

# JAMAL MOHAMED COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-20

## RESUME

### DEPARTMENT OF COMMERCE

1. **Name** : A. NILOFER
2. **Date of Birth** : 31.12.1984
3. **Address** :

**Residential:**

1/47,Mappillai Naykkan Tank Street,  
Sandukadai,  
Tirchy - 620 008.  
E-Mail ID: [nilofer3112@gmail.com](mailto:nilofer3112@gmail.com)  
Mobile : 9788202454, 8248145947

**Office:**

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	Subject	Board/University	Year of passing	Class
1.	SSLC		St. Philomena's Girls Higher Secondary School, Trichy-1	2000	I Class
2.	HSC		St. Philomena's Girls Higher Secondary School, Trichy-1	2002	I Class
3.	B.Com	Commerce	Holy cross college Bharathidasan University, Trichy-2.	2005	I Class
4.	M.Com.,	Commerce	Bharathidasan University, CDE Trichy-24.	2007	I Class
5.	M. Phil	Commerce	Jamal Mohamed College, (Autonomous) Trichy-20.	2009	I Class with Distinction
6.	Ph.D	Commerce	Cauvery College for Women, Trichy		Pursuing

**6. Experience:**Under Graduate: **11Years 3 Months**Post Graduate : **11 Years 3 Months**

Sl.No	Designation	Institution	Period		Total Period
			From	To	
1.	Assistant Professor of Commerce	Jamal Mohamed College (Autonomous), Trichy-20.	16.06.2010	Till Dated	11 Years 3 Months

7. **Areas of Specialization:** Finance, Marketing, Human Resource Management8. **Languages Known:** Tamil, English, Hindi and Urdu9. **Subject Taught:**

**Under Graduate:** Principles of Accountancy, Business Organization, Business Environment, Environmental Studies, Computer DTP, Cost Accounting, Advanced Accountancy, Soft skills, Auditing, Company law, Financial Management, Stock market practices, Gender Studies, Corporate Accounting, Income Tax.

**Post Graduate:** Investment Portfolio Management, Research Methodology Industrial Relations, Human Resource Management, Business taxation, Retail Marketing, Corporate Law, Quantitative Techniques, Marketing Management, Self Development, Advanced corporate Accounting, Global financial management, Customer relationship management,

10. **Details of Paper Presented:**

Sl No.	Title Of The Programme	Place	Title Of The Paper	Date
1.	National Seminar On "Recent Trends In Indian Economy –A Management Perspective"	Jamal Mohamed College, Tiruchy-20.	Role Of Service Sector In Economic Growth	04.02.2011
2.	National Seminar On "India–An Emerging Economic Power"	Jamal Mohamed College, Tiruchy-20.	Development Of Small Scale And Cottage Industries In India	04.02.2012
3.	National Seminar On	Jamal Mohamed	Current Scenario	

	“Problems & Challenges In The Management Of MSME’s”	College, Tirchy-20.	Of Management Of Msme’s	25.02.2012
4	One Day State Level Seminar On “Problems And Prospects Of Service Sector In India”	Jamal Mohamed College, Tirchy-20.	Challenges Faced By Banking Sector In Inda-An Overview	12.01.2013
5	Two Day International Seminar On ”Global Competitiveness-A Challenge For Sustenance And Excellence”	Jamal Mohamed College, Tirchy-20.	India’s Energy Policy And Electricity Production	16.08.2013 & 17.08.2013
6	One Day State Level Seminar On “ Financial Inclusion- A Way Of Equitable Growth”	Jamal Mohamed College, Tirchy-20.	Financial Potential For The Indian Economic Growth	21.09.2013
7	One Day State Level Seminar On “ Different Perspectives Of Companies Act 2013”	Jamal Mohamed College, Tirchy-20.	Company Secretary’s Exalted Role	01.02.2014
8	Two Day International Seminar On “Global Economic Revival: A Changing Scenario”	Jamal Mohamed College, Tirchy-20.	Marketing Strategies In Life Insurance Service Sector	16.08.2014 & 17.08.2014
9	One Day National Seminar On “Marketing Strategies For Make In India Products And Services”	Jamal Mohamed College, Tirchy-20.	An Economic Analysis Of Foreign Direct Investment In India Products And Services	24.01.2015
10	Two days International Seminar on” Inclusive Economic Growth”	Jamal Mohamed College, Trichy-20.	“FDI’s in Indian telecommunication Industry”	13.8.2015 & 14.8.2015
11	One National Level Seminar on “Practical Application of Interest Free Financing For the Development”	Jamal Mohamed College, Trichy-20.	Interest free financing in Micro finance	13.01.2016
12	One day National Level Seminar on “ Growth Strategies For Business Development In India“	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Emerging challenges and prospects of FMCG Product in India	28.09. 2016
13	One day National Level Seminar on “ Strategic Growth Of Business In New	Jamal Mohamed College, (Autonomous)	“A Study on factors affecting customers	23.09.2017

	India“	Tiruchirappalli	continuous usage of online banking services in Tiruchirappalli city”	
14	One day National Level Seminar on “ implementation and management of GST In India- An Appraisal“	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Impact of GST on Two Wheeler Sector In Tiruchirappalli District	25.01.2018
15	One day international conference on “ the global logic of strategic alliances in commerce and management”	Bon Secours college for Women, Thanjavur.	Customer Behavior towards Brand Positioning among Two wheeler Motorcycles in Tiruchirappalli District	31.01.2018
16	One day National conference on “Advancement In Business In The Digital Era”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Customer Perception Towards Customer Relationship Management Practices Of State Bank Of India In Tiruchirappalli	20.09.2018
17	One day National conference on “Advancement In Business In The Digital Era”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Impact of CRM on customer Loyalty and customer retention with reference to Automobile sector in Tiruchirappalli District	20.09.2018
18	One day International conference on “New Horizons of Business in n the changing global environment”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	A study on the effect of CRM practices on customer satisfaction in Trichy city	23.01.2019
19	One day National conference on “Challenges in Indian Businesses”	AIMAN college for women Tiruchirappalli	A study on CRM Practices of online traders in Trichy city	11.01.2020
20	One day National conference on “Advancement In	Jamal Mohamed College,	Attitude towards customer retention	25.09.2019

	Business In The Digital Era”	(Autonomous) Tiruchirappalli	management of E-commerce companies in Tiruchirappalli city	
21	One day National conference on “Advancement In Business In The Digital Era 2020”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Customers perception towards CRM Practices of E-Commerce Business in Tiruchirappalli City	25.09.2019
22	One day International seminar on service sector in India: making new avenues in Indian economy	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Customer perception on CRM practices adopted in Amazon: an E-Commerce company	13.01.2021
23	One day International conference on “Advancement In Business In The Digital Era 2021”	Jamal Mohamed College, (Autonomous) Tiruchirappalli	Analyzing the perception level of the customers towards CRM Practices adopted in Snapdeal: An E-Commerce company	17.02.2121

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

#### Seminars Attended

Sl. No.	Title Of The Programme	Place	Date
1.	Seminar On “Creating Competitiveness To Excel In Higher Education – A TQM Approach”,	Jamal Mohamed College, Trichy-20.	08.12.2010
2.	One Day State Level Seminar On “Investment Opportunities And Challenges”	Jamal Mohamed College, Trichy-20.	12.1.2011
3	One Day Seminar On”Teaching Learning And Research In Higher Education-Excellence An Beyond Excellence”	Jamal Mohamed College, Tirchy-20.	07.03.2012
4	One Day International Seminar On Inclusive Management Growth	Dhanalakshmi Srinivasan College	29.02.2016

		of Arts & Science, Perambalur.	
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### Workshops Attended

Sl. No.	Name Of The Workshops	Place	Date
1.	Two Day Regional Workshop On “Research Skills In Commerce”	Jamal Mohamed College, Trichy-20.	05.04.2011 & 06.04.211
2.	One Day Workshop On “International Financial Reporting Standards” (IFRS)	Jamal Mohamed College, Trichy-20.	01.10.2011
3.	One Day State Level Workshop On “Stock Market Practices”	Jamal Mohamed College, Trichy-20.	12.01.2012
4.	One Day State Level Workshop On “Entrepreneurship Development”	Jamal Mohamed College, Trichy-20.	24.02.2015
5.	One day State Level Workshop On “ Investment in Stock Market for Beginners”	Jamal Mohamed College, Trichy-20	06.10.2016
6.	One day State Level Workshop On “GST- Principles & Practices “	Jamal Mohamed College, Trichy-20	11.01.2018
7.	Two days National Level Workshop On” Developing High Quality Research Skills”	Cauvery College for Women, Trichy-18	01.03.2018 & 02.03.2018
8	One day state level workshop on Promoting young entrepreneurs – guidelines and guidance	Jamal Mohamed College, Trichy-20	17.08.2018
9.	UGC CPE Sponsored Two Days workshop on “ Professional Development For Academic Leadership In Curriculam Design”	Jamal Mohamed College, Trichy-20	18.01.2019 & 19.01.2019
10	Two days state level technical workshop on” Intellectual Property Rights”	Cauvery College for Women, Trichy-18	26.09.2019 & 27.09.2019
11	One day National level workshop on ‘ Export procedures & Promotion	Jamal Mohamed College, Trichy-20	21.02.2020
12	One day International workshop on Digital Marketing	National College, Trichy-1	24.02.2020

## Conference Attended

Sl.No.	Name of the Conference	Place	Date
1.	“National Conference On Myths And Realities Of Business In The Digital Era”	Jamal Mohamed College, Trichy-20	17.02.2016
2	One day State level conference on “Role of RBI in Rural Economy”	AIMAN College of Arts and Science, Trichy	04.10.2016
3.	“Functional Innovations in commerce & Management ”	Annai Vailankannail Arts & Science College	08 .02.2017 & 09.02.2017

## 12. Details of Seminars/ Conference/ Workshops Organized:

Sl. No.	Title of the Seminar	Place	Date
1.	National Seminar On “Marketing Strategies For Make in India Products and Services”	Jamal Mohamed College, Tiruchirappalli -20.	24.01.2015
2.	National conference on “Advancement In Business In The Digital Era”	Jamal Mohamed College, (Autonomous) Tiruchirappalli-20.	20.09.2018

## 13. Details of In charge/ Membership in Committees for Autonomous Programme Implementation:

Tutor in- charge: III B.Com., “H” (SF-Women)

## OTHER ACTIVITIES

- Worked as a **Department Library In charge** from **Oct - 2016 to April 2021.**
- Acted as a Vice- President of Department Association for the period **June 2016 to May 2017.**

## DECLARATION

I hereby declared that all the above information is true and best of my knowledge.

Place: Trichy-20

Yours Faithfully

Date:

(A. NILOFER)