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**PROFESSIONAL
ASPIRATIONS**

Aspire to evolve into a good teacher for fostering an educational ambience where learners have the prospect to accomplish their potential for intellectual and emotional blossoming in the direction of augmenting their inspirational splendour and aptitude expansion towards acquiring an integrated vibrance of national development with transnational benchmarks.

DETAILS OF EDUCATIONAL QUALIFICATION:

DEGREE	SPECIALIZATION	MONTH & YEAR OF PASSING	INSTITUTION/ COLLEGE/ UNIVERSITY
Ph.D., in Management registered (09/03/2021)	Marketing	2021(Pursuing)	Research Department of Business Administration Management, Arumugampillai seethai Ammal college , Thiruppattur
Post Graduate Diploma in Personnel	Labour Law and Welfare	2022(Pursuing)	Coimbatore Productivity Council (CPC), Coimbatore.

Management			
Master of Commerce	Commerce	2022	Alagappa University, Karaikudi
Master of Business Administration	MBA-NET	June 2012	Bharathiyar University, Coimbatore
Master of Business Administration	Business Administration	April 2003	Alagappa Institute of Management, Alagappa University, Karaikudi
Bachelor of Business Administration		April 2001	Alagappa Govt. Arts College, Alagappa University, Karaikudi - 630 003
H.S.C		1998	Alagappa Model Higher Secondary school, Karaikudi
S.S.L.C		1996	Alagappa Model Higher Secondary school, Karaikudi

EXPERIENCES

S.NO	DURATION	INSTITUTION\ COMPANY	DESIGNATION	NATURE OF WORK
1.	11.06.2018 to 01.03.2022	Ananda College, Devakottai	Assistant Professor	Lecturing
2.	2016 - 2017	Raveli island resort Maldives	Accounts/HR officer	Leadership
3.	2013 - 2015	Leaders IAS Academy, Karaikudi	Program Director Appeared UPSC(IAS) Interview/Personality test	Lecturing
4.	2012 - 2013	Dr.NGP Arts and Science College,Coimbatore.	Program Coordinator	Lecturing
5.	2011 - 2012	KPR Educational Institutions, Coimbatore	Assistant Professor	Lecturing
6.	2007 - 2011	Manidha Naeyam IAS Academy Chennai.	Program Coordinator	Lecturing

RESPONSIBILITIES

ACADEMIC YEAR	NAME OF THE COMMITTEE	DESIGNATION	CUMULATIVE YEARS (IF ANY)
2018 - 2019	NSS	NSS Program Officer	04
2018-2019	Entrepreneurship Development Cell	Co-ordinator	04

PUBLICATIONS

ACADEMIC YEAR	TITLE OF THE BOOK/ARTICLE	ISBN/ISSN	PUBLISHER
2018 - 2019	Impact of technology in business	ISBN 978-93-88398-37-4	Ridha prints pvt.ltd, Madurai
2019-2020	Word of love	ISBN 9789390082032	Shanlax Madurai
2019-2020	Green marketing – Perspectives, Prospects and precepts(PPP)	ISBN 978-93-89658-47-7	Shanlax, Madurai
2020-2021	Green Marketing for the society – The Existence and Future	International Journal for Innovative Research in Multidisciplinary Field – volume-7	
2021-2022	Organizational Behavior-Being, Knowing showing; leading	ISBN-9789391373467	Shanlax Publications, Madurai

ACHIEVEMENTS/RECOGNITION

ACADEMIC YEAR	TITLE/ARTICLE	ORGANIZATION	REMARKS
2018 - 2019	Perasiriyar Ratna Award	Kavigar Kalaithamizh sangam, Paramathi Velur, Namakkal	For dedicated teaching
2020-2021	International research excellence Award	Malaysia educational site for Indian students	Excellence in research
2021-2022	National Topper (Second Rank) Essay/Research Article Competition /	National Law University, New Delhi	World consumer day 2022- celebration

	Consumer Rights And Accountability-The Integrated Inevitability Of Unconventional Synthesis		
2021 – 2022	The Destiny Of Sustainable Prospects: Steering The Swerves Of The Environmental Economics, Legislative Intents, And The Intricacies Of Compatible Pursuits	Centre for Law & Economics (CLE) Gujarat National Law University Attalika Avenue, Knowledge Corridor, Koba, Gandhinagar - 382426 (Gujarat), India	Received acknowledgement regarding the selection of article.
2021-22	Temporary dwellings: a problem or a solution?	National law school of India university bengaluru	Received acknowledgement regarding the selection of article.
2009-10 & 2010-11	Appeared UPSC(IAS) Interview/Personality test	UPSC,New Delhi	

CONFERENCES/SEMINARS/WORKSHOPS ORGANIZED

DATE(S)	NAME OF THE CONFERENCE / SEMINAR / WORKSHOP ETC.	RESOURCE PERSONS	NATIONAL / INTERNATIONAL
24/01/2020	One day national seminar on green marketing-perspectives, prospects and precepts GMP'S-2020	Dr.T.RAVIKUMAR, Associate Professor, School of Business and Management Christ University, Bangalore Mr.A.Sivakumar Managing director Mahizhchi Real promoters Karaikudi Mr.Kasiwishvanathan	National seminar

		Assistant Professor Department of Commerce Sree Sevugan Annamalai College,Devakottai	
22/08/2020	'Entrepreneur within	Mrs.Hephzibazh Vani Assistant Professor CMR university Bangalore	National

ENDOWMENT LECTURES/GUEST LECTURES ORGANIZED

DATE	NAME OF THE ENDOWMENT / SPONSOR	NAME OF THE GUEST SPEAKERS	TOPIC
20.09.2019	Ananda College	Dr.M.Thiyagarajan Professor and Head Dept. of BBA Alagappa Govt.Arts College, Karaikudi	Effective employability skills
06.03.2020	Ananda College	Dr.S.Kumar Assistant Professor Dept. of Commerce Ananda College	Recent Trends in Insurance

SCIENTIFIC /PROFESSIONAL PAPERS PRESENTED/ATTENDED IN CONFERENCE SEMINARS/WORKSHOPS

ACADEMI C YEAR	NAME OF THE CONFERENCE/S EMINAR/WORKS HOP	PLACE	DURATION	TOPIC OF PAPERS PRESENT ED /ATTEND ED
2019-20	Future of Higher Education	Sri vaishnava college of Commerce	14/04/2020	Attended
2019- 2020	Econometrics and SPSS	Mahatma Gandhi College, Thiruvananthapuram	23/05/2020 One Day	Attended

		m kerala		
2019-2020	Outcome based curriculum and evaluation	Sreemeenakshi women's college , Madurai	21/05/2020	Attended
2019-2020	Cyber safety for women	Cyber intelligence academy	12/05/2020 One Day	Attended
2019-2020	Covid 19 awareness	Dr.Ambetkar university, Aurangabad	18/05/2020 One Day	Attended
2020-2021	Quality research papers through smart writing	Department of commerce CA,VELS University,	23/05/2020	Attended
2020-2021	How stress affects body	Easwari engineering college-chennai	26/05/2020 One Day	Attended
2020-2021	Inculcation of human values and ethics in higher educational institutions	Dr.MGR Research institute, Chennai	06/06/2020	Attended
2020-2021	Research aptitude and publishing research papers	Department of College, Kandasamy Naidu college, Chennai	24/06/2020	Attended
2020-2021	Logistics and tourism in post covid	Alagappa university	25/05/2020 One Day	Attended
2020-2021	E-learning skills enhancement	University of technology-Rajasthan	05/07/2020 One Day	Attended
2020-2021	Work culture in changing times	Department of commerce, Magatma Gandhi central university, Bihar	04/08/2020	Attended

PAPERS PUBLISHED IN JOURNALS

ACADEMIC YEAR	TITLE OF THE PAPER	NAME OF THE JOURNAL	IMPACT OF THE JOURNAL IF ANY
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2018-2019	E-Persuasion-An impressive Influence	National Seminar on impact of technology in Business	ISBN:978-93-88398-37-4
2018-2019	Emerging trends in business and management –The growth of small scale industries in india		ISBN:978-93-89658-47-7
2019-2020	Green Washing and deceptive Persuasion	Shanlax Publications Madurai	ISBN:978-93-89658-47-7
2019-2020	Strategic Environmental Assessment(SEA)-The sustainable development perspective	Shanlax Publications Madurai	ISBN:978-93-89658-47-7
2019-2020	Sustainable tourism and green business practices	Shanlax Publications Madurai	ISBN:978-93-89658-47-7
2019-2020	Green Marketing-Principles, Prevalence and Practices(GMPPP) in India	Shanlax Publications Madurai	ISBN:978-93-89658-47-7

TRAINING / REFRESHER /ORIENTATION PROGRAMME:

ACADEMIC YEAR	TYPE OF THE PROGRAMME	TITLE	INSTITUTION / COMPANY	DURATION
2018-19	Faculty Development Program(FDP)	Faculty Development Programme (FDP) in Entrepreneurship	Sponsored by the NSTEDB, Ministry of Science and Technology, Government of India and implemented by CED (Tamil Nadu)	November 12-24, 2018 two weeks
2019-2020	National level Workshop(NLW)	Faculty Development Program(FDP) on Financial Intelligence	Alagagappa Arts college,Alagappa University, Karaikudi	17th july 2019

2020-2021	Management Development Program(MDP)	How to get more customers & generates leads through Digital Marketing	Kalasalingam Academy of Research and Education and JCI Sivakasi Lion	18th June 2020
2019-2020	Faculty Development Program(FDP)	Faculty Development Programme (FDP) in Entrepreneurship	Organized by the PMO-IEDP (Programme Monitoring Office-Innovation& Entrepreneurship Development Program)	5th to 7th August 2019
2020-2021	Faculty Development Program(FDP)	Faculty Development Programme (FDP) in Entrepreneurship	Organized by the PMO-IEDP (Programme Monitoring Office-Innovation& Entrepreneurship Development Program)	6th January to 8th January 2021