

**JAMAL MOHAMED COLLEGE (Autonomous)**

TIRUCHIRAPPALLI- 20

**RESUME (as on 01.06.2024)**

**DEPARTMENT OF COMMERCE**

1. Name : **Dr. M.HAJEERA BEGAM**
2. Date of Birth :29.07.1985
3. Address :(Including Mail ID and Telephone Number)

**Residential:**

No.2,Gandhji Street,

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Jamal Mohamed College (Autonomous)

No.8, Race Course Road, TVS Tolgate,

Trichy - 620 020.

4. Designation: Assistant Professor of Commerce

5. Educational Qualification:

Sl. No	Qualification	Board/University	Year of passing	Subject	Class
1.	<b>B.Com.,</b>	Jamal Mohamed College, (Bharathidasan University),Trichy-20.	2006	Commerce	Second
2.	<b>M.Com.,</b>	Jamal Mohamed College, (Autonomous), Trichy-20.	2007	Commerce	Distinction
3.	<b>M.Phil</b>	Jamal Mohamed College, (Autonomous), Trichy-20.	2008	Commerce	Distinction
4.	<b>Ph.D</b>	Government Arts College Trichy-22 Bharathidasan University	2023	Commerce	Commended

**6. Additional Qualification:**

Sl.No	Qualification	Board/University	Year of Passing	Percentage
1.	MDTP & DTP	Jamal Mohamed College, (Autonomous), Trichy-20	July 2005	Distinction
2.	Diploma in Urdu	Jamal Mohamed College, (Autonomous), Trichy-20	July 2004-2005	-

**7. Experience:**

UG: 12 Years

PG : 12 Years

Sl.No	Designation	Institution	Period		Total Period
			From	To	
1.	Assistant Professor of Commerce	Jamal Mohamed College (Autonomous), Trichy-20.	16.06.2012	Till Dated	12 Years

**8. Areas of Specialization: Marketing, Human Resource Management****9. Publication of Scopus Journal**

S.N O	Title of the research article	Journal Name, ISSN and Scopus	Year, Volume and Page No.
1.	A Study On Consumer Behavior In Consumer Durable Goods With Reference To Trichirappalli	International Journal of Management (IJM)	Volume 11, Issue 12, December 2020. PP: 4048-4053
2.	The Effect Of Consumer Brand Preference On Brand Loyalty For Durable Goods	International Journal Of Management (IJM)	Volume 11, Issue 11, December 2020. PP: 4048-4053

**10. Details of Paper Presented:**

Sl No.	Title of the Programme	Place	Title of the Paper	Date
1.	State Level Seminar on "Problems & Prospects of Service Sector in India"	Jamal Mohamed College, Tirchy-20.	Service Sector in India's Economy, Problems & Prospects.	12-01-2013
2.	International Seminar On "Global Competitiveness- A Challenge For Sustenance and Excellence"	Jamal Mohamed College, Tirchy-20.	Strategies For Enhancing Competitiveness of Firms Industry sectors And Country.	16-08-2013 to 17-08-2013

<b>3.</b>	State Level Seminar On “Financial Inclusion-A Way of Equitable Growth”	Jamal Mohamed College, Tiruchy-20.	Financial Inclusion And Growth Of Indian Banking System.	21-09-2013
<b>4.</b>	State Level Seminar On “Different Perspectives of Companies Act 2013 – Towards Corporate Excellence”	Jamal Mohamed College, Tiruchy-20.	Corporate Governance : an ethical perspective	01-02-2014
<b>5.</b>	National Seminar On “Marketing Strategies For Make in India Products and Services”	Jamal Mohamed College, Trichy-20.	Marketing Strategies in Life Insuranceservice.	24-01-2015
<b>6.</b>	“Financial Inclusion and Growth of Indian Banking System”	Jamal Mohamed College, Trichy-20.	International Seminar on Inclusive Economic Growth on	13-8-2015 to 14-8-2015
<b>7.</b>	One National Level Seminar on “Practical Application of Interest Free Financing For the Development”	Jamal Mohamed College, Trichy-20.	Interest free banking and economic development	13-01-2016
<b>8.</b>	One National Level Seminar on “Growth Strategies for Business Development in India”	Jamal Mohamed College, Trichy-20	Consumer Preference of Tea	28-09-2016
<b>9</b>	One National Level Seminar on “Strategic Growth of Business in New India” Prospects& Challenged.	Jamal Mohamed College, Trichy-20	A Study on Comparative Analysis of Consumer Perception Towards Super Markets Store In Tiruchirappalli District.	Dec.2017
<b>10.</b>	One day National Conference on “Advancement in Business in the Digital Era 2019”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	A Study on Consumer Perception Towards Patanjali Products with Reference in Tiruchirappalli District.	20-09.2018
<b>11.</b>	One day National Conference on “Advancement in Business in the Digital Era 2019”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	A Study on Brand Preference to Scooters Among Women Consumer with Reference in Tiruchirappalli District.	25-09-2019

12.	One day International Conference on “Advancement in Business in the Digital Era 2021”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	A Study on Customer Behavior Towards Durable Goods with special Reference to Trichirappalli	17-02-2021
13.	International Seminar on “Service Sector in India” Making New Avenues in Indian Economy.	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Influence of Consumer Brand preference on Brand Loyalty for Durable goods with special Reference to Tricirappalli	13-01-2021
14.	PRIMAX-International Journal of Commerce and Management	Jamal Mohamed College, (Autonomous) Tiruchirappalli	A Study on Consumer Behaviour in Lakme Product with reference to Tiruchirappalli	24-01-2024

### 11. Details of Seminars/Conference/Workshops/Webinar Attended:

#### Seminars Attended

Sl. No.	Title of the Programme	Place	Date
1.	A One Day National Seminar on “Emerging Business Practices in the Global Environment”	Jamal Mohamed College (Autonomous) Trichy	19.01.2017
2.	“Functional Innovations in commerce& Management ”	Annai Vailankannail Arts & Science College	08-02-2017 to 09-02-2017
3.	One Day International Conference “New Horizons of Business in the Changing Environment”	Jamal Mohamed College (Autonomous) Trichy	23-01-2019
4.	A One Day Conference on “Empowering Educators”	Vivekanandha College of Arts & Sciences for Women (Autonomous),Namakkal.	09-09-2019
5.	A One Day Conference on “Challenges to Indian Businesses.”	Aiman College of Arts& Science For Women Tiruchirappalli	11-01.2020
6.	National Level Conference on New Approaches in Business Excellence		06-03-2024 to 07-03-2024
7.	One Day International Seminar (Hybrid Mode) Navigating the future: Emerging Trends in Business and Global Dynamics “ HALLWAY BIZ’ 24	Dwaraka Doss Goverdhan Doss Vaishnav College Arumbakkam, Chennai-600 106.	07-03-2024

<b>Sl.No.</b>	<b>Name of the Workshops</b>	<b>Place</b>	<b>Date</b>
1.	One day Workshop on “The Role of a Teacher in the Present Scenario”	Internal Quality Assurance Cell, Jamal Mohamed College, (Autonomous) Tiruchirappalli	07-01-2017
2.	One day State Level Workshop on ‘GST Principles & Practices’	Jamal Mohamed College, (Autonomous) Tiruchirappalli	11-01-2018
3.	One day State Level Workshop on “Improving Teacher Practice- A Strategic Approach”	Internal Quality Assurance Cell, Jamal Mohamed College, (Autonomous) Tiruchirappalli	23-06-2018
4.	One day State Level Workshop on ‘Promoting Young Entrepreneurs ’ – Guidelines and Guidance	Department of Business Administration, Jamal Mohamed College, (Autonomous) Tiruchirappalli	17-12-2018
5.	Two-day workshop on ‘Professional Development For Academic Leadership in Curriculum Design,	Jamal Mohamed College, (Autonomous) Tiruchirappalli	18-01-2019 to 19-01-2019
6.	One-day workshop on “TALLY with GST.”.	Vivekanandha College of Arts & Sciences for Women	18-09-2019
7.	One-day workshop on “Export Procedures & Promotion–NWEP”.	Department of Business Administration, Jamal Mohamed College, (Autonomous) Tiruchirappalli	21-02-2020
8.	One-day International Workshop on “Digital Marketing”.	National College (Autonomous) Tiruchirappalli	24-02-2020
9.	Online Curriculum Workshop On Introducing BBA / MBA Rural Management Curriculum And Bharathidasan University, Trichy	National	15-12-2020
10.	One-day workshop on “Structural Equation Model (SEM) using AMOS	Jain College for Women, Chennai.	30-08-2021
11.	Six Days Virtual Workshop on “Effective Share Trading Strategies”	PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Tiruchirappalli-20	21-04-2022 To 26-04-2022
12.	One Week Online Workshop on “Ethics and Spirituality in Management With Special Reference to Vedas”	Department of Management Studies, Gurukula Kangri (Deemed to be University), Haridwar.	10-05-2022 to 14-05-2022
13.	National Level Workshop on “New Reforms in Higher Education with the Reference to NEP 2020”	SRM Institute of Science and Technology – Chennai.	14-07-2023 to 21-07-2023
14.	“5 Days Online Workshop on SPSS in Research”	Star International Foundation for Research and Education – Namakkal.	26-12-2023 to 30-12-2023

15.	One Day Online Workshop on “The Art of Emerging Powered AI Tools for Tomorrow ‘s Tech”	IQAC, Kamaraj College of Engineering & Technology K.Vellakulam	22-03-2024
16.	8- Days Research Methodology Workshop on Up scaling Research	SRM Institute of Science and Technology – Ramapuram	05-04-2024 to 15-04-2024

Sl.No.	Name of the FDP	Place	Date
1.	Three-days NLP-Based Faculty Empowerment Programme	IQAC, Jamal Mohamed College, (Autonomous) Tiruchirappalli	17-06-2017 to 20-06-2017
2.	One Day National Level Faculty Development Programme	Bon Secours College for Women, Thanjavur	10-08-2017
3.	“Functional Innovations in commerce & Management ”	Annai Vailankannail Arts & Science College	08-08-2017 to 09.08.2017
4.	FDP On “Funding Opportunities For Research Projects”	PG & Research Department Of Commerce, Periyar E.V.R College (Autonomous), Trichy-23	24-06-2020
5.	National Level One-week Faculty Development Programme on Research Methodology	Amar Sewa Mandal’s Kamala Nehru Mahavidyalaya, Nagpur	26-04-2021 to 01-05-2021
6.	Seven Days Online International FDO on “ New Paradigms in management Education”	Government First Grade College, Karnataka	07-06-2021 to 14-06-2021
7.	Online Faculty Enrichment Programme	IQAC, Jamal Mohamed College, (Autonomous) Tiruchirappalli	21-06-2021 to 25-06-2021
8.	Faculty Development Programme “E-Content Development”	IQAC, Jamal Mohamed College, (Autonomous) Tiruchirappalli	30-06-2020 to 04-07-2020
9.	Faculty Enrichment Programme on “Atrs of Writing in Indexed Journal Publications”	IQAC, Jamal Mohamed College, (Autonomous) Tiruchirappalli	28-07-2021
10.	Three days National Online FDP on “ICT Tools for Effective Teaching Learning” IQAC.	Kamla Nehru Mahavidyalaya Nagpur.	08-06-2021 to 10-06-2021
11.	Five Days online International Professional Development Programme on “ Scholarly Publishing; Swirls Unfurled”	Patrician College of Arts And Science, Chennai	14-06-2021 to 18-06-2021

<b>12.</b>	A Five days Online “Faculty Enrichment Programme” Internal Quality Assurance Cell.	Jamal Mohamed College, (Autonomous) Tiruchirappalli	21-06-2021 to 25.06.2021.
<b>13.</b>	A One day Online Faculty Enrichment Programme “Art of Writing in Index Journal Publications ”Internal Quality Assurance Cell.	Jamal Mohamed College, (Autonomous) Tiruchirappalli	28.07.2021
<b>14.</b>	Seven-days Online International FDP on “New Paradigms in Management Education”	Govt. First Grade College, Karnataka.	07-06-2021 to 14-07.2021
<b>15.</b>	Three-days FDP on “Financial Market & Investment”	St.Joesph’s College (Autonomous )Tiruchirappalli	15-12-2021 to 17-12-2021
<b>16.</b>	Online Elementary FDP on “Innovation Management”.	All India Council for Technical Education , New Delhi.	21-01-2022 to 25-01-2022
<b>17.</b>	FDP On Innovative Teaching and Research methods for Academic Excellence	PG and Research Department of Botany, Jamal Mohamed College, (Autonomous) Tiruchirappalli	24-01-2022 to 29-01-2022
<b>18.</b>	One –week National Level FDP on Investor Awareness and Education	PG and Research Department of Commerce, Jamal Mohamed College, (Autonomous) Tiruchirappalli	18-06-2022 to 26-03-2022
<b>19.</b>	A Five days online FDP “Emerging Trends and Challenges in Higher Education and Research “, IQAC.	Prince Shri Venkateshwara Arts and Science College, Gowrivakkam, Chennai.	18-04-2022 to 22-04-2022
<b>20.</b>	A Six days Virtual FDP on “Integration of ICT in Teaching Learning Process Success and Challenges “.	Bon Secours College for Women, Vilar Bypass, Thanjavur	11-05-2022 to 17-05-2022.
<b>21.</b>	A Eight days online FDP “National Level FDP on NAAC Accreditation for Teacher Education Institutes”	Azad College of Education, SATARA, Maharashtra	01-07-2022 to 08-07-2022
<b>22.</b>	FDP on Emerging Trends In Innovative Research,	Jamal Mohamed College, (Autonomous) Tiruchirappalli	03-07-2023 To 07-07-2023
<b>23.</b>	FDP on Resourcefulness on Research	M.G.R Educational and Research Institute, Chennai	13-07-2023 To 19-07-2023
<b>24.</b>	FDP on Influence of AI in Teaching & Research	Hindusthan College of Arts & Science, Coimbatore	04-09-2023 To 09-09-2023

25.	One Day national level FDP “Starting point of writing Research Paper”	Dr.Babasaheb Ambedkar Science Mahavidyalaya, Advocate Gurnath Kulkarni commerce and Management Mahavidyalaya Vasai (W) Palghar	05-09-2023
26.	Professional Skill Development Program on Research & Data Analytics in Commerce	Bon Secure College of Women, Thanjavur	04-01-2024 To 10-01-2024
27.	A Five-Day FDP On “Inspire, Engage and Empower”	PG and Research Department of English, Jamal Mohamed College, (Autonomous) Tiruchirappalli	01-02-2024 to 07-02-2024
28.	FDP on The Emerging Trends in Research and Teaching Technologies	St. Thomas College of arts and Science, Chennai	26-02-2024 to 01-03-2024
29.	One Day national level FDP on “ Research Methodology & Project Report Writing”	NTR Government Degree College for Women, Telangana	11-03-2024
30.	One Week Online FDP on “Effective Teaching Pedagogy: Strategies for Engaging and Empowering Learners	Department of Humanities and Physical Education CT Universities, Punjab	11-03-2024 to 17-03-2024
31.	Seven Days National Level FDP on Python”	Star International Foundation for Research and education Namakkal	19-03-2024 to 25-03-2024
32.	One-Week National Level FDP on “ Cloud Computing and Security”	Nagindas Khandwala College, Malad,Mumbai	21-05-2024 to 27-05-2024

Sl.No.	Name of the Webinar	Place	Date
1.	One day National webinar on “Do’s & Don’ts in Social Research”	Padmavani Arts and Science College for Women, Salem and Indian Academic Researchers Association, Tiruchirappalli	30-05-2020
2.	National Level Webinar on “Educate, Empower and Eliminate Violence Against Women”	Servit Arts and Science college for Women, Thogaimalai, Karur.	25-11-2020
3.	National webinar on “ Information & Cyber Security”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	23-08-2021
4.	National Level Webinar “ Winning in Digital AGE- New Product Development and Marketing in E- commerce Platform”	SRM Institute of Science and Technology, Ramapuram Campus Chennai-89	21-02-2024
5.	National Level Webinar “ Managing Personal Finance and Wealth Creation”	Murazar College Hojai, Assam and Association of Mutual funds in India (AMFI)	29-02-2024



## 12. Online Course:

S.N O	CourseName	Awarding Agency NPTEL/SWAYA M/  Others(specify)	Date of Enrolment s	Date of Completi on
1.	Online Certificate course “Consumer Behaviour”	SWAYAM- NPTAL Online certification	Jane-Apr 2020	Jun.16 <sup>th</sup> 2020

## 13. Details of Seminars/Conference/Workshops/Resource Person/Online courses Organized:

- ❖ **Organizing Secretary** for SIX DAY VIRTUAL WORKSHOP OF ON EFFECTIVE SHARE TRADING STRATEGIES Conducted by Post Graduate Department of Commerce (SF), Jamal Mohamed College, Trichy On 21-04-2022 to 26.04.2022

## 14. Details of In charge/Membership in Committees for Autonomous Programmed Implementation:

- Served as a Library In-charge of Commerce Department for 2013–2014.
- Served as a Vice-President of Commerce Association for 2019–2020.
- Working as a Tutor in charge from 2016–2017 till date.
- Acting as an Examination in the UG Central Valuation panel, Bharathidasan University, Trichy.

## 15. Additional Details:

- Qualification Approval by the Bharathidasan University, Trichy for Appointment to the post of Lecture in Commerce