

STAFF PROFILE

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Qualification : M.Com., M.Phil., MBA., Ph.D., PGDCA.,
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Academic Profile

S.No.	Degree	Institute/University	Year of Passing
1	B.Com(CA)	Yadava College	2010
2	M.Com	Loyola College	2012
3	M.Phil	Yadava College	2013
4	MBA	Bharathiyar University (Part Time)	2015
5	Ph.D	Madurai Kamaraj University	2019
6	PGDCA	Social Harmony and Rural Progress Trust	2011

Teaching Experience

S.No.	Department	Institute/University	From-To (Period)
1.	Commerce	Yadava College, Madurai	2013- Till
2	MBA	Bharathiyar University, Madurai	2015-2018

Ph.D Thesis Details

S.No.	Degree	Title	University
1	Commerce	A Study on Brand preference of cars in select cities of south Tamilnadu	MK University

PROJECT DETAILS

S.No.	Degree	Title	Department	Place
1.	M.Com	A Study on entrepreneurial tendency among college students in Chennai city	Commerce	Chennai
2.	M.Phil.	A Study on entrepreneurial tendency among college students in Madurai city	Commerce	Madurai
3.	MBA	A Study on Recruitment services Provided by reboot mind IT solutions (P)LTD	Management	Bangalore

Subject Specification

Particular	Subject
Area Specification in Commerce	Financial accounting, Marketing management, Income tax, Business mathematics, International business, Financial management
Area Specification in Computer	Tally-ERP , Internet & E-Commerce

Seminar/ Conference / Workshops/ Faculty Development Programme Attended and the Sources of Funding (National and International) with details of Outstanding Participants. If any

S.No	Title	Organization Name	Place	Days	Date
1.	UGC-CPE sponsored soft skill Workshop “Polishing the poise”	Loyola college	Chennai-34	4	18/1/12-21/1/12
2.	Commerce Education in 2020 – evolving Relevant Teaching , Learning and Evaluation Pedagogies	Loyola college	Chennai-34	1	2/3/12

3.	One day workshop on Women entrepreneurship	Mannar Thirumalai Naicker College	Mduari-04	1	11/3/16
4.	Tools and Techniques for Academic Research (NATTAR 2017)	Vivekananda College	Madurai-34	1	7/1/17
5.	National Conference in women Empowerment “A study on brand preference towards cars among women consumers in Coimbatore”	Sermathai Vasan College for Women	Madurai-12	1	30/1/17
6.	National Level Seminar on Corporate Entrepreneurship “A study on consumer brand preference of small car un Chennai city”	Ananda College	Sivaganga-03	1	3/3/17
7.	International Conference on Contemporary Management(INCOCOM’17) “A study on brand preference for buying small cars in Trichy city”	NPR College of Engineering & Technology	Dindigul	1	28/4/17
8.	National Conference on Impact of ICT on Teaching, Educational Research & Academia “ A study on consumer preference & Attitude towards passenger cars of Maruthi Suzuki & Hyundai motors in	Arunai College of Education	Tiruvanna malai-11	1	28/4/18
9	National conference on management and financing of MSME’S propects and challenges “Determinants of customer-based	AJK college arts and science	Coimbatore	1	12/2/2020
10	International e-conference on E.starup: challenges and opportunities “A study on brands preferences for buying small cars in	Rathinam college of arts and science	Coimbatore	1	25/02/2020
11	National level Conference on innovation & intellectual property rights “A study on intellectual property rights in Indian	AJK college arts and science	Coimbatore	1	27/2/2020

12	International e-conference on exponential transition of management practices and implications for sectorial prosperity “A study on digital marketing and its impact in	Dr.B.R.Ambedkar university	Srikakulam, Andhra Pradesh	2	28&29/9/2020
13	Quality Enhancement Strategy Towards Excellence	National Assessment and Accredited	Madurai	1	08/11/202
14	NAAC Re-Accreditation process during post covid scenario	Yadava college,	Madurai	1	10/11/2020

Publication of Research Paper (National and International)

S.NO.	JOURNAL NAME	TOPIC	PAGE NO.	ISBN/ISSN/ NO	YEAR
1	ROOTS international journal of multidisciplinary Researches	“A study on brand preference towards cars among women consumers in Coimbatore”	1-6	2349-8684	2017
2	National Level Seminar on Corporate Entrepreneurship	“A study on consumer brand preference of small car in Chennai city”	33-35	9788190778817	2017
3	journal of management research and analysis	“A study on intellectual property rights in Indian agriculture”	1-6	23942762 E-ISSN 23942770	2020
4	International e-conference on exponential transition of management practices and implications for sectorial prosperity	“ A study on digital marketing and its impact in Chennai district”	138-142	9788193520192	2020

