



Faculty Profile

Name *Dr.(Mrs).V.Renuga,M.Com.,M.Phil.,Ph.D.,*

Designation *AssociateProf.ofCommerce*

Department *Commerce*

Age & DOB *08.02.1965*

Date of first appointment *29.01.1988*

Date of joining in govt. service *29.01.1988*

Educational Qualification

Degree / Diploma / Certificate	Subject	Name Of The Institution	Year Of Passing
B.com	Commerce	A.D.M. College for Women(Autonomous), Nagapattinam	1985
M.com	Commerce	A.D.M. College for Women(Autonomous), Nagapattinam	1987
M.Phil	Commerce	A.D.M. College for Women(Autonomous), Nagapattinam	1993
Ph.D	Commerce	A.D.M. College for Women(Autonomous), Nagapattinam	2011

Academic/Teaching Experience- 34 years

S. NO.	INSTITUTION	FROM – TO
1	A.D.M. College for Women(Autonomous),Nagapattinam	Jan,1988 to Till date

Area of specialization *AccountancyandIncomeTax*

Area of Research Interest *FinancialManagement,ManagementAccounting,HRM*

Research Guidance *Two completed
One waiting for viva voce examination
doing one*

Seminars/Conferences/Workshops Organized

S.N O.	PROGRAMMES	ORGANIZED BY	DATE
1	<i>National Seminar on Disaster Management – Issues and Challenges</i>	<i>UGC</i>	<i>22.03.2006</i>
2	<i>National Seminar on Recent Trends in Indian Capital Market</i>	<i>UGC</i>	<i>21.07.2007</i>
3	<i>National Seminar on Emerging Trends in Tourism Marketing</i>	<i>UGC</i>	<i>28.03.2012</i>

Membership in Academic/Professional Bodies Senate Member ,Bharathidasan University,
Tiruchirapalli , from August 2019 to August 2022.

Campus Leadership

- Secretary, Alumnae Association from 1997 to 2009.
- CD Coordinator for 2 years.
- General Admission Committee Member
- Controller of Examinations from 2009 to 31.12.2015 (6½ years) Member, Academic Council from 2010 to 2015.
- Member, Governing Body from 2011 to 2021.
- Secretary, Academic Council for two years (2015 to 2021)
- IQAC Coordinator from February 2016 – 2018.
- University Nominee for Board of Studies in Poompohar College, Melaiyur from 2015–2017.
- Board of Studies Member in Government College for Women, Kumbakonam from 2015 to 2017.
- University Nominee for Board of Studies in A.V.C. College, Mayiladuthurai from August 2016 to 2018.
- **Board of Studies Member** in AVVM Sri Pushpam College., Poondi, Thanjavur.
- **Question Paper Setters** in Various Autonomous Colleges and Universities.
- **Approved Research guide** for Ph.D programme of Bharathidasan University.
- Acting as NAAC Coordinator from April 2021

Seminars/Conferences/Workshops attended

S. NO.	PROGRAMMES	ORGANIZED BY	DATE
1	Regional Level seminar on Business Organisation & Management	A. D. M. College for Women, Nagapattinam	28.02.1990
2	Regional Level seminar on Personnel Management	A. D. M. College for Women, Nagapattinam	28.03.1992
3	State Level Seminar on "Contemporary Issues in Human Rights"	A. D. M. College for Women, Nagapattinam	10.08.2004, 11.08.2004
4	State Level Workshop – Women's Education for Equality and Empowerment	A. D. M. College for Women, Nagapattinam	03.03.2006, 04.03.2006
5	TANSCHE – Workshop on Curriculum Development and Evaluation Techniques	A. D. M. College for Women, Nagapattinam	16.03.2006, 18.03.2006
6	Regional Workshop on Strategies and Techniques of Teaching Communication Skills to the Rural Learners	A. D. M. College for Women, Nagapattinam	23.07.2007, 24.07.2007

Orientation/Refreshment Courses

S. NO.	PROGRAMMES	THEME	ORGANIZED BY	YEAR
1	Orientation	General	Bharathidasan University	1988-1989
2	Orientation	Finance	Pondicherry central University	1999
3	Orientation	Finance	Pondicherry central University	2000
4	Orientation	Interdisciplinary	Tamil University	2004

Papers Presentation

S. NO.	NAME OF THE PAPER	ORGANIZED BY	DATE
1	“Liberalisation of Insurance Industry in India Opportunities and Challenges”	International Seminar on Emerging Paradigm in Financial Services at Cauvery College and BARD, Trichy	07.04.2007
2	“Comparative study of Courier Services and Postal Services”	International Conference on Emerging Trends in Management, Commerce and Economics” at Swami Vivekananda Institute of Management, Vallam, Thanjavur	13.2.2015
3	Deforestation in the context of Global Environment	National Level Seminar on ‘Environment and its Impact in the Global Context’ at A.D. M. College for Women, Nagai.	10 th & 11 th September 2004
4	Impact of GATS on Higher Education in India	National Level Seminar on Problems and Prospects of Service Sector in India in the Context of WTO’s GATS Proposals at Jamal Mohamed College, Tiruchirapalli	8 th to 10 th November, 2005
5	Micro Finance through SHGs	National Seminar on Emerging Dimensions in SHGs at AVVM Sri Pushpam College, Poondi.	17 th March, 2006
6	Banking Sectors Reforms	National Level Seminar on Impact of Globalisation on Indian Services Industry Problem and Prospects at S.R. College, Tiruchirapalli	15.12.2005
7	Disaster Management – Preventive Measures	National Level Seminar on Disaster Management – Issues and Challenges at A. D. M. College for Women, Nagapattinam	21.03.2006 and 22.03.2006

8	BPO and Call Centres	National Level Seminar on International Trade and Marketing – Emerging Issues and Challenges after LPG at Khadir Mohideen College, Adirampattinam	19 th and 20 th August 2006
9	Women Entrepreneurs Prospects and Challenges'	National Conference on Emerging Trends in Entrepreneurship in Indian Scenario at Annamalai University, Chidambaram	6 th April 2007
10	Performance of Mutual Funds	National Level Seminar on Recent Trends in Capital Market at A.D. M. College for Women, Nagapattinam	20.07.2007 and 21.07.2007.
11	Micro Credir Contribution to Poverty Alleviation	National Level Seminar on co-operatives and Micro Finance – Co-operative Out of Poverty at TBML College, Porayar	23.08.2007
12	Mutual Funds	National Level Seminar on Recent Trends in Financial Services at Annamalai University, Chidambaram	12.10.2007
13	WTO and Agriculture	India's Economic Development in the WTO Regime: Opportunities and Challenges at Annamalai University, Chidambaram	23 rd January 2008
14	Awareness on the consumer protection Laws	National Level Seminar on consumer Rights and Protection at Annamalai University, Chidambaram	27.03.2009 & 28.03.2009

15	Retail Market Reforms	National Level conference on Economic Reforms in India – Issues and Challenges at Sri Venkateswara College of Arts and Science, Peravurani.	30.03.2009
16	Financial Management Strategies adopted by Rural women for sustainable Economic Empowerment in selected villages at Tiruchirapalli	National Level Conference on Management in the Age of Innovation at Jamal Institute of Management, Jamal Mohamed College, Tiruchirapalli.	25.01.2011
17	“Spiritual Tourism in Nagapattinam District”	National Seminar on “Emerging issues on Service Sector at AVVM Sri Pushpam College, Poondi	31.03.2012.
18	“Employee Grievance Process” at the National Seminar on “Industrial Relations”	Seethalakshmi Ramaswami College, Tiruchirappalli	13.02.2014 & 14.02.2014.
19	“Green marketing in India – prospects and challenges”	National Seminar on “Green Marketing in India” at M.R.Government Arts College, Mannargudi	12.10.2014.
20	“Women Entrepreneurship”	National Seminar on “Entrepreneurship” at Annai College of Arts and Science, Kumbakonam	16.10.2014.
21	“Micro finance in Retail Marketing”	National Seminar on “Retail Marketing” at Poompuhar College, Malaiyur	22.12.2014
22	“Women Entrepreneurship”	National Seminar on “Entrepreneurship” at Annai College of Arts and Science, Kumbakonam	16.10.2014
23	“Services Marketing in Postal Services”	International Conference at AVC College, Mayiladuthurai	10.08.2015 & 11.08.2015.
24	“Customer Relationship Management in Banking Sector”	National Conference at GRT Institute of Engineering & Technology, Thiruthani	18.03.2016.

Publications in National /International Journals

S. NO.	NAME OF THE JOURNALS	ORGANIZED BY
1	“Spiritual Tourism in Nagapattinam District” ISBN 978-93-8050.	SELP Publication, 472, Neduncheliyan Salai, K. K. Nagar, Trichy – 21.
2	“Strategizing for the Future Challenges of Women” ISBN 978-93-80509-20-4	SELP Publication, 472, Neduncheliyan Salai, K. K. Nagar, Trichy – 21.
3	‘Role of Online Advertisement in the Growth of Business’ ISSN No. 1869-9391, Volume 7, Issue 12, 2020 – Page No. 1305	GIS Science Journal .
4	Consumer Preference, Perception and Satisfaction towards Online Purchasing’ ISSN No. 1869-9391, Volume 7, Issue 12, 2020 – Page No. 1297.	GIS Science Journal
5	‘Consumer Preference, Perception and Satisfaction towards Online Purchasing’ ISSN 0975 – 4520, Volume - 23, No. 04 (X), October – December 2020, Page No. 95.	Kala Sarovar, UGC Care Group I Journal,
6	Role of Online Advertisement in the Growth of Business’ – Sambodhi a Quarterly Peer Vol. 43, No.04 (XXII), October – December 2020, Page No.73.	Reviewed, Referred Research Journal,
7	“Effectiveness of Customer Relationship Management in Private Sector Banks with special reference to Nagapattinam District”. ISSN 0974-8946, Volume r - 46, Issue -4, No,4:2021,	Shodha Prabha, UGC Care Approved, Group I, Peer Reviewed and Referred Journal.