony's College of arts and science for women Dindigul, 28.07.2021

Transformation From Business As Usual To Project	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah govt.arts college for women, 09.08.2021
Investor Awareness program	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah govt. arts college for women, 09.04.2022

Details of Research Publications

s.no	Title of the paper	Name of the journal	Month and year/vol.no/issue no/ page no
1	A study on purchase of Fast Moving Consumer Goods by Rural consumers in Dindigul district	International journal Of Management and Technology	Feb.2015/ vol.01/ issue:II/ ISSN: 2478 5709
2	A Study On Rural Consumer Behaviour On Fast Moving Consumer Goods	International Journal of business intelligence & innovations	March 2015/ Vol.02/ Issue: 1/ ISSN: 2348 4705

Name : Dr.M.RENI PRISHKA
Date of birth : 08.07.1990
Gender : Female
Date of joining (govt) : 15.12.2015
Qualification : M.Com., M.Phil.,Ph.D., TNSET
Designation : GUEST LECTURER
Department : COMMERCE
Residential address : 8/356, West Mariyanathapuram, New Street, Dindigul
e-mail : reniprisha4@gmail.com
phone no : 8903002798



qualification

Degree	Branch	Institution/university	Year of passing	Gold medal/distinction/class
Ph.D.	Commerce	Madurai Kamaraj University, Madurai.	2022	NA
M.Phil	Commerce	Madurai kamaraj University , Madurai	2014	I class
PG	M.Com	Madurai Kamaraj university, Madurai	2013	I class
UG	B.Com	Mother Teresa Women's University, Kodaikanal	2011	I class

Additional qualification:

Name of the course	Branch	Institution	Year of Passing
TNSET	Commerce	Mother Teresa Women's University, Kodaikanal.	April 2017

Work experience(govt service/private)

Name of institution	Address of institution	designation	From	To
M.V.Muthiah Government Arts College(w)	M.V.Muthiah Government Arts College(w), Dindigul	Guest lecturer	15.12.2015	Till date
M.V.Muthiah Government Arts College(w)	M.V.Muthiah Government Arts College(w), Dindigul	PTA(Teaching Staff)	01.07.2014	14.12.2015

Teaching/research experience(total experience in Govt. services/private) : 9Years

UG	UG&PG	M.PHIL	PH.D
9 YEARS	8 YEARS	-	-

Seminars/ conferences/ etc., - Papers presented

Name of the Conference / Seminar	Sponsorship	Title of the Paper	Place and Date
International conference Transformation For Business Sustainability: Issues And Strategies (ICTBS-2016)	Kongu Engineering College, Perundurai	A Study On Consumers Brand Preference And Brand Loyalty Towards Fast Moving Consumer Goods with Special Reference to Dindigul.	Kongu Engineering College, Perundurai 26 th & 27 th February 2016
National Conference on Digital India- A Managerial perspective	Jay Shriram Group of Institutions	A Study on Customer Satisfaction towards Online shopping	Jay Shriram Group of Institutions 14 th October 2017
National level Seminar On Emerging Trends in Comm Erce	Mary matha college of Arts & Science, Periakulam, Theni.	Factors Influencing Consumers towards Online Shopping in the Digital World of Business A Review	Mary matha college of Arts & Science, Periakulam, Theni. 15 th February 2018
International Conference Innovations in business Management-IBM' 18	Jeppiaar Engineering college(MBA), Chennai	Factors Influencing Customers' Preference towards Online shopping with special reference to college students	Jeppiaar Engineering college(MBA), Chennai 23 rd & 24 th March 2018
National seminar Emerging Trends in Organic Products GTNCETOP-19	Under UGC Autonomy Grand	A Study on Consumers Preference towards Organic Products with Special reference to women	GTN Arts College, Dindigul 22 nd March 2019
NATIONAL CONFERENCE BUSINESS OPPORTUNITIES ISSUES AND CHALLENGES IN BRICS COUNTRIES OICBRICSC-2019	Indian council of world affairs(ICWA)	GROWTH OF ONLINE SHOPPIING IN BRICS NATIONS AN OVERVIEW	GTN Arts College, Dindigul 12 th and 13 th December 2019
International multideciplinary E-conference Sustainable development: Environmental,	Chandrabhansharma college of arts, Science and Commerce in association with shriram	A Study on satisfaction towards online shopping with special Reference to Government And Non Government	Chandrabhansharma college of arts, Science and Commerce

Economic and Socio-cultural issues & Challenges	college of commerce arts and science 4 th September 2021	employees(salaried Employees)	4 th September 2021
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Seminars/ conferences/workshop/FDP/STTP etc., - Attended

Name of the Program	Sponsorship/Institution	Place and Date
One Day State Level Seminar on Competency in Teaching and Learning	M V Muthaiah Govt. Arts College (W), Dindigul. .	M.V.Muthiah Govt. Arts College for Women, Dindigul 7 th March 2015
Seminar on Intellectual Property Rights (IPR)	M V Muthaiah Govt. Arts College (W), Dindigul. .	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.03.2019
Structural Equation Modelling and Scale Development	Kongu Engineering College, Perundurai	Kongu Engineering College, Perundurai 27 th &28 th January 2017
Research Methodology and Statistical Analysis using SPSS	GTN Arts College, Dindigul	GTN Arts College, Dindigul 10 th & 11 th February 2017
Financial Modelling Using Excel	Jeppiaar Engineering college(MBA), Chennai	Jeppiaar Engineering college(MBA), Chennai 23 rd & 24 th March 2018
Challenges and Changes In Revised NAAC Framework	M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 09.03.2019
Emerging Trends in Organic Products GTNCETOP-19	Under UGC Autonomy Grand	GTN Arts College, Dindigul 22 nd March 2019
Business opportunities issues and challenges in brics countries oicbricsc-2019	Indian council of world affairs(ICWA)	GTN Arts College, Dindigul 12 th and 13 th December 2019
Pedagogical tools in higher education	NAAC	M.V.Muthiah Govt. Arts College for Women, Dindigul 30 th and 31 st January 2020

Development and implementation of environment and land use planning- by using remote sensing & GIS-DIPL “20”	DEPT OF GEOGRAPHY M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 15 th February 2020
Application of Statistical Tools in SPSS	IQAC With PG dept of commerce Sri KanyakaParameswari Arts and Science College for women, Chennai	Sri KanyakaParameswari Arts and Science College for women, Chennai 6.7.2020 to 12.7.2020
Online Tools for Teaching And Learning	M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 7.7.2020-13.7.2020
Transition of rural market from candle lite to satellite era	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 18 th May 2021
e-value chain- A bridge between the consumers and marketing	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 26 th May 2021
Changing dynamics of merger and takeovers	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 2 nd June 2021
Transformation from business as usual to project activity	PG Department of commerce M.V.Muthiah Govt. Arts College for Women, Dindigul	M.V.Muthiah Govt. Arts College for Women, Dindigul 9 th August 2021
Investor Awareness Program	M.V.Muthiah Govt. Arts College for Women in association with Ambition Learning Solutions	M.V.Muthiah Govt. Arts College for Women, Dindigul 9.4.2022

Details of Research Publications

s.no	Title of the paper	Name of the journal	Month and year/vol.no/issue no/ page no
1	A Study On Brand Preference And Brand Loyalty Towards Fast Moving Consumer Goods with Special Reference to Dindigul	Intercontinental Journal of Marketing Research Review (www.icmrr.org) ISSN:2321-0346 ONLINE ISSN:2347-1670	2016/Vol-4, No-3, IF-1.590,

2	A Study on Consumer Preference towards Online Shopping through Review of Literature	GTN Multidiciplinary Journal Emperor International Journal of Finance and Management Research ISSN:2395-5929	April 2018/ Vol-4, No-2,
3	Factors Influencing Customers' Preference Towards Online Shopping With Special Reference To College Students	International Journal Of Creative Research Thoughts An International Open Journal (www.ijcrt.org) ISSN: 2320-2882	April 2018/Vol-6, no-2, IF-5.97
4	A Study on Consumers Preference towards Organic Products with Special reference to women	Emerging Trends in Organic Products ISBN: 9789389146424	First Edition-2019
5	A Study on satisfaction towards online shopping with special Reference to Government And Non Government employees(salaried Employees)	Assian journal of organic and medical chemistry ISSN: 2456 -8937	Oct- Dec-2021/ vol.6/no 4/

Details of Book chapter

s.no	Title of the chapter	Name of the book	Month and year/ISBN
1	No Poverty In India : A Step towards Sustainable Development - 2030	Sustainable Development goals for transforming our world by 2030	February, 2023/ISBN 978-81-19042-09-8

BIO- DATA

Name	S.GAYATHIRI
Date of Birth	10th MAY 1989
Educational Qualification	M.Com., M.Phil., PGDCA
Teaching Experience	7 years
Present Position	PTA - GL Post Graduate Dept.of Commerce, M.V. Muthiah Govt. Arts College for Women, Dindigul – 624001, Tamilnadu.
Marital status	Married
Address for Communication	102-B Ayyappan Mandapam Backside, Bharathipuram, Dindigul – 624003.
Email ID	gayathiri1104@gmail.com

EDUCATIONAL QUALIFICATION

DEGREE	NAME OF THE UNIVERISTY	YEAR OF PASSING
B.Com	MADURAI KAMARAJ UNIVERSITY	2009
M.Com	MADURAI KAMARAJ UNIVERSITY	2011
M. Phil (Commerce)	MADURAI KAMARAJ UNIVERSITY	2012

WORK EXPERIENCE

Name of institution	Address of institution	Designation	From	To
M.V.Muthiah Govt Arts college (w) Dindigul	M.V.Muthiah Govt Arts college (w) Dindigul	PTA	01.09.2015	Till date
Sai Bharath Arts and Science College, Dindigul	Sai Bharath Arts and Science College,Dindigul	Assistant Professor	02.01.2013	31.09.2013

BIO –DATA

Name : **G.PANDI MEENA**
Date of Birth : **15.02.1995**
Gender : **Female**
Date of Joining : **02-09-2020**
Designation : **PTA (Guest lecturer)**
Department : **Commerce**



M.V.Muthiah Government Arts College for Women
Dindigul – 624001

Residential Address : **2 /166, Vellabommanpatti, Thummalakundu(po),**
Velvarkottai ,vedasandur(Tk), Dindigul.

Marital Status : **Married**

E –mail : pandimeena49@gmail.com

Qualification : **B.Com ., M.Com.,**

Degree	Institution	Board / University	Year of Passing	Distinction
M.Com	M.V.Muthiah Govt. Arts College for women, Dindigul	Mother Teresa University	2019	85%
B.Com	M.V.Muthiah Govt. Arts College for women, Dindigul	Mother Teresa University	2017	86%

Work experience

Name of institution	Address of institution	Designation	From	To
M.V.Muthiah Govt Arts college (w) Dindigul	M.V.Muthiah Govt Arts college (w) Dindigul	PTA	02.09.2020	Till Date

Additional Qualification :

- Tamil, English - Typing
- Tally

Declaration :

I here declare that the information furnished above is true to the best of my knowledge and belief.

(G.PANDI MEENA)

12.12.2023

BIO DATA

Name : R. PATRICK BHARATHI

Date of Birth : 17.03.1994

Gender : Female

Date of Joining : 03.07.2023

Designation : PTA (Guest Lecturer)

Department : Commerce



M. V. Muthiah Government Arts College for Women

Dindigul 624 001

Residential Address : 13/B, Pirakarai Poonthottam, Undarpatty (po),
Thadicombu (via), Dindigul.

Marital Status : Unmarried

E mail : patrickbharathi17@gmail.com

Phone No : 9047750179

Qualification : BBE ., MBA.,

Degree	Institution	University	Year of Passing	Distinction
BBE	M. V. Muthiah Government Arts College for Women, Dindigul.	Mother Teresa University	2014	67%
MBA	Sree Vee Business School, Kiriampatty.	Madurai Kamaraj University	2016	70%

Work experience

Name of institution	Address of institution	Designation	From	To
M.V.Muthiah Govt Arts college (w) Dindigul	M.V.Muthiah Govt Arts college (w) Dindigul	PTA	03.07.2023	Till Date
Sakthi College of Arts and science (w), Oddanchatiram	Sakthi College of Arts and science (w), Oddanchatiram	Assistant Profssor	25.10.2021	19.04.2023

Sree Vee College, Kiriampatty.	Sree Vee College, Kiriampatty.	Assistant Professor	21.05.2018	30.11.2018
Pannaikaadu veerammal paramasivam college, singarakottai	Pannaikaadu veerammal paramasivam college, singarakottai	Assistant Professor	03.07.2017	05. 05.2018

Declaration:

I here declare that the information furnished above is true to the best of my knowledge and belief.

(R. PATRICK BHARATHI)

12.12.2023