

**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**

**TIRUCHIRAPPALLI – 20**

**DEPARTMENT OF COMMERCE – SF WOMEN**

**RESUME as on (2021-2022)**

**Name** : **M. JAMILA NASIHA**  
**Designation** : Assistant Professr  
**Date of Birth** : 06.11.1990  
**Address** : 152, Abdul Kalaam Street,  
Uddayanpatti road, KK Nager,  
Trichy – 21.  
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**EDUCATIONAL QUALIFICATIONS:**

<b>S.No</b>	<b>Qualification</b>	<b>Board/University</b>	<b>Year of Passing</b>	<b>Class</b>
1	<b>SSLC</b>	Board of Secondary Education	2006	First
2	<b>HSC</b>	Board of Higher Secondary Education	2008	First
3	<b>B.Com</b>	Bharathidasan University	2011	First
4	<b>M.Com</b>	Bharathidasan University	2017	First
5	<b>M.Phil</b>	Bharathidasan University	2019	First

**PROFESSIONAL QUALIFICATIONS:**

<b>+S.No</b>	<b>Designation</b>	<b>Institution</b>	<b>Period</b>		<b>Total Period</b>
			<b>From</b>	<b>To</b>	
1	Assistant Professor	Jamal Mohamed College	1.7. 2017	Till Date	4year

		Department of Commerce (SF-Women) Trichy – 20.			
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**Areas of Specialization** : Marketing

**Subjects Taught:**

**UG:**

Financial Services, Advanced Accounting - II, Business Economic, Business Management, Modern Marketing, Company Law, Personnel Management, Financial Management, Business Environment, Marketing, Financial Accounting, Entrepreneurial development, Insurance, Banking law and practice, Business Accounting, MBE: Advertising and Salesmanship, Business Organisation and Management, Value Education.

**PG:**

Human Resources Management, Economics For Managerial Decisions, Business Ethics and Corporate Social Responsibility.

**SEMINAR, CONFERENCE, WORKSHOP, FDP - PARTICIPATIONS/PRESENTATION:**

**International**

S.No.	Institution	Title of the Seminar	Paper Title	Date
1	Jamal Mohamed College, Trichy	Inclusive Economic Growth	Financial Inclusion.	13 <sup>th</sup> & 14 <sup>th</sup> August 2015

**National and State**

S.No.	Institution	Title of the Seminar, Conference, Workshop	Paper Title	Date
1	Jamal Mohamed College, Trichy	Practical Application of Interest Free Financing for the Economic Development	Banking.	13 <sup>th</sup> January 2016
2	Jamal Mohamed College, Trichy	Growth Strategies for Business Development in India	Growth Strategies for Human Resource Development in communication.	28 <sup>th</sup> September 2016
3	Jamal Mohamed College, Trichy	National Conference on Strategic Growth of Business in New India	A Study on the Response of Customers in Hotel Industry – Coimbatore.	23 <sup>th</sup> September 2017
4	Jamal Mohamed College,	National Seminar on Implementation and management of GST in India.	Recent impact of GST in India.	25 <sup>th</sup> January 2018

	Trichy			
5	Jamal Mohamed College, Trichy	National Conference on Advancement in Business in the Digital Era	A Study on Tourism Marketing Development with Special Reference – Tiruchirapalli.	20 <sup>th</sup> September 2018
6	Jamal Mohamed College, Trichy	New Horizons of Business in the Changing Global Environment.	A Study on the Factors Directing Corporate Behavior	23 <sup>rd</sup> January 2019
7	Jamal Mohamed College, Trichy	A One Day National Conference on “Advancement in Business in the Digital Era 2019”	A Study on Consumer Preferences Towards Online Searching in Tiruchirappalli.	25 <sup>th</sup> September 2019
8	Jamal Mohamed College, Trichy	A One Day International Conference on “Advancement in Business in the Digital Era 2021”	A Study on Consciousness of Green Marketing in Tiruchirappalli District.	17 <sup>th</sup> February 2021

#### Faculty Development Programme

S.No.	Institution	Title of the Seminar, Conference, Workshop	Date
1	Jamal Mohamed College, Trichy	NLP-Based Faculty Empowerment Programme.	17 <sup>th</sup> , 19 <sup>th</sup> & 20 <sup>th</sup> June 2017
2	Bon Secours College For Women	National Level Faculty Development Programme.	10 <sup>th</sup> August 2017
3	Jamal Mohamed College, Trichy	One Day State Level Workshop on GST Principles and practices.	11 <sup>th</sup> January 2018
4	Jamal Mohamed College, Trichy	One Day Workshop on Improving Teaching Practices – A Strategic Approach.	23 <sup>rd</sup> June 2018
5	Jamal Mohamed College, Trichy	One Day State Level Workshop on PROMOTING YOUNG ENTREPRENEURS – Guidelines and Guidance	17 <sup>th</sup> December 2018
6	Jamal Mohamed College, Trichy	UGC CPE Sponsored Two – Day Workshop on Professional Development for Academic Leadership in Curriculum Design.	18 <sup>th</sup> & 19 <sup>th</sup> January 2019
7	Jamal Mohamed	Staff Enrichment Programme on Ownership Culture	14 <sup>th</sup> June 2019

	College, Trichy		
8	Jamal Mohamed College, Trichy	One Day National Level Workshop on EXPORT PROCEDURES & PROMOTION – NWEF <sup>2</sup> .	21 <sup>st</sup> Feb 2020
9	Jayaraj Annapackiam College for Women	National Level Online Faculty Development Programme on “Effective Usage of ICT Tools for Smart Teaching”	9 <sup>th</sup> & 14 <sup>th</sup> May 2020
10	National College, Trichy	Online Workshop on Personality Development – “UNLEARN TO LEARN THE SKILL”	19 <sup>th</sup> May 2020
11	Arulmigu Palaniandavar Arts College for Women	National Level Online Faculty Development Programme on Modern Pedagogy Using Online Teaching Techniques	29 <sup>th</sup> May 2020
12	Jamal Mohamed College, Trichy	IQAC-Faculty Development Programme on “E- CONTENT DEVELOPMENT”	30 <sup>th</sup> June to 4 <sup>th</sup> July 2020
13	Bharathidasan University	Online Curriculum Workshop	15 <sup>th</sup> Dec 2020
14	Indian Academic Researcher’s Association, West Bengal.	One Week International FDP on ‘Research: Methods, Tools & Innovation’	21 <sup>th</sup> to 27 <sup>th</sup> April 2021
15	Jamal Mohamed College, Trichy	IQAC-Faculty Enrichment Programme on “Art of Writing in Indexed Journal Publications”	28 <sup>th</sup> July 2021

### Online Course & Program

S.No.	Institution	Title of the course	Date
1	Indian Accounting Association, Trichy	5 Days Online Course on FUTURISTIC ACCOUNTING	11 <sup>th</sup> to 15 <sup>th</sup> May 2020
2	Jamal Mohamed College, Trichy	2 Days Online Course on “THE ESSENCE OF RESEARCH METHODOLOGY”	16 <sup>th</sup> to 17 <sup>th</sup> May 2020
3	Jamal Mohamed	Online Course on “COMPANIES ACT 2013”	25 <sup>th</sup> May 2020

	College, Trichy		
4	Bon Secours College for Women, Thanjavur	One Week Online Program on “STRENGTHEN YOUR RESILIENCE DURING COVID 19”	1 <sup>st</sup> to 7 <sup>th</sup> June 2020

### **Online Course:**

<b>S. No</b>	<b>Course</b>	<b>Board/University</b>	<b>Year of Passing</b>	<b>Percentage</b>
1	Enhancing Soft Skills and Personality	Swayam	2020	90%

### **Details of Paper Published:**

- “A Study on the Response of Customers in Hotel Industry - Coimbatore.” Emperor International Journal of Finance and Management Research (EIJFMR), UGC Approved Journal Number: 45308 Vol. 3, Special Issue 2, December 2017, ISSN No. 2395-5929.
- “A Study on Tourism marketing Development with Special Reference to Tiruchirappalli”. International Journal of Management and Social Science (IJMSS), UGC Approved Journal Number: 63251 Vol. 8(1.2), September 2018, ISSN No. 2249-0191.
- “A Study on Consumer Preference Towards Online Searching in Tiruchirappalli”. Journal of Composition Theory (JCT), Paper Published in Volume XII, Issue IX, September 2019, ISSN No: 0731-6755.

- “A Study on Consciousness of Green Marketing in Tiruchirappalli.  
Journal of Indian Art History Congress, Paper Published in Volume  
– 27, No.1(V): 2021. ISSN : 0975-7945

**Declaration:**

I hereby state that the above mentioned details are true to the best of my knowledge.

**(M. JAMILA NASIHA)**