

CURRICULUM VITAE

S.MANJULA GAYATHRI

50D/2, Subbaraja Madam Street,

Rajapalayam. 626117.

E-mail: drsmg@rrc.ac.in

Contact No: 9943570475



PERSONAL DETAILS:

DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : PG & RESEARCH DEPARTMENT OF COMMERCE
DATE OF BIRTH : 30/10/1984
QUALIFICATION : M.Com., M.Phil., PGDCA., SET.,

EDUCATION:

SCHOOL : KENDRIYA VIDHYALA PICKET,
SECUNDERABAD, A.P
UNDER GRADUATION : KASTURBA GANDHI COLLEGE FOR WOMEN,
SECUNDERABAD, A.P
POST GRADUATION : A.K.D.DHARMA RAJA WOMENS COLLEGE
RAJAPALAYAM, T.N
MASTER OF PHILOSOPHY : RAJAPALAYAM RAJUS' COLLEGE,
RAJAPALAYAM, T.N
DOCTOR OF PHILOSOPHY : MADURAI KAMARAJ UNIVERSITY,
MADURAI

TEACHING EXPERIENCE: (12 years)

Assistant Professor in Commerce in Rajapalayam Rajus' College – From 20 June 2013 to till date

Orientation Programme: HRDC, Madurai Kamaraj University, Madurai - 2015

REFRESHER PROGRAMMES:

1. HRDC, Bharathiar University, Coimbatore - 2018
2. HRDC, University of Madras, Chennai – 2020
3. Ramanujam college, University of Delhi -2023

RESEARCH PUBLICATIONS:

- Published a Paper on the title **“The Impact of Ratings and Reviews on Online Shopping”** in “DOGO RANGSANG Research Journal “ ISSN 2347-7180 in May 2023.
- Published a Paper on the title **“A Study on the Customer Preference for Shopping Apps in Rajapalayam”** in “Rabinthra Bharati Journal of Philosophy “ ISSN 0973-0087 in December 2023.
- Published a Paper on the title **“Mobile applications- Cause of Changes”** in the Book Titled **“Self Reliant India: A Pathway to Develop India Mission 2047”** ISBN 978-81-19337-71-2 in January 2024

ACADEMIC PARTICIPATIONS:

Year	Event	Topic	Certified by
17 th April 2013	State Level Seminar	Emerging Trends in Service Industry in India Paper Presented	A.K.D.Dharma Raja Women’s College, Rajapalayam.
8 th July 2017	Research Colloquium	Participate and Presented a research paper entitled – “A Study on Consumers’ Attitude towards Usage of Mobile Applications in Selected Districts of Tamil Nadu State”	Vivekananda College, Madurai.
17 th February, 2018	International Conference	‘Changing Global Business Perspectives’ Participated	Ayya Nadar Janaki Ammal College , Sivakasi.
2nd & 3 rd March 2018	Two Day National Seminar	Goods and Services Tax – A Paradigm Shift in Indian Taxation	Rajapalayam Rajus’ College, Rajapalayam.

		Paper Presented	
5 th September 2018	One Day International Conference	Why Safeguarding the Girl Child and Empowering Women is Crucial to India? Participated	Women's Development Cell, Rajapalayam Rajus' College, Rajapalayam.
15 th March 2019	Workshop	'Moodle Learning Management System' Participated	Kalasalingam University Krishnankoil.
21 st March 2019	State Level Seminar	Assessment Strategies of NACC in the Changing Facets of Indian Higher Education Participated	Ayya Nadar Janaki Ammal College , Sivakasi.
29 th & 30 th July 2019	Two Days State level Workshop	NAAC Accrediation of Colleges: Revised Accrediation Frame Work Participated	Madurai Kamaraj University, Madurai.
16 th September 2019	One Day Workshop	"Tally with GST" Participated	National College, Tiruchirappalli.
9 th & 10 th October 2020.	Two days virtual workshop	"Research Methodology and Data analysis" Participated	South Indians Researchers Association (SIRA)
20 th June 2020	Online Faculty Development programme	"Statistical Tools and Techniques of Social Science Research" Participated	Research & Development Cell, St. Francis College, Bengaluru
From 4 th June to 17 th June 2020	Two Weeks International Online Faculty Development program	" Digital Innovation for Higher Education" Participated	SWAYAM-NPTEL Local Chapter, G.Venkataswamy Naidu College, Kovilpatti,
From 17 th to 24 th December 2020.	7 days National level Faculty development program	"Application of Tools & Techniques in Research Methodology & Accelarate to Publish Article in Scopus and Web of Science" Participated	Department of B.Com Professional Accounting and Accounting & Finance

21 st January 2021.	One day national level faculty development program	“An Application of SPSS in Social Science Research” Participated	School of Business Management, Rathnavel Subramaniam College of Arts and Science, Coimbatore
From 18 th March to 26 th March 2024	Seven Day Professional Development Program	“ Methods of Data Collection analysis through SPSS & Using AI Technology for Research Writing” Participated	Patrician College of Arts & Science, Chennai

CORPORATE ROLES:

S.No	Details	Year
1.	Co ordinator - ERP	2018-2021
2.	Member-NIRF	2016-2018
3.	Member-IQAC	2017-2022
4.	Member – Gender Sensitisation Cell	2018- 2025
5.	Member – ICC	2023- till date
6.	Co-ordinator- Fine Arts Club	2024- till date

PROGRAMMES ORGANISED:

- Served as Organising Secretary for “**7- day Faculty Development Programme on Revised Accreditation Framework (RAF) of NAAC - A Paradigm Shift for Strategic Enhancement of Higher Education in India**” for Research Scholars and Teachers during this COVID - 19 lockdown period from **08.06.2020 to 14.06.2020 Time: 10.30 AM**.
- Served as Organising Secretary for International Webinar on “Sexual Harassment at Workplace” on 19-06-2021 at 4.00 PM.
- Served as Organising Committee Member for Seven Day Professional Development Program on “E-Content Development” Organised by IQAC Rajapalayam Rajus’ College, Rajapalayam from 23.06.2021 to 30.06.2021
- Served as Organising Secretary for “**6- day National Level Faculty Development Programme on Investor Awareness on Stock Market**” from **02.08.2021 to 07.08.2021 Time: 5.30 PM to 7.00 PM**.
- Served as Organising Secretary and Coordinated the program on the Title “**Story Telling**” in the World Record of the Longest Multinational Confluence (2600+Hours), Virtual Mode, initiated by Assist World Records Research Foundation, Puducherry Jointly organized by Rajapalayam Rajus’ College, Rajapalayam in Association with Tamil Nadu Teachers Education University, Chennai on the occasion of Birthday Celebration of Dr.A.P.J.AbdulKalam, 11th President of India from 25th August, 2021 to 15th October, 2021.
- Served as Organising Secretary and Coordinated the program on the Title “**12 Hour Event**” in the World Record of the Longest Multinational Confluence (2600+Hours), Virtual Mode, initiated by Assist World Records Research Foundation, Puducherry Jointly organized by Rajapalayam Rajus’ College, Rajapalayam in Association with Tamil Nadu Teachers Education

University, Chennai on the occasion of Birthday Celebration of Dr.A.P.J.Abdul Kalam, 11th President of India from 25th August, 2021 to 15th October, 2021.

- Jointly organised and Participated in the program on the Title ***“Dance”*** in the World Record of the Longest Multinational Confluence (2600+Hours), Virtual Mode, initiated by ***Assist World Records Research Foundation***, Puducherry Jointly organized by Rajapalayam Rajus’ College, Rajapalayam in Association with Tamil Nadu Teachers Education University, Chennai on the occasion of Birthday Celebration of Dr.A.P.J.Abdul Kalam, 11th President of India from 25th August, 2021 to 15th October, 2021.