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CONTACT DETAILS

OFFICE ADDRESS: Theivanai Ammal College for Women (Autonomous), Villupuram – 605 401

RESIDENTIAL ADDRESS: No.43, Immayam Street, NGGO Colony, Salamedu, Villupuram- 605602

QUALIFICATIONS

- B.Com., in Commerce (P. S. G. R. Krishnammal College, Bharathiyar, University, Coimbatore,1989)
- M.Com. in Commerce (Ethiraj College, University of Madras, Chennai,1992)
- B.Ed in Commerce (Annamalai University, Chidambaram, 1995)
- M.Phil. in Commerce (DG Vaishnav College, University of Madras, Chennai,1998)
- MBA in HRM (University of Madras, Chennai, 2011)
- NET in Commerce (UGC – NET , 2012)
- Ph.D. in Commerce (Avinashilingam Deemed University, Coimbatore, 2020)

TEACHING EXPERIENCE

- Lecturer, Department of Commerce, Anna Adharsh College for Women, Anna Nagar, Chennai , 11 July 1995 to 31st May 2000.
- S.G.Lecturer & HOD i/c., PG and Research Department of Commerce, Theivanai Ammal College for Women (Autonomous) , April 5th to 30th April 2011.
- Associate Professor. PG and Research Department of Commerce, Theivanai Ammal College for Women (Autonomous) ,June 18th to till date.

AREA OF SPECIALIZATION

Teaching & Research on Accounting, Financial Management, Marketing Management, and Human Resource Management

M. Com Guideship : Received M. Com Guideship for guiding M. Com Students in the year 2007 from Thiruvalluar University, Vellore. Guided 27 students upto April 2021. Now guiding 4 students.

M. Phil Guideship : Recevied M. Phil Guideship for guiding M. Phil Students in the year 2009 from Thiruvalluar University, Vellore. Guided 20 students upto April 2020. Now guiding 1 student.

RESEARCH EXPERIENCE

- Guided 3 M. Phil Students to present their paper in One Day National Seminar Organized by Jamal Mohamed College, Tiruchirappalli, Jan13th 2016

- Guided 2 M. Phil Students to present their paper in One Day International Seminar Organized by PG Extension Centre, Thiruvalluvar University, Villupuram on April 3rd 2017
- Guided 1 M. Phil Student to present her paper in Two Day International Virtual Interdisciplinary Conference Organized by Bishop Heber College (Autonomous) Tiruchirappalli, Tamil Nadu, India on July 6th and 7th 2021

CONFERENCE/SEMINARS/SYMPOSIA/WEBINARS /WORKSHOP

- Paper presented on Role of Support Services for Encouraging Women Entrepreneurs at M. O. P. Vaishnav College, Chennai, Feb 15th & 16th. 2002
- Paper presented on Globalization in Business at Department of Management, Annamalai University Chidambaram, Mar 27th. 2002
- Paper presented on Banking Sector Reforms – Issues at Annamalai University, Apr 27th 2002
- Paper presented on Capital Market Reforms – Issues at Annamalai University, Apr 28th. 2002
- Paper presented on Mergers & Acquisitions at P. S. G. R. Krishnamma College for Women, Peelamedu, Coimbatore, Sep 13th. 2002
- Paper presented on Women in Asia at Stella Mary's College, Chennai, Dec 11, 12 & 13th. 2002
- Paper Presented on WTO & Its Implications at A. V. V. M, Sri Pushpam College, Poondi Dec 14th & 15th. 2002
- Paper presented on Total Quality Management at Madras University, Chennai, Feb 20th & 21st. 2003
- Paper presented on Recent Trends in Banking Industry at Department of Commerce, Annamalai University, Mar 5th & 6th. 2003
- Paper presented on Customer Service Excellence in Electronic Age at Dept. of Management Studies, University of Madras, Chennai, Mar 12th & 13th. 2003
- Paper presented on Corporate Social Responsibility at Dept. of Management, Annamalai University, Feb 20th & 21st. 2004
- Paper presented on Women in 2020 at Theivanai Ammal College for Women, Villupuram, Mar 13th & 14th. 2004
- Paper presented on India's Growth in Service Sector at Adaikalamatha College, Thanjavur, Sep 27th & 28th. 2004
- Paper presented on Growth Strategy of Tamil Nadu Transport Corporation 2nd & 3rd Oct. 2004
- Paper presented on Sales Promotion, Advertising and Direct Marketing at Marudhar Kesari Jain College for Women, Vaniyambadi, Vellore, 30th Oct 2004
- Attended Workshop at Auxilium College, Vellore 23rd Jul. 2005
- Attended Workshop at Kunthavai Nachiyaar Govt. Arts College for

Women, Thanjavur, 5th & 6th 2005

- Attended Value Added Tax National Conference at Theivanai Ammal College for Women, Villupuram, 19th Aug. 2005
- Paper presented on Marketing Strategy Of Insurance Sector at St. Joseph's College, Cuddalore, 10th & 11th Sep. 2005
- Paper presented on Mergers & Acquisitions, International Conference at Adaikalamatha Institute of Management, Thanjavur 29th & 30th Sep. 2005
- Paper presented on Intellectual Property Rights at Thiruvalluvar University, Vellore Fort, Vellore, Sponsored by Ministry of Human Resource Development, Govt. of India, New Delhi, 14th & 15th Oct. 2005
- Attended a Conference at Ranipettai Engineering College, Walajapet, 28th & 29th Jan. 2006
- Attended HABS at Hindustan College of Arts & Science, Pudur, Kelambakkam, Dept. of Commerce, 9th Feb. 2006
- Paper presented on Consumer Awareness On ICICI Prudential Retirement Solution at P. R. Institute of Management, Ministry of Consumer Affairs, Indian Institute of Public Administration, New Delhi, 2nd Mar. 2006
- Attended Accounting System & Auditing, International Conference at Adaikalamatha Institute of Management, Thanjavur, 21st & 22nd Sep. 2006
- Attended Women Empowerment Issues & Challenges at Sri Vasavi College, Erode, UGC Sponsored, 29th & 30th Sep. 2006
- Paper presented on A Study Of Main Strategies For Entering Foreign Market, India & China at Theivanai Ammal College for Women, Villupuram, 27th & 28th Jan. 2007
- Paper presented on E- Banking Empowering Indian Banking at Dr. MGR Janaki College of Arts & Science for Women, Chennai, 13th & 14th Sep. 2007
- Paper presented on Waste Management at St. Joseph's College of Arts & Science, Cuddalore, 14th & 15th Mar 2008
- Attended Workshop on Preparing Teachers For Autonomy at Theivanai Ammal College for Women, Villupuram, 7th to 9th Aug. 2008
- Attended Workshop on Internal Quality Auditing at Theivanai Ammal College for Women, Villupuram, 1st Oct. 2008
- Attended Faculty Training Programme on Value Education at Theivanai Ammal College for Women, Villupuram, 6th Dec. 2008
- Attended Seminar on Being An Effective Teacher at Theivanai Ammal College for Women, Villupuram, 9th Dec. 2008
- Attended Seminar on Autonomy And Its Related Aspect at Theivanai Ammal College for Women, Villupuram, 6th Jan. 2009
- Attended Seminar on Professional Competency Building for College Teachers at Theivanai Ammal College for Women Villupuram, 30th Nov. 2009

- Attended Workshop on Testing And Evaluation Sponsored by NTC Mysore at Theivanai Ammal College for Women, Villupuram, 19th & 20th Mar. 2010
- Participated in Two Days Orientation Programme on Spoken English for Faculty at Theivanai Ammal College for Women, Villupuram , 30th & 31st Dec.2010
- Participated in Two Days Orientation Programme on Spoken English for Faculty at Theivanai Ammal College for Women, Villupuram , 24th & 25th Feb 2011
- Participated in State Level Seminar on Emerging Trends in Indian Banking System at Theivanai Ammal College for Women, Villupuram 22nd July 2011
- Participated in Research Convention on “Research Ethics & Post Research Perspectives” and presented Research Proposal at Avinashilingam University, Coimbatore, 10th & 11th Aug. 2011
- Participated in Two Day Workshop on “Technology Enhanced Learning And Evaluation” sponsored by NTS- India, Mysore at Theivanai Ammal College for Women, Villupuram, 27th & 28th Jan 2012
- Participated in Research Convention on “Path Finder- Explore, Experiment, Elucidate Research” and presented Research Proposal at Avinashilingam University, Coimbatore, 21st & 22nd Feb 2012
- Participated in Two Day Faculty Development Programme on “Accounting Standards and Reporting System” at Avinashilingam University, Coimbatore, 22nd & 23rd Feb 2013
- Co- Authored a paper for National Conference on “Service Sectors In India- An Analysis” at Bharath College of Science and Management, Thanjavur, 16th March 2013
- Participated in NAAC Sponsored National Seminar on Quality And Excellence In Higher Education at Theivanai Ammal College for Women, Villupuram, 21st & 22nd June, 2013
- Participated in Research Convention on “ Research Ethics And Post Research Methods” and presented Research Proposal at Avinashilingam University, Coimbatore, 1st to 3rd Aug, 2013
- Participated in State Level Seminar on Financial Markets, Reforms In India at Theivanai Ammal College for Women, Villupuram, 21st Sep 2013
- Participated in Two Day National Seminar on “ Value Building Is Nation Building” at VIT University Campus, Chennai, 4th & 5th Oct, 2013
- Participated in Ph. D Research Proposal Presentation at Avinashilingam University, Coimbatore, 8th August, 2014
- Paper presented in International Conference on E - Banking Empowering Indian Banking Organized by Ethiraj College for Women, Chennai, 12th 2014

- Paper send for Presentation at GSS Jain College , Vepery, Chennai, 22nd Jan, 2015
- Paper Presented in the State Level Seminar on “Career Building In Commerce And Job Opportunities”, Organized by K. S. Raja Arts and Science College for Women.
- Co- Authored a paper in t he UGC sponsored National Seminar on Recent Trends In Research In Commerce at Thiru Kolanjiappar Government Arts College, Vriddachalam., Vriddhachalam, 13th March 2015
- Participated in the One Day National Seminar on Goods & Services Tax: The Road Ahead Organized by Pondicherry Universit y, 10th Sep 2015.
- Paper Presented at National Level Seminar on Recent Entrepreneurship Development In MSME’S Organized by Dhanalakshimi Srinivasan College of Arts & Science For Women, Perambalur, 12th Feb 2016
- Paper presented at National Seminar on An Overview Of Co - Operative Banks On Banking Financial Institution Organized by Loyola College , Vettavalam.
- Paper Presented at National Level Seminar on Growth Strategies For Business Development In India Organized by Jamal Mohamed College, Tiruchirappalli on the topic Consumer Perception Towards Aavin Milk and Milk Products in Villupuram, 28th Sep 2016
- Attended 50 hrs practical oriented Internship program in Tally ERP - 9 course conducted by ICAT, Pondicherry from 6th Jan to 10th Jan 2017
- Acted as Resource Person and presented paper in One Day International Seminar Organized by PG Extension Centre Thiruvalluvar University, Villupuram on the topic Demonetization a nd it s effect on Dairy Sector, 3rd April 2017
- Paper Presented at National Seminar on the topic GST and it s impact on Dairy Sector, at National College 4th & 5th Oct 2017
- Paper Presented at International Conference at Singapore Organized by The American College, on the topic Dairy Industry In India – An Overview in Roots International Journal with Impact factor 3.43
- Workshop attended at Achariya Arts & Science College On Goods & Services Tax, 12th & 13th Feb, 2018
- Acted as Resource Person and Chairman at National College, International Conference for Technical Session Service Marketing Proc ess, Practices and Potentials, 24th Jan 2019 .
- Paper Presented at Two Day International Conference on Emerging Trends in Human Resource Management at National College, on the Topic A Study of online Buying Behaviour of Customers in Villupuram District on 4th & 5th March 2021 .
- Paper Presented at Two Day International Conference on Emerging Trends in Human Resource Management at National College, on the Topic A Study of Customer Satisfaction towards Telecommunication Service in Villupuram Town on 4th & 5th March 2021 .
- Paper Presented at Two Day International Conference on Emerging Trends in Human Resource Management at National College, on the Topic A Study of

Customer satisfaction towards Mobile Service in Villupuram Town on 4th & 5th March 2021 .

- Paper Presented at Two Day International Virtual Interdisciplinary Conference - 2021 on Environmental Humanities : Relocating the Territories of Nature at Bishop Heber College, on the Topic Social Media and its Impact on Green Marketing on 6th & 7th July 2021 .

Webinar Attended :

- More than 50 webinars attended from **March 2020 to April 2022**

PUBLICATIONS

Books Published

1. Commerce Dictionary, 2008, ISBN-81-87371-64- 1
2. Research Diary, 2008, ISBN-81-907705-9- 4
3. Industrial Relations, 2009, ISBN- 81-87371-77- 3
4. Vanigaviyal Agarathi 2011

Journal

- 1 A Comparative Study On Impact of Social Networking Sites in the life of College Students and Professionals in Tiruchirapalli District- T.R.Anandhi, A Rahamathunnisa & L.Kaverimeenal **ISBN 978-93-80-767-53-6, May 2016 Vol VI**
- 2 A Paper Published on the topic ‘Demonetization towards Dairy Sectors’ in the proceedings of Post Graduate Extension Centre Thiruvalluvar University (Arignar Anna Govt, Arts College Campus) Villupuram, Tamilnadu, **03.Mar.2017 ISBN 978-1-63535-736-3**
- 3 Dairy Industry in India – An Overview in **Roots International Journal of Multidisciplinary Researches Dec 2017 ISSN :2349 - 8684 with Impact factor 3. 43 UGC approved Journal (J No 48991)**
- 4 A Paper Published on the topic ‘Contribution of Service Sectors in Promoting Agriculture-Business in the proceedings of Sri Saradha Maha Vidhyalayam Arts & Science College for Women, Ulundurpet, Tamilnadu, **22nd Aug.2019 ISSN : 2347-1670/2347-1662/2347-1654 A Journal of Intercontinental Management Research Consortium.**
- 5 A Study on Financial Performance of Indian Bank And Karur Vysya Bank - Sowmiya T. R. Anandhi **International Journal of Research in Engineering, Science and Management Volume-2, Issue-12, December-2019 www.ijresm.com | ISSN (Online): 2581-5792 Page :599**
- 6 A Study on Financial Performance of ICICI and IDBI - M. Mahalakshmi1 , T. R. Anandhi **International Journal of Research in Engineering, Science and Management Volume-2, Issue-12, December-2019 www.ijresm.com | ISSN (Online): 2581-5792 Page , 612**
- 7 Financial Performance of Bank of Baroda and Bank of India - T. Sandhiyal , T. R. Anandhi **International Journal of Research in Engineering, Science and**

- 8** Impact of Brand Image on Customers with regard to Red-mi mobiles - **SARDAR PATEL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH- anvesak -UGC Care Group 1 Journal ISSN : 0378 -4568 Dec 2021 Impact Factor 6.20**
- 9** A Study on Financial Analysis of Indian Bank at Villupuram - - **SARDAR PATEL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH- anvesak -UGC Care Group 1 Journal ISSN : 0378 -4568 Dec 2021 Impact Factor 6.20**
- 10** A Study on Financial Performance of Axis Bank - - **SARDAR PATEL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH- anvesak -UGC Care Group 1 Journal ISSN : 0378 -4568 Dec 2021 Impact Factor 6.20**

AWARDS & RECOGNITIONS

Awards Received :

1.PAAI Award – 2022 : Remarkable Contribution towards the betterment of the Society, dated 8th March 2022.

2. Radio MeriAawaz Award – 2022 : Outstanding Contributions to Society, dated 8th March 2022.

Resource Person :

- Acted as Resource Person for Madras University, Alagappa University Tamilnadu Open University and MGR Society (Govt Undertaking) Cuddalore.
- Acted as Resource Person for Soft Skill Course Teachers at TACW, Villupuram, 2nd Nov 2011
- Acted as Resource Person for Tamil Nadu State Transport Corporation, Villupuram - Administrative Personnel On 27th. April, 2012
- Acted as Resource Person for New Faculty on the topic “Student Progression” at TACW, Villupuram, June 2013
- Acted as Resource Person for Soft Skill Course Teachers at TACW, Villupuram, July and Nov 2013
- Acted as Resource Person for Soft Skill Course Teachers on the topic Career Guidance at TACW, Villupuram, Aug 2019
- Acted as Resource Person for III Year students on the topic” Problems faced by Women Entrepreneurs” TACW, Villupuram, Nov 2019
- Acted as Resource Person for Soft Skill Course Teachers on the topic Career Planning at TACW, Villupuram, 12.11. 2019
- Acted as Resource Person for Service Attenders and on the topic **C l e a n l i n e s s M a n a g e m e n t** at TACW, Villupuram, 2021
- Acted as Resource Person for III Year Students on the topic “ Status Of Women In India” at TACW, Villupuram, 2021
- Acted as Resource Person for III Year Students and Soft Skill Course Teachers on the topic Career Guidance at TACW, Villupuram, 2021

Resource Person and Chairman

1. Acted as Resource Person and Chairman for **Technical Session in International Conference** held by Post Graduate Extension Centre, Thiruvalluvar University (Arignar Anna Govt Arts College Campus) Villupuram, Tamilnadu, **3rd Mar.2017**

2. Acted as Resource Person and Chairman for **Technical Session in International Conference - Service Marketing, Process, Practices And Potentials.** at National College, Trichy, **24th Jan 2019**

3. Acted as Resource Person for a **Workshop** on Marketing of Services at Srimathi Sivagnana Balaya Swamigal Tamil, Arts, Science College, Mailam on **9th May 2022.**

ACADEMIC MEMBERSHIP

- **Member - Affiliation Inspection Commission**

1. Appointed as Affiliation Inspection Commission member to Jawaharlal Nehru College of Arts and Science, Uludurpettai, 26th Aug **2020.**

2. Appointed as Affiliation Inspection Commission member to Mercy Arts and Science College, Elanangur, Nanjur Post, Chidambaram Taluk, Cuddalore, **2021.**

- **Member – Villupuram District Social Justice Protection Movement**
- **Life Member – Indian Red Cross Society from 2001 : No 4823**
- **Certified Internal Quality Auditor**

EXTRA CURRICULAR ACHIEVEMENTS

- Won Prizes & Certificates at Zonal and District Level Athletic and Sports events.

ACADEMIC RESPONSIBILITIES

- Founder Member of TACW NAAC Committee
- Founder Member of TACW ISO Committee
- Founder Member of TACW Autonomous Committee
- College Staff Association Treasurer
- Student Stores Co- Ordinator
- Canteen Committee member
- Department Club - Pacilio's Club Coordinator
- Value Education Course Teacher
- Value Education Co- Ordinator

- Women' s Rights Course Coordinator
- Value Education BOS Member
- Soft Skill Course Incharge
- Soft Skill Course Coordinator
- NME Course Teacher
- NET/SET Course Teacher
- Admission Committee Member
- Admission Publicity Committee Coordinator
- Student Welfare Member
- Student Council Convenor
- Student Council Coordinator
- G. K Club Coordinator.
- Journal Club and Working Paper Coordinator
- Extension Activity - Literacy Club Coordinator
- Academic Affairs Member
- Student Attendance Register Printing Incharge
- Students Performance Note Printing Incharge
- Time Table Committee Member
- Rounds Committee Member
- Research and Development Cell member
- Exam Committee Member
- Soft Skill Coordinator
- Value Education Coordinator
- NET/SET Course Teacher
- Innovation Hub Member
- IQAC Member
- Research and Development Cell Coordinator
- Training and Development Coordinator