

CURRICULUM VITAE

1. Name : Dr.A.MUTHULAKSHMI
2. Father's Name : Mr.M.S.Alagaraja
3. Date of Birth : 23.11.1982
4. Age : 42 Years
5. Nationality : Indian
6. Religion : Hindu
7. Address : 67/144, Kottai Thalaivasal Street,
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EDUCATIONAL PROFILE

ACADEMIC QUALIFICATIONS

No	Degree	Institution	Board/University	Month & Year of Passing
1.	SSLC	Lucy Pery Noble Girls Special High School, Madurai.	Tamil Nadu State Board	1998
2.	HSC	Lourdhu Annai Girls Her. Sec. School, Madurai.	Tamil Nadu State Board	2000
3.	B.Com.	E.M.G. Yadava Women's College, Madurai.	Madurai Kamaraj University, Madurai.	April 2003
4.	M.Com.	Yadava College, Madurai.	Madurai Kamaraj University, Madurai.	April 2006
5.	M.Phil.	Directorate of Distance Education, Madurai Kamaraj University	Madurai Kamaraj University, Madurai.	April 2008
6.	Ph.D.	Rajapalayam Rajus' College	Madurai Kamaraj University, Madurai.	Nov. 2017
7.	P.G.D.E.C.	Yadava College	Madurai Kamaraj University, Madurai.	April 2005
8.	M.Sc. Yoga	Bharathidasan University, Trichy	Bharathidasan University, Trichy	Nov. 2022

S.No.	Course	Name of the Institution	Year
1.	EnglishTypewriting– Lower	Lakshmi Institute, Madurai.	1999
2.	D.C.A.	TMC Computer Education, Madurai.	2001
3.	D.T.P.	TMC Computer Education, Madurai.	2002
4.	Tally ees6.3	JL Computer Academy, Madurai.	2003

S.No.	Course	Name of the Institution/ University	Year
1.	Certificate in Office Management	Jan Shikshan Sansthan, Madurai.	2002
2.	Certificate in Gandhian Thought	Madurai Kamaraj University, Madurai.	2013

TEACHING EXPERIENCE

S. No	Name of the Institution	Designation& Department	From	To	Total Years
1.	Rajapalayam Rajus' College	Assistant Professor of Commerce (Self Finance)	18.06.2012	17.06.2021	9Years
2.	Rajapalayam Rajus' College	Assistant Professor of Commerce (Professional Accounting)	18.06.2021	19.06.2024	3 years
3.	Rajapalayam Rajus' College	Head and Assistant Professor of Commerce (Professional Accounting)	20.06.2024	Till date	5Months
Total Teaching Experience:					12Years 5 Months

PARTICIPATION IN EXAMINERSHIP/QUESTION PAPER SETTING/ VALUATION

1. Paper Valuation–Madurai Kamaraj University, Madurai.
2. Question Paper Setting-Alagappa University, Karaikudi.
3. Question Paper Setting & Paper Valuation –Standard Fireworks Rajarathnam College for Women, Sivakasi.
4. Question Paper Setting–Madurai College, Madurai.
5. Question Paper Setting–Vivekanandha College of Arts and Sciences for Women, Tiruchengode.
6. Acted as a External Examiner of MS office Tally Lab at Arumugham Palaniguru Arts and Science College for Women, Chatrapatti.
7. Acted as a External Examiner of MS office Tally Lab at A.K.D. Dharmaraja College for Women, Rajapalayam.

EDITORIAL BOARD MEMBER

1. International Journal of Management, Sciences, Innovation and Technology –IJMSIT
2. Puducherry Academic Researchers Academy(A Unit Of Benevelonet Trust) Puducherry. Awareness of Post Covid19.
3. Social Science & Management Welfare Association Tamilnadu, Youth Economics Association Tamilnadu & SRF Research Foundation.
4. Vinsa Publishing

DETAILS OF GUEST LECTURE GIVEN IN VARIOUS COLLEGES

S.No.	Topic	Place	Date
1.	Motivational Speech	P.S.R.Arts and Science College, Sivakasi.	12.02.2020
2.	Managerial Skill Development	National College, Trichy	22.03.2024
3.	Recent Trends in Digital Banking Payment System	Arumugam Palaniguru Arts and Science College for Women, Chatrapatti.	16.08.2024

DETAILS OF GUST LECTURE GIVEN ONLINE MODE

S.No	International /National/ State / Regional Level	Title of the Conference	Organized by / Sponsoring agency	Title of the Topic	Date
1.	National Conference	National Conference on Impact of Globalization on Indian Market & Employment	Social Science & Management Welfare Association Tamilnadu, Youth Economics Association Tamilnadu&SRF Research Foundation	Globalization and The Indian Economy	17.01.2021

2.	State Level	One day State Level Webinar	Department of Commerce & Commerce (CA) Sri Krishnasamy Arts and Science College, Sattur.	Impact of E-Learning in Current Scenario	14.06.2021
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AWARD

1. **BEST FACULTY AWARD** at Vivekanandha College of Arts and Sciences for Women on 19.04.2021.
2. **Women Professor Award** at Para Women Awards Ceremony 2021 organised by Pondicherry Academic Researchers Academy.
3. **BEST TEACHER AWARD- 2023** at Tamil Thaa Foundation & MSME Department

BOARD OF STUDIES:

Board of Studies Meeting at E.M.G.Yadava Women's College, Madurai on 25.11.2021.

Board of Studies Meeting at E.M.G.Yadava Women's College, Madurai on 13.09.2022.

Board of Studies Meeting at E.M.G.Yadava Women's College, Madurai on 30.06.2023.

Board of Studies Meeting at E.M.G.Yadava Women's College, Madurai on 07.06.2024.

RESEARCH PROFILE IPR

DESIGN PATENT:

Patent Design No./ Application No.	Design Patent Title	Status	Position	Journal No.	Journal Publication Date	Certificate Received	Certificate Issue Date
351754-001	Stock Market Indication Writing Instruments	Published	9th Position	51/2021	17.12.2021	Yes	08.12.2021
352784-001	Product origin tracking and Scanning Device	Published	8th Position	02/2022	14.01.2022	Yes	13.01.2022
353050-001	Wall Clock	Published	7th Position	02/2022	14.01.2022	Yes	13.01.2022
353921-001	Teacher's Emotion	Published	2nd Position	06/2022	11.02.2022	No	-
311406-001	Device to Evaluate Shopping activity and spending habits of the customers	Published	10th Position	52/2022	30.12.2022	Yes	28.12.2022
356379-001	Device to Identify Customer Emotional Behaviour for Hospitality Industry	Published	1st Position	05/2023	03.02.2023	Yes	31.01.2023
356375-001	Portable Library Book Management device	Published	7th Position	10/2023	10.03.2023	Yes	06.03.2023
366305-001	Monitoring Device	Published	6th Position	30/2023	28.07.2023	Yes	27.07.2023

UTILITY PATENTS FILED:

S.No.	APPLICATION NUMBER	TITLE
1.	202421040682	Examine the role of diversity and inclusion in fostering a positive work environment and its impact on organizational success
2.	202441043726	Machine Learning based Risk Management of Credit Sales in Small and mid-size business
3.	202421044076	Evaluating the information system management approach and its relevance in improving business
4.	202441046388	Driving Business growth from research to innovation in deployment of business intelligence

BOOK PUBLICATION

S.No.	Book Title	Publisher	Author Position	ISBN Number
1.	Legal Aspect of Business	Prime International Publication	II - Position	978-93-6010-448-1

LIST OF PUBLICATUIONS

No.	Title of the Paper	Journal	Volume	Year	Page	Impact factor
1.	Religious Tourism In Tamilnadu	Research Explorer, Special Issue, ISSN:2250-1940	Vol. II	September 2013	86-87	--
2.	An Economic Evaluation of Indian Tourism Industry	Make In India-Initiatives, Ideas & Challenges ISBN:978-93-81726-54-8	--	August 2016	290-294	--
3.	Issues and Challenges Faced by ATM Customers of Indian Bank in Rajapalayam Town	Journal of Management Research and Analysis(JMRA), Special Issue(ICSMPPP) ISSN:2394-2770	Vol-06, Issue-01	January 2019	--	4.878
4.	Role of Self Help Groups in Women Entrepreneurship in Virudhunagar District	International Journal of Research & Business Innovation (IJRBI)ISSN:2321-5615	Vol.7 No.1	January 2019	19-22	--

5.	Medical Tourism in Tamil Nadu	An International Multidisciplinary Quarterly Research Journal AJANTA, ISSN:2277-5730	Volume-VIII, Issue – II	April-June-2019	9-16	5.5
6.	Financial Analysis and Performance of Bharat Petroleum Corporation Limited In the period of 2013-2018	The International journal of analytical and experimental modal analysis ISSN NO: 0886-9367 AnUGC-CARE Approved Group–AJournal	Volume XI, Issue VIII	August-2019	310-322	6.3
7.	Waste Management Practices In The Textiles Industry	International Journal on Global Business Management and Research (ISSN 2278 8425)	Volume9, Issue2,	September 2020	139-144	--
8.	A Study on E-wallets a Mode for Sustainable Development In Banking	KALA The Journal of Indian Art History Congress UGC CARE Group I Journal (ISSN:0975-7945)	Volume-26, No.2(XXVII)	January 2021	117-120	6.125
9.	Optimizing Decision-making process in Supply Chain Management through intelligent systems	Migration Letters Q2 Journal (ISSN:1741-8984 (Print)ISSN:1741 - 8992(Online))	Volume.21, No.S6 (2024)	2024	1107-1113	Q2
10.	The Role of Gender Diversity in Horticulture: Strategies for Encouraging women participation in the field	Journal of Informatics and Education ABDC Journal ISSN:1526-4726 DOI: https://doi.org/10.52783/jier.v4i1.596	Volume.4No. 1	2024	524-529	
11.	A study on Emotional Intelligence of Employees in Private organizations in Madurai District	Humanities and Social Science Studies Journal UGC Care Approved, Group I, Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal (ISSN:2319-829X)	Volume.13, Issue01, No.13	January – June:2024	162-168	7.28

**CONFERENCES PARTICIPATED/ATTENDED AND PAPERS PUBLISHED IN
CONFERENCE AND PROCEEDINGS**

S.No	International /National/ State / Regional Level	Title of the Conference	Organized by / Sponsoring agency	Title of the paper presented	Date
1.	National	UGC Sponsored National conference on “Social Justice and Sustainable Development”	The Madura College, Madurai.	Social Justice and Sustainable Development	22&23 Jan.2013
2.	International	International Colloquium on Global Economic Growth–Changes and its Implications	Vidyaa Vikas College of Engineering And Technology, Tirchengode.	Religious Tourism in Tamilnadu	13Sep. 2013
3.	International	One Day International Seminar on Globalisation and its Impacts in India	Dr.Zakir Husain College, Ilayangudi.	Impact of Tourism Industry on Indian Economy	20Feb. 2014
4.	International	International Conference on Competency Building strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management, Salem.	Business and Technology strategy in Achieving Business goal	20Feb. 2013
5.	International	International Conference on Panorama of Marketing in the Digital Era (PMDE-2016)	K S R College of Arts & Science for Women, Tiruchengode.	Challenges and Solutions for Marketing in a Digital Era	21Jan. 2016
6.	National	National Level Seminar on Micro Finance and Entrepreneurship	V.O.Chidambaram College, Thoothukudi.	Entrepreneurship and Indian Tourism Industry	19August 2016
7.	International	International Conference on “Make in India- Initiatives, Ideas &Challenges	V.H.N.S.N. College, Virudhunagar.	An Economic Evaluation of Indian Tourism Industry	19and20 August 2016

8.	State	State Level seminar on Innovation Strategies in Commerce and Management	Rajapalayam Rajus' College, Rajapalayam.	SWOT Analysis of Indian Tourism Industry	10March 2017
9.	State	State Level Inter Collegiate Meet	Rajapalayam Rajus' College, Rajapalayam.	Policy Framework of Indian Tourism Industry	18March 2017
10.	International	One Day International Conference on Contribution of GST to Indian Economy	Padmavani Arts & Science College for women, Salem.	Impact of GST in Indian Economy	09Sep. 2017
11.	International	3 rd International Conference on Status of Women in Cashless Economy SWICE – 2017	K S R College of Arts & Science for Women, Tiruchengode.	Cashless Transactions in India–An Overview	14Sep. 2017
12.	National	National Conference on Innovative Strategies of Knowledge Management for Sustainable Development	Rajapalayam Rajus' College, Rajapalayam.	Innovative Strategies in Marketing Management	16Feb. 2018
13.	International	4 th International Conference Implications of Corporate Social Responsibility ICICSR 2018	K S R College of Arts & Science for Women, Tiruchengode.	Corporate Social Responsibility–An Overview	6Sep. 2018
14.	National	National Seminar on Women Entrepreneurship and Innovation	Laxminarayana Arts & Science College for Women, Dharmapuri.	Role of Self Help Groups in Women Entrepreneurship in Virudhunagar District	25Jan. 2019
15.	National	One Day National Conference on Digital Marketing	Siri PSG Arts and Science College for Women, Salem.	Recent Trends in Modern Marketing in India	21Feb. 2019

16.	National	National Conference on Recent Trends in Commerce and Management	G.Venkataswamy Naidu College, Kovilpatti.	Impact of ICT on Tourism and Hospitality Industries	22 Feb. 2019
17.	National	National Seminar on Innovations in Banking Sector	Annai Fathima College of Arts and Science, Thirumangalam.	Role of Corporate Governance in Banking Sector	2 March 2019
18.	International	International Conference on Commerce, Management and Leadership – A Global Perspective	Pasumpon Muthuramalinga Thevar College, Melaneelithanallur.	Medical Tourism in Tamilnadu	6 March 2019
19.	International	International Seminar on STARTUPINDIA –Challenges and Opportunities”	E.M.G. Yadava Women’s College, Madurai.	Financial Analysis and Performance of Bharat Petroleum Corporation Limited In the period of 2013-2018	31 Aug. 2019
20.	International	International Conference on Digital Economy- Emerging Trends In Commerce & Management	Rajapalayam Rajus’ College, Rajapalayam.	Impact of GST on E-Commerce	20 Feb. 2020
21.	International	International Conference on Disruptions In Business–Impact Post Covid-19	Kalasalingam Business School, Kalasalingam Academy of Research and Education, Krishnankoil.	The Impact of Chain Banking in India	20 June 2020
22.	International	International Conference on Disruptions In Business–Impact Post Covid-19	Kalasalingam Business School, Kalasalingam Academy of Research and Education, Krishnankoil.	“The Women Empowerment in India – pros and Cons”	20 June 2020

23.	International	Two-Day International e-Conference on Changing Landscapes in Business, Finance and Economy : A Global Perspective	Sidho-Kanho-Birsha University, Purulia, West Bengal, India	Measuring the Customer Satisfaction of Packaged Milk– A View	28&29 Nov.2020
24.	International	International Seminar (Virtual Mode)on Service Sector in India: Making New A venues in Indian Economy	Jamal Mohamed College, Tiruchirappalli.	ASTUDYONE-WALLETS A MODE FOR SUSTAINABLE DEVELOPMENT IN BANKING	13Jan. 2021
25.	International	Sixteenth International Seminar(Webinar) on Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2021)	School of Business Studies Department of Commerce and Financial Studies Bharathidasan University, Tiruchirappalli.	A STUDY ON THE APPLICATION OFSIXSIGMA-DMAIC ON BUSINESS PROCESS SERVICES.	29-30, January 2021
26.	National	ICSSR Sponsored Two Day National Seminar on Impact of Skill Development on Rural Youth In India	Ayya Nadar Janaki Ammal College, Sivakasi.	Skill Development Program For Women Empowerment	5 th and6 th May2022
27.	International	International Conference on “Building Competitiveness ThroughTechnology Enabled Business, Management & Leadership”	The American College, Madurai.	A study on Emotional Intelligence of Employees in Private organizations in Madurai District	9 th and 10 th Feb. 2024

Pandemic Period Online Courses, Webinars, FDPs, Workshop, Quiz, Seminar and Conference Attended upto 4th July 2020:

S. No.	Online Certificate Details	Total
1.	Webinar	177
2.	Faculty Development Programme	45
3.	Quiz	133
4.	Online Courses	15
5.	Workshop	2
6.	Seminar	1
7.	Conference	1

WORKSHOPS/CONFERENCES/SEMINARS/ORGANISED(AS A CONVENOR/CO-CONVENOR/ORGANISING SECRETARY)

S.No	Title	Level of Event	Date	Role	Venue
1.	The future of Accounting (Cloud Based Accounting)	National	23.07.2021	Organising Sectetary	Rajapalayam Rajus' College, Rajapalayam
2.	One Day Workshop on The Way to a Challenging Professional Career	Intra Collegiate Meeting	30.05.2022	Organising Sectetary	Rajapalayam Rajus' College, Rajapalayam

CONFERENCE / WORKSHOP/FACULTY DEVELOPMENT PROGRAMME/FACULTY INDUCTION PROGRAMME ATTENDED

S. No.	Name of the Programme	Organized by/ Sponsoring Agency	Theme of the Programme	From	To
1.	National Conference	Fatima College, Madurai.	Marketing of Ecotourism: Prospects And Challenges	03Sep. 2014	04Sep. 2014
2.	National Level Workshop	Kalasalingam University. Krishnankoil	Enriching Research Competency Using SPSS and AMOS Software	31Oct. 2015	31Oct. 2015

3.	State Level Workshop	Madurai Kamaraj University, Madurai	Application of SPSS in Humanities, Science and Social Sciences	24 Nov. 2015	25 Nov. 2015
4.	Faculty Development Program	Sri Vidya College of Engineering & Technology, Virudhunagar	Data Analysis in Social Science	05 Dec. 2015	05 Dec. 2015
5.	Faculty Development Program	Sermathai Vasan College for Women, Madurai.	Trends in Teaching and Research to Improve Higher Education	08Oct. 2016	08Oct. 2016
6.	International Conference	Women Cell Ayya Nadar Janaki Ammal College, Sivakasi.	International Conference on Women Empowerment: A Tool for Social Enrichment	8 March 2018	8 March 2018
7.	State Level Workshop	The Standard Fireworks Rajaratnam College for Women, Sivakasi	Reforms in Curriculum Design & Evaluation based on OBE	27July 2019	27July 2019
8.	Six Days Faculty Induction Programme	Rajapalayam Rajus' College, Rajapalayam	IQAC Management Sponsored Six days Faculty Induction Programme (FIP) for Teaching Staff	07Feb. 2022	12Feb.2022
9.	Five days International Faculty Development Programme	Hindusthan College of Arts and Science, Coimbatore	Five days International Faculty Development Programme on Teaching Pedagogy and Life Skill Management	27 March 2023	31 March 2023
10	Five days Faculty Development Programme	Rajapalayam Rajus' College, Rajapalayam	Professional Ethics and Classroom Managerial Skills	19June 2023	23 June 2023

11.	Train the Trainer Programme	Naan Mudhalvan	Digital Productivity and AI Fluency under the Faculty Development Programme	28 Aug. 2023	01 Sep. 2023
12.	Five Days National Level Online Faculty Development Programme	Theivanai Ammal College for Women, Villupuram	Methodology for Advanced Research and Quality Publication in current Scenario	25 Oct. 2023	31 Oct. 2023
13.	One Week online Faculty Development Programme	Vishwakarma Institute of Technology,Pune	Artificial Intelligence and generative Models	15 Jan. 2024	19 Jan. 2024
14.	One Week online Faculty Development Programme	CT University, Punjab	Effective Teaching Pedagogy: Strategies for Engaging and Empowering Learners	11March 2024	17 March 2024

Date: 12.11.2024

Place: RAJAPALAYAM

(SIGNATURE)

A.MUTHULAKSHMI