

CURRICULUM VITAE

PERSONAL PROFILE

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EDUCATIONAL PROFILE

ACADEMIC QUALIFICATIONS

#	Degree	Institution	University	Month & Year of Passing	Percentage of marks
1.	UG	A.K.D.Dharmaraja women's College	MKU	April 2007	74
2.	PG	A.K.D.Dharmaraja women's College	MKU	April 2014	77 (University I Rank)
3.	M.Phil.	RajapalayamRajus' College	MKU	April 2015	75

TEACHING PROFILE

#	Name of the Institution	Designation & Department	From	To	Total Years
1.	Rajapalayam Rajus' College	Assistant professor in commerce	01.07.2015	Till date	-
Total Teaching Experience:7 years					

RESEARCH PROFILE

LIST OF PUBLICATIONS

#	Title of the Paper	Journal	Volume	Year	Page	Impact factor
1	A study on the growth of MICE industry in India	'Research Journey' International E- Research Journal		2021	25-30	6.625
2.	A study on Marketing Management of Convention Industry in India	Devangar Arts College MANAS (A Multi disciplinary Research Journal)	9	2017	89	1.891
Total Number of Citations in Scopus / Google Scholar / Research Gate:						

CONFERENCES PARTICIPATED & PAPERS PUBLISHED IN PROCEEDINGS

#	International / National / State / Regional Level	Title of the Conference	Organized by / Sponsoring agency	Title of the paper presented	Date	ISBN (if any)
1.	International	One day International Conference on COVID -19 Paradigm Shift in Business	AIMS – IBS B School, Bangalore	Continent wise performance of Convention Industry	19 th February	
1	International	Post Covid Challenges in Education, Industry & Digital Economy	Vidha Prasarak Mandal's R Z Shah College of Arts Science and Commerce	Performance and Prospects of Global MICE Industry	12.06.2021	
2	International	One day online Multidisciplinary Conference on Research Methodology in Library Science, Social Sciences and Commerce	Anandibai Raorane Arts, Commerce & Science College, Vaibhavwadi	A study on the growth of MICE Industry in India	27.05.2021	
3	International	One day online Multidisciplinary	Anandibai Raorane Arts,	Strategic Management	27.05.2021	978-81-

		Conference on Research Methodology in Library Science, Social Sciences and Commerce	Commerce & Science College, Vaibhavwadi	related to Event management Industry		951586-8-3
4	International	Digital Economy – Emerging trends in Commerce and Management	Rajapalayam Rajus College	Effective Digital Marketing Channels	20.02.2020	
5	National	Corporate environment responsibility – a midway and progress	Sri Kaliswari College, sivakasi	Corporate environment responsibility	25.07.2019 & 26.07.2019	-
6	National	Contemporary trends in business and management practices	S.R.N.M College	Challenges in conventional industries	27.07.2018	-
7	National	National conference on Innovative strategies of knowledge management for sustainable development	Rajapalayam Rajus' College	Key Success factors in Managing a Convention Centers in India	16.02.2018	-
8	National	National conference on Innovative strategies of knowledge management for sustainable development	Rajapalayam Rajus' College	Problems and Prospects of Indian Convention Industry	16.02.2018	-
9	International	Asian international conference on advances : strategic innovations and emerging perspectives for global business in engineering and social sciences	Sri Ganesh Business School of Management	A study on various types of Convention Venues	09.02.2018	-
10	National	Working Women : Problems and Prospects	VHNSM College (UGC Sponsored)	An Overview of Indian Convention Industry	19.07.2017 & 20.07.2017	-
11	National	National conference on “ Digital India : challenges & opportunities”	Kalasalingam University	Measuring the impact of ICT Investment on Economic Growth	15.07.2017	-

WORKSHOPS PARTICIPATED

#	International / National / State / Regional Level	Title of the Workshop	Organized by / Sponsoring agency	Date
1	National	Secondary Data Analysis in Social Science Research	Virudhunagar Hindu Nadars Senthikumara Nadar College, Virudhunagar	01,02 & 03 rd September 2021
2	State	Research Methodology and Application of Statistical packages in Research	Ayya Nadar Janaki Ammal College, Sivakasi	02,03 & 04 th March 2020
3	National	The Art of Writing and Publishing Research papers in Reputed Journals	S.S. Duraisamy nadir Mariammal College, Kovilpatti	22.02.2020
4	State	The application of SPSS and AMOS for Data Analysis	MannarThirumalaiNaicker College, Madurai	22.02.2019 & 23.02.2019
5	State	Financial market operations and value investing	AyyaNadar Janaki Ammal College, Sivakasi (UGC sponsored)	30.07.2016

FACULTY INDUCTION PROGRAMME PARTICIPATED

#	Title of the FIP	Organized by / Sponsoring agency	Date
1	Six days Faculty Induction Programme for Teaching staff	Internal Quality Assurance Cell, Rajapalayam Rajus' College.	7 th to 12 th February 2022
2	National level virtual Faculty Development Programme on "Research Mthodology"	AyyaNadar Janaki Ammal College, Sivakasi	22 nd to 24 th December 2021
3	Faculty Development Programme on " Financial Management, Accounting and Communication for Business"	Kalasalingam Business School	23 rd & 24 th December 2019

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