

Faculty Profile

1. **Name** : Dr. P.Rajeswari M.Com., M.Phil., MBA., Ph.D.,
2. **Designation** : Associate Professor
3. **Department** : Commerce Department
4. **Age & DOB** : 42 years & 07.06.1980
5. **Date of first appointment** : 23.11.2003
6. **Date of joining in govt. service** : 25.06.2017
7. **Educational Qualification**

| Degree / Diploma / Certificate | Subject | Name of the Institution | Year of Passing | Remarks |
|--------------------------------|----------|--|-----------------|---------------------------------|
| B.Com | Commerce | PRC College Thanjavur | 2000 | 1 st class |
| M.Com | Commerce | Urumu Dhanalakshmi College, Kattur, Trichy | 2002 | University 4 th Rank |
| M.Phil | Commerce | Urumu Dhanalakshmi College, Kattur, Trichy | 2004 | Distinction |
| MBA | Commerce | Alagappa University | 2013 | 1 st class |
| Ph.D | Commerce | | 2017 | |

8. Academic/Teaching Experience

| S. NO. | INSTITUTION | FROM – TO |
|--------|--|--------------|
| 1. | A.D.M. College for Women, Nagapattinam | 2003 to 2008 |
| 2. | E.G.S. Pillay Arts & Science College | 2012 to 2017 |

- 9.Area of specialization** : Accounts & Management
- 10.Area of Research Interest** : Marketing Management
Human Resource Management
- 11.Research Projects** : Nil
- 12.Research Guidance** : Nil
- 13.Academic Honours and Awards**

Membership in Academic/Professional Bodies:

Campus Leadership: Acting Coordinator of the Village Adoption Scheme, 2018 to till date A.D.M College for Women, Nagapattinam.

Acting Coordinator of the Skill Initiative Programme - SIP
2019 to till date A.D.M .College for Women, Nagapattinam.

Acting Coordinator of the Entrepreneur Development Cell,
A.D.M. College for Women, 2019 to till date Nagapattinam.

Seminars/Conferences/Workshops attended

| S. NO. | PROGRAMMES | ORGANIZED BY | DATE |
|--------|---|--|---------------------------------|
| 1. | Two day State Level Workshop on“Women’s Education for Equality and Empowerment” | A.D.M College for Women Nagapattinam . | 03.03.2006 & 04.03.2006 |
| 2. | Three day National Level TANSCHÉ SPONSORED Workshop on “Curriculum Development and Evaluation Techniques” | UGC Academic Bharathidasan University Trichy at A.D.M. College for Women, Nagapattinam | 16.03.2006 to 18.03.2006. |
| 3. | Two day UGC Sponsored National Seminar on “Disaster Management - Issues and Challenges” | A.D.M College for Women, Nagapattinam. | 21.03.2006 & 22.03.2006 |
| 4. | Two day Workshop on “Educational Technology and e-content Development” | Bharathidasan University and A.D.M college for Women, Nagapattinam | 20.12.2006 & 21.12.2006 |

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| 5. | Workshop on “Data analysis in Research Using SPSS” | E.G.S Pillay Engineering College Nagapattinma, | 20.09.2013 |
| 6. | Two day training resources on English Communication and Classroom Management | A.D.M College for Women , Nagapattinam | 26.07.2019 & 27.07. 2019 |
| 7. | Workshop on “Recent Trends in Research Methods in Commerce & Management” | Swami Dayananda College of Arts & Science,Swami Dayananda Campus, Manjakkudi, Thiruvarur. | 08.07.19 |
| 8. | 5 days international workshop on Basics of Initiating Social Science Research | Sir Kanyaka Parameswari Arts & Science College for Women | 06.07.2020 to 09.07.2020 &12.07.2020 |
| 9. | one day workshop on Digital Marketing Strategies and E-Advertisings. | B.A.M. Khalsa College, Chandigarh | 04.06. 2021 |
| 10 | Three day Virtual International Conference on Accelerating Global Higher Education in the VUCA Prime world | SRM Instityte of Science & Technology, Chennai | 01.12.2021 to 03.12.2021 |

Orientation/Refreshment Courses

| S. NO. | PROGRAMMES | THEME | ORGANIZED BY | YEAR |
|--------|---------------------|-------|--------------------------------------|-----------|
| 1. | Orientation Courses | | Pondicherry University, Pondicherry. | Oct. 2021 |

Papers Presentation

| S. NO. | NAME OF THE PAPER | ORGANIZED BY | DATE |
|--------|---|---|------------|
| 1. | Presented a paper on “A Study on purchasing Behaviour of Women for Durable Goods with Special Reference to Nagapattinam | National Seminar on “Marketing Innovations in the Globalization Era - Challenges and Opportunities ” at Rabiammal Ahamed Maideen College for women Thiruvarur | 17.02.2014 |
| 2. | Presented a paper on “A study on Land Development Banks (LDB) – Banking and credit” | (Published in IOSR Journals, Special Issue) in the National Conference on “Contemporary Management Practices in Competitive World” at E.G.S Pillay Engineering College Nagapattinam | 25.02.2014 |

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| 3. | Presented a paper on “Benchmarking of Higher Education in Management Studies” | National Seminar on “Innovation and Strategic Business Practices in the Global Economy “at M. R. Government Arts College Mannargudi | 23.02.2015 |
| 4. | Presented a paper on in the international conference on INDIA – SAARC TRADE, CULTURAL & ECONOMIC DEVELOPMENT | Vivekananda Arts and science college for women, Namakkal | 10.02.2020 & 11.02.2020 |
| 5. | Presented a paper on ‘An Overview of Corporate Ethics’ in the International conference on “Current Issues in Corporate Ethics and Governance” | St. Theresa Arts and Science College, Sathangudi, Tharangambadi. | 28.02.2020 |
| 6. | Presented a paper on “E-CRM in Online Banking” in the Seminar on Myths and Realities of Business in the Digital Era organised | Jamal Mohamed College, Trichy. | |

Papers Publications

| S.No | Article | Name of the Journal | Year |
|------|--|---|-----------|
| 1 | “A study on Land Development Banks (LDB) – Banking and credit” | IOSR Journals, Special Issue ISSN 2319- 7668 | Feb.2014 |
| 2. | Job Dimensions towards Job Satisfaction and Commitment: A Review Report | International Journal of Advanced Scientific Research and Development ISSN: 2394-8906 | June 2015 |
| 3. | An Analysis of job Dimensions towards Job Satisfaction and Commitment with Special Reference to Sales Representatives at Nagapattinam District | IJASRD Issue 2015 ISSN: 2395-6089. | Dec. 2015 |
| 4. | Good and services Tax (GST) in India | Juni Kiyat Journal ISSN : 2278-4632 | June 2020 |

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| 5. | The Role of Technology in Knowledge Management | International Journal of Future Generation Communication and Networking [IJFGCN] ISSN: 2233 – 7857 | 2020. |
| 6. | Fintech Industry in India | The Revolutionized Finance Sector in European Journal of Molecular & Clinical Medicine ISSN : 2515-8260, | 2021 |
| 7. | The Impact of COVID 19 on Consumers Behaviour in India | UGC Care Journal Vol-45 ISSN :2249-6661 | October – December 2020 |
| 8. | Artificial Intelligence Technology in the Healthcare Sector | International Cappadocia Scientific Research Congress ISBN: 978-625-8423-62-4 | Dec. 2021 |
| 9. | The impact of Covid-19 on Tourism Industry in India | Isarc - International Science and Art Research Centre | Dec.2021 |

6.Any Other

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| Participated / Presented in Webinar / E-quiz / Conferences | <ul style="list-style-type: none"> ❖ Participated in a E-Quiz on “P.S.R.Engineering College Sivakasi 05.04.2020 ❖ Participated in a E-Quiz on COVID -19 on A.J.K. College of Arts & Science , Coimbatore 05.04.2020 ❖ Participated in a E-Quiz on Noorul Islam Center For Higher Education, Kumara coil , Kanyakumari (dist) 26.04.2020 ❖ Participated in a E-Quiz on KNOWIT on “Shri Nehru Maha Vidyalaya College Chennai 29.04.2020 ❖ Participated in a Webinar on Digital Marketing on post Lockdown on EGS Pillay Arts and Science College, Nagapattinam 28.05.2020 ❖ Participated in a Webinar on NAAC Assessment and Accreditation process for university on Sathayabamacollege Chennai 13.06.2020 ❖ Participated in a National Webinar on Digital Technology Management on 04.07.2020 organised by A.D.M College for women ,Nagapattinam. ❖ Participated in a National Webinar on Personality Developament on28.08.2020 organised by A.D.M College for women , Nagapattinam. ❖ Participated in a Webinar on Changing the ME; Resicing in ME – Live SAFE, managing [Stress , Anger, Fear & Expectation]on 10th August 2020, Organised by Sri Eshwar College of Engineering, Chennai. |
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| | <ul style="list-style-type: none"> ❖ Participated in a International webinar on Indian Council of Social Science Research Narratives of COVID-19 from the Social Science Communities in India and the Philippines(Part 2) organize Examining Social Protection Among Vuluerable Groups During COVID-19 held on 18 Novernber 2020. ❖ Participated in a three day FDP on “Machine learning and Artificial intelligence from 4th May to 6th May 2020 on Andhra Loyola Institute of Engineering & Technology , Andhra Pradesh. ❖ Participated online FDP Programme on Examination in wake of Covid -19 on 08.05.2020 organised by Patrician College of Arts and Science, Chennai. ❖ Participated in a Faculty Development Program on “Implementing 5S Methodology in the Prevention of Covid 19” on 16 may 2020 live webinar organized by Veltech Ranga Sanku Arts College, Chennai. ❖ Attended a Training Programme on protection of Environment and sustainable Development for College Teachers at T.V.K. Govt. Arts College, Tiruvarur on 25.09.08. ❖ Attended two day Training Resources on “ English Communication and Classroom Management” organized by A.D.M College for Women , Nagapattinam on 26th & 27yh July 2019 ❖ Attended 3 days Training Programme on “Leader – A Real Role Model” at Nallamuthu Gounder Mahalingam College Pollachi from 16.04.2020 to 18.04.2020 ❖ Attended 4 days Training Programme under FDP on Expectation Vs Reality of Students on Employability at Dhanraj Baid Jain College, Chennai on 23.04.2020 |
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| | <ul style="list-style-type: none"> ❖ Participated online FDP on “Future of Examinations: Bloom’s Taxonomy Tools” conducted by G.T.N. Arts College Chennai. ❖ Participated in two days National level Faculty Development Programme on “Skill Development” from 31.05.202 to 01.06.2020.Vels Institute of Science Technology, Chennai. ❖ Participated in one day National level FDP on “Strategies to Revive the Economy for Better Performance – Post Covid 19’organised by B.N.M Degree College, Bangalore on 21st May 2020. ❖ Participated in 10 days FDP on “ Innovations Knowledge Tuning for Academicians” organized by St.Peter’s Institute of Higher Education and Research, Chennai from 18th May 2020 to 27th May 2020. ❖ Participated in 7 day FDP on “ Research Areas in Artificial Intelligence & Machine Learning with case Studies”organized by International School of Technology & Sciences for Women, Kakinada from 14th to 20th June 2021. ❖ Participated in 8 day FDP on “Cognitive Analysis in Financial Services”organized by S.A.College of Arts & Sciencce, Chennai from 4th to 11th August 2021. |
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