

Faculty Profile



Name : M.DEVIKA,M.COM..M.PHIL.(PH.D)
Designation :ASSISTANT PROFESSOR
Department :COMMERCE
Age & DOB :55 Years
Date of first appointment :01.06.1993

Educational Qualification:

Degree / Diploma / Certificate	Subject	Name Of The Institution	Year Of Passing	Remarks
Ph.D	Commerce	A.D.M.College,Nagai.	Waiting for VIVA	-
M.Phil.	Commerce	HH The Rajahs College. Pudukkottai.	Feb.1992	I class with Distinction
M.Com.	Commerce	A.D.M.College,Nagai.	Apr.1990	I class
B.Com.	Commerce	A.D.M.College,Nagai.	Apr.1988	I class

Academic/Teaching Experience

S. NO.	INSTITUTION	FROM – TO
1.	PARK Womens College,Tiruppur.	1993-1994
2.	PGP College of Arts and Science,Namakkal	1994-1995
3.	E.G.S.Pillay College of Arts&Science,Nagapattinam.	1995-2002
4.	A.D.M.College For Women,(AUT.)Nagapattinam.	2002-till date

Area of specialization: Management Accounting and Services Marketing

Area of Research Interest: Marketing

Academic Honours and Awards: -

Campus Leadership:

- Squad Member of **Anti-Ragging committee** from 2007 onwards.
- Member of **Discipline and Monitoring committee** from July 2022 onwards.
- **Liasion committee member** of A.D.M.College for women, (Autonomous) Nagapattinam from 2006-11.

Seminars/Conferences/Workshops attended

S. NO.	PROGRAMMES	ORGANIZED BY	DATE
1.	Attended a One day National seminar conducted by Bharathiar University, Coimbatore regarding Foundation Course on August 1993.	Bharathiyar University Coimbatore.	Aug.1993
2.	Attended a One day National seminar Sponsored by LVB Karur at GCE campus salem on “ Indian Banking by 2000 A.D. ” on 31 st October 1994.	LVB, Karur.	31.10.1994
3.	Attended a One day seminar on YRC sponsored by Indian Red cross Society TN Branch Chennai at BARD, Trichy on 28 th February, 2002.	Indian Red Cross Society, TN Branch at BARD	28.02.2002
4.	Attended a UGC Sponsored National Seminar on Recent trends in Micro-Controller Embedded information processing.	Department of Physics.	3 rd & 4 th September, 2004
5.	Attended a UGC Sponsored National Level Seminar on “ Contemporary issues in Human Rights ” at ADM College for women, Nagapattinam . Attended a UGC Sponsored State Level Seminar on “ Environment and its Impact in the Global Context ” at	Department of History.	10 th & 11 th September, 2004.
6.	A.D.M. College for Women, Nagapattinam. Attended a UGC Sponsored State Level Seminar on “ Coastal Eco System ” at	Department of Zoology.	10 th and 11 th September 2005.
7.	ADM College for women ,	Department of Zoology.	16 th & 17 th September, 2004. 19 th & 20 th August, 2005

8.	Nagapattinam. Attended a UGC Sponsored State Level Seminar on” Co- operatives & Globalisation - Creating Opportunities for all ”at TBML College, Porayar.	Department of Co-operation.	3 rd and 4 th March 2006.
9.	Attended a UGC Sponsored State Level Workshop on“ Women’s Education for Equality and Empowerment ” at A.D.M. College for Women, Nagapattinam.	TANSCHÉ	from 16.3.2006 to 18.3.2006.
10.	Attended a Three-days Workshop on “ Curriculum Development and Evaluation ” Sponsored by UGC and Tamil Nadu State Council for Higher Education , Chennai and organized by the Academic Staff College, Bharathidasan University, Tiruchirappalli, at A.D.M.College for Women, Nagapattinam.	Department of Technology-BARD, Trichy & IQAC ADM College for Women, Nagapattinam.	20 th and 21 st December,2006.
11.	Attended a workshop on Educational Technology & E – Content Development organized by Department of Technology-BARD, Trichy & IQAC ADM College for Women, Nagapattinam	Department of English	23 rd and 24 th of July,2007.
12.	.Attended a UGC Sponsored Regional Workshop on “ Strategies and Technologies of teaching communication skills to the rural learners ”, at A.D.M.College for Women,	Department of	3 rd and 4 th July,2009.

13.	Attended a UGC Sponsored National level seminar on“ Remote sensing and digital image processing ” – NSRSDIP-2009 at A.D.M.College for Women, Nagapattinam.	Physics.	
14.	Attended a National level workshop on “ Research Methodology in Social Sciences ” at Arignar Anna Govt. Arts College, Karaikal.	PG & Research Department of Economics.	5 th and 6 th April,2013.
15.	Attended a National level workshop on “ Research Methodology in Social Sciences ” at Arignar Anna Govt. Arts College, Karaikal.	PG & Research Department of Economics.	23 rd to 25 th July,2014.
16.	Attended International Conference on “Innovations in commerce and Management”, and presented a paper in “ Services marketing in Postal and courier services in Nagapattinam District ”, at A.V.C.College of Arts & Science, Mayiladuthurai.	Department of Commerce	10 th and 11 th August 2015. .
17.	Participated in Cooking Competition at A.D.M.College for Women,Nagapattinam, Conducted by Ladies Club of Nagapattinam.	Ladies Club of Nagapattinam.	8 th March 2018.
18.	Attended One day International Conference on “ Innovative and Digital Business makes India “,at Sir Issac Newton College of Arts And Science,Papakovil,Nagapattinam. Attended one day International	Department of Commerce and Management studies.	13 th March,2018

19.	Conference on “Personality Development for graduates,” at Poombuhar College,Melaiyur.	Department of Commerce.	8 th July 2019
20.	Attended one day International workshop on “Recent trends in Research Methods in Commerce and Management” ,at Swami Dayananda Arts and Science College, Manjakudi.	JADE Training Resources,Bangalore .	13 th and 14 th August 2019
21.	Attended Two day Programme on “English Communication and Classroom Management” –at A.D.M. College for Women(Autonomous), Nagapattinam by JADE Training Resources,Bangalore .		
22.	Attended UGC sponsored Paramash Scheme One day seminar on “NAAC – Overview of functioning of IQAC” – Dr.A.Xavier MahimaiRaj, Director, Loyola college, Chennai.	P.G and Research Department of Zoology and B.Voc.Marine Food processing and Preservation Technology	13 th and 14 th March 2020.
23.	Attended UGC sponsored Two Day National seminar on “Current Needs of Marine Food Processing and preservation Technology” , organized by P.G and Research Department of Zoology and B.Voc.Marine Food processing and Preservation Technology under National Skill qualification framework at A.D.M.College of Arts and Science, Nagapattinam.	TN Govt. and Museum ,Nagapattinam and Department of History and Department of Tamil, A.D.M.College	12 th and 13 th September,2019
24.	Attended seminar conducted by TN Govt. and Museum ,Nagapattinam and		

	Department of History and Department of Tamil, A.D.M.College for Women, Nagapattinam jointly organizes Two Day Tamil Brahmi Kalvetu payirchipattarai .	for Women, Nagapattinam	8 th May,2020 .
25.	Attended a webinar at Rabi Ammal College for Women, Tiruvarur, on “Developing strong work Ethics and Values” .	Department of Commerce	11 th May,2020
26.	Attended a Webinar at Idhaya College for women, Kumbakonam, on “Life Skill Development” .	PG Research Department of Commerce.	21 st May,2020
27.	Attended a eFaculty Development Programme on “Intellectual Property Rights – myths and facts” , on 20 th May 2020, at A.V.C.College of Engineering and technology,Mayiladuthurai – Department of Management Studies.	Department of Economics	
28.	Attended webinar at A.D.M.College for Women, Nagapattinam , on “E Quiz on General Economics” .		1 st May, 2020
29.	Attended webinar on “Online Reasoning Quiz “ , at Sir Issac Newton College of Arts and Science, Nagapattinam.		6 th June,2020.
30.	Attended a webinar on “E Quiz on Corporate Accounting” , at Sri Thiagaraja College, Chennai.	PG & Research Department of Commerce	31 st June 2020
31.	Attended webinar on “Online Quiz II on IT Skills and Online Quiz III on IT Skills” , at J.J. College of Arts &Science,	Department of Information Technology.	6 th June,2020.

32.	Pudukkottai. Attended a webinar on “ E Quiz on Corporate Accounting ”, at Sri Thiagaraja College, Chennai.	PG & Research Department of Commerce	6 th June,2020
33.	Attended a webinar on “ Income Tax Online Quiz ”,at Shanmuga Industries Arts and Science College,Thiruvanamalai	PG & Research Department of Commerce.	
34.	Attended a webinar on” Online Quiz on COVID 19 ”, at Government Arts & Science College, Lalgudi.	PG & Research Department of Commerce.	30 th May,2020.
35.	Attended webinar - International Workshop on “ The Battle against COVID 19 –Recent trends Enhancing Immunity Vaccination ”at Arasu College of Arts and Science, Karur.	Department of Commerce.	12 th July 2020
36.	Attended Online “ Corona Quiz “, at Central Institute of Business Management-Research and Development,Nagpur	PG & Research Department of Commerce	24 th May,2020.
37.	Attended a webinar on “ Online Com Quiz “,at TMM Arts & Science College, Tuticorin.	PG & Research Department of Commerce	20 th May,2020.
38.	Attended a webinar on “ Corporate Accounting ”, at Palanisamy College of Arts and Science,Perunthurai.	Department of Commerce,- ,2020.	2020
39.	Attended on webinar Two Day FDP in Applied Research in Multi Disciplinary Studies ”, at SONA College of Technology,Salem.		18 th and 19 th May 2020.
40.	Attended One day Workshop on “ Training of Mentors ” by JADE	JADE Training Resources Bangalore	23 rd January 2021

41.	<p>Training Resources,Bangalore. on 23rd January 2021- Dr Emanuel Anthony Das, CEO,JADE Training Resources Bangalore at A.D.M.College for Women,Nagapattinam.</p> <p>Attended one day workshop on “Skillwise E-learning” at A.D.M.College for Women , Nagapattinam.</p>		13thFeb.,2021
42.	<p>Attended a workshop on Student Mentor System at A.D.M.College for Women , Nagapattinam.</p>		5 th March,2021.
43.	<p>Attended a webinar conducted by A.D.M.College for Women , Nagapattinam NDLI Club regarding USER AWARENESS PROGRAMME ON E-RESOURCES OF NDLI.</p>		9.5.22.
44.	<p>Attended 7 days virtual FDP on Best Practices for next Generation Teachers from 30.5.22 to 07.06.22Conducted by SRM INSTITUTE OFSCIENCE AND TECHNOLOGY,CHENNAI.</p>	SRMINSTITUTE OF SCIENCEAND TECHNOLOGY, CHENNAI.	from 30.5.22 to 07.06.22
45.	<p>Attended a webinar on IMPACT LECTURE SERIES conducted by A.D.M.College for Women, Nagapattinam - INSTITUTIONS INNOVATION COUNCIL on 4.7.22.</p>	INSTITUTIONS INNOVATION COUNCIL	4.7.22

Papers Presentation

S. NO.	NAME OF THE PAPER	ORGANIZED BY	DATE
1.	Presented a paper on “ Disaster Management – Issues and Challenges ” at the UGC Sponsored National Level seminar on Disaster Management at A.D.M. College for women, Nagapattinam.	Department of Commerce	21st and 22 nd March 2006 .
2.	Presented a paper on “ Global Trend and Emerging Opportunities in stock market ” at the UGC Sponsored National Level seminar on Recent trends in IndianCapital Market at A.D.M. College for women, Nagapattinam.	Department of Commerce	20.07.2007a nd 21.7.2007
3.	Presented a paper on “ Challenges of Women Entrepreneurs ” at the UGC Sponsored National Level seminar on Strategizing for future challenges of women Entrepreneurs at A.D.M.College for Women, (Autonomous) Nagapattinam .	Department of Commerce	24.7.2009 and
4.	Presented a paper on “ Financial Inclusion and Micro Finance ” at the UGC Sponsored National Level seminar on Financial Inclusion & Need for Financial Inclusion ,at A.D.M.College for Women, (Autonomous) Nagapattinam.	Department of Economics	25.7.2009
5.	Presented a paper on “ Waste as a Renewable source of Energy ” at the UGC Sponsored National Level seminar on NSRE – 2011 Renewable Energy – an Amazing Resource at A.D.M.College for Women, (Autonomous) Nagapattinam.	Department of Physics	18.3.2010 and 19.3.2010
6.	Presented a paper on “ Role of ICT Tourism – challenges and opportunities ” at the UGC Sponsored “ State Level Seminar on Emerging	Department of Commerce	20.1.2011 And 21.1.2011 28.3.2012
7.		Department of Economics	

	Trends in Tourism Marketing.” at A.D.M.CollegeforWomen,Nagapattinam		
8.	Presented a paper on “Micro Finance – SHG & Women Empowerment Issues & Challenges” at the UGC Sponsored National Level seminar on Micro finance A Performance Appraisal at A.D.M.College for Women, (Autonomous) Nagapattinam on 30 th & 31 St March 2012 – Department of Economics.	Department of History	30.3.2012 And 31.3.2012
9.	Presented a paper on “ Eco – Tourism in Tamil Nadu” at the UGC Sponsored National Level seminar on Archaeological perspectives & Endeavours of History and Culture of Tamil Nadu (Epi graphy and archaeology,Tamil university,Tanjore) at A.D.M.College for Women, (Autonomous) Nagapattinam on 12 th & 13 th July 2013 – Department of History.	Department of Commerce.	12.7.2013 And 13.7.2013
10.	Presented a paper on “Women Entrepreneurship” at the UGC Sponsored “NationalConference on Entrepreneurship” at Annai college of Arts & Science,Kumbakonam on 16 th October,2014 – Department of Commerce.	Department of Commerce	16.10.2014 12.12.2014
11.	Presented a paper on “Green Marketing in India- Emerging Opportunities & Challenges” at the “National Seminar on Green Marketing in India” atM.R.G .College, Mannarkudi, on 12 th December,2014 – Department of C ommerce.	Department of Commerce	22.12.2014
12.	Presented a paper on “Micro-Finance in Retail Marketing” at the UGC Sponsored “National	Department ofCommerce	10.7.2015 And 11.7.2015

13.	Seminar on Retail Marketing – Issues and Challenges” at Poompuhar College(Autonomous) Melaiyur.	Department of Commerce	22 nd December 2014
14.	Presented a paper on “Services Marketing in Postal Services” at the International Conference on Management andat A.V.C.College, Mannampandal Mayiladuthurai.	Department of Commerce	10 th &11 th July, 2015

Papers Publications

S.No	Article	Name of the Journal	Year
1.	Comparative study of Post services and Courier -- vol.2.Number 2 - February,2015/ISSN 2348-1919.	International Journal of Management services – and Social Development (A Double – blind Peer reviewed monthly Journal)	2015
2.	A Comparative study of satisfaction of consumers while using services of India Post and Private Courier Firms – Vol.8.Issue:1 (Version –III) p-ISSN :2321-5925 /Jan.-Feb. 2017 e-ISSN:2321-5933/ pp 26 -28.	IOSR Journal of Economics and Finance	2017
3.	A Comparative study on Postal services and Courier services in Nagapattinam District – Vol.III. Issue 1 – ISSN : 2394 -4277 /Jan.2017/pp.145 -148.	International Journal of Law and Social Sciences	2017

Others:

<p>Other Academic Details / Extracurricular Activities</p>	<ul style="list-style-type: none">❖ Board of studies member in Commerce Board (B.Com., A.D.M.College for Women (Autonomous)Nagapattinam.❖ External Examiner in UG Commerce Board at Autonomous Colleges and BARD, Trichy.❖ Question Paper Setter & Member of Scrutiny Board for UG Commerce Board of Autonomous Colleges.❖ Member of CV and Verification committee of A.D.M.College for Women, Nagapattinam from 2004 to 2015.❖ Coordinator of the YRC of A.D.M.College for Women, Nagapattinam for the year 2005 – 06.❖ Liasion committee member of A.D.M.College for women,(Autonomous) Nagapattinam from 2006-11.❖ Coordinator of the Consumer protection club for the year 2007-08.❖ Squad Member of Anti-Ragging committee from 2007 onwards.❖ External Examiner -Paper correction in UG Commerce Board at Autonomous Colleges - Online Examination from 2019 to 2021.❖ Member of SIP FOR 2021-Digital Marketing.❖ External Examiner for M.Phil., Viva-Voce Examination of Bharathidasan University and Autonomous colleges.❖ Appointed as sub-committee Member of Autonomous Committee - 30th January,2021.❖ Member of Discipline and Monitoring committee from July 2022 onwards.
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