

PROFILE

PERSONAL PROFILE

Name : C. VEERALAKSHMI
Father's Name : R.CHINNARASU
Husband Name : M.RAJESH
D.O.B and : 23.01.1993
Age : 28 years
Marital Status : Married
Language Known : Tamil, English
Address : No.4/72, Middle street ,
Mudukkuppatti, Keelakurichi(Po)
Trichy - 620 011
Mobile: 8903029376
E- mail: mrajeshvino@gmail.com
Educational qualification : M.Com, M.B.A., M.Phil

Degree / Course	Subject	University / College / School name	Year	Percentage
M.Phil	Commerce	Jamal Mohamed College, Trichy – 620 020	2015-2016	83%
M.Com	Commerce	Jamal Mohamed College, Trichy – 620 020	2013-2015	68%
MBA	Business Administration	Bharathidasan University (Distance Education)	2013-2015	68%
BBA	Business Administration	Jamal Mohamed College, Trichy – 620 020	2010-2013	68%

HSC	Vivekananda Hr. Sec School, Thirupparaithurai. Trichy.	March 2010	63%
SSLC	Bhararathi High School , Allur, Trichy.	March 2008	56%

OTHER QUALIFICATION :

S.No	Course	Subject	College / Institution	Class
1	CABA - MDTP	Computer Applications, Business Accounting and Multilingual D.T.P	Computerised Calligraphy Training Centre, Trichirapalli.	B "Grade"

Attended Online Course : 02

Publication of Edited Volume Books : 02

Publication of Articles in the Journals : 04

Paper presented International Seminar : 02

Paper presented National Seminar : 05

Paper presented in State Level Seminar : 04

Attended Online Seminar : 01

Participation in Workshops : 09

Attended Faculty Development Programme : 10

Online course:

1. NPTEL course on Consumer behavior
2. Online course on "Companies Act, 2013" Organised by PG Department of Commerce (SF), Jamal Mohamed College (Autonomous) Trichy – 20 on 25-05-2020

Details of Publication of Edited Volume Books : 02

1. Paper presented on "Human Resource Practices in Tourism and Hospitality Industries in Tiruchirappalli District", National Seminar on "Growth Strategies for Business Development In India", by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 17th February, 2016. ISBN: 978-93-80622-44-6.
2. Paper presented on " A Study on Human Resource Management Practices in Select Hospital Industries in Tiruchirappalli District", National Seminar on "Growth Strategies for

Business Development In India”, by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 28th September 2016. ISSN: 0973-0303,

3. Paper presented on “Impact of GST in Indian Hotel Industry” National Seminar on “Implementation and Management of GST in India”, PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 25th January 2018. ISBN:978 – 93-87360-06-8
4. Paper presented on “Role of Technology for Financial Inclusion” National Conference on “Advancement In Business In the Digital Era”, PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on September 2018.Trichy. ISSN 2349-5138
5. Paper presented on “A Study on Consumer Perception Towards Online Shopping with Special Reference towards Tiruchirppalli City”, International Conference on “Opportunities and Challenges of Business in the Changing Scenario”, PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 23rd January 2020.Trichy. ISSN: 0474-9030
6. Paper presented on “Consumers’ Purchasing Behavior Towards Instant Food Products in Tiruchirppalli City”, International Conference on “Advancement In Business In the Digital Era 2021”, (Virtual Mode) PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 17th February 2021. ISSN NO: 2249-6661

Details of Paper presented on International Seminar: 02

1. Paper presented on “Stock exchange in flotation & Price changes” International seminar on “Global Economic Revival: A Changing Scenario” Trichy on 16th & 17th August 2014.
2. Paper presented on “ A Study on customer preference towards Internet Banking In IOB” on 23rd January 2019.

Details of Paper presented on National Seminar: 05

1. Paper presented on “A Study of Consumer Preference in Emerging Market”, National Seminar on “Marketing Strategies For Make in India Products and Services”, by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 24th January 2015.
2. Paper presented on “ A Study on Human Resource Practices in select Hospitality Industries in Tiruchirappalli District”, National Seminar on “Growth Strategies for Business

Development In India”, by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 28th September 2016.

3. Paper presented on “ Micro Finance”, National Seminar on “Practical Application of Interest Free Financing for the Economic Development”, by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 13th January 2016.
4. Paper presented on “Human Resource Practices in Tourism and Hospitality Industries in Tiruchirappalli District”, National Seminar on “Myths and Realities in Digital Era”, by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 17th February 2016.
5. Paper presented on “A study Showing The Impact of Advertising On Consumer Behaviour”, National Seminar on “Challenges to Indian Businesses”, Organised by Department of Business Administration, AIMAN College of Arts & Science For Women.

Details of Paper presented on State Level Seminar: 04

1. Paper presented on “Opportunities and Challenges in Insurance”, State Level Seminar on “Problems & Prospects of Service Sector in India”. by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 12th January 2013.
2. Paper presented on “Issues and challenges and social work practicum”, State Level Seminar on “Problems & Prospects of Service Sector in India”. by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 12th January 2013.
3. Paper presented on “Innovates Strategies of Financial Inclusion”, State Level Seminar on “Financial inclusion –A Way of Equitable Growth”. By PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 1st February 2014.
4. Paper presented on “Corporate Social Responsibilities”, State Level Seminar on “Different Perspectives of Companies Act 2013 – Towards Corporate Excellence. by PG Department of Commerce, Jamal Mohamed College (Autonomous), Trichy on 1st February 2014.

Details of Online Seminar:

1. Two days online seminar on “ How To Explode Your Mental Block” From 27-04-2020 to 28-04-2020

Participation in Workshop: 09

1. One day workshop on “Modern Research Methods and Tools” organised by St. Joseph’s (Autonomous), Tiruchirappalli on 15th October 2015.

2. One day state level workshop on “Research Methodology and Thesis Writing” organized by Swami Vivekananda Institute of Management, Vallam, Thanjavur on 10th February 2016.
3. One day National Level Workshop on “Promoting Young Entrepreneurs – Guidelines and Guidance” organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 17th December 2018
4. UGC CPE Sponsored Two-Day Workshop on “Professional development for Academic Leadership in Curriculum Design” organized by Curriculum Development Cell, Jamal Mohamed College (Autonomous), Trichy on 18th and 19th January 2019
5. One day National Level Workshop on “Export Procedures & Promotion – NWEF²” organized by Department of Business Administration, Jamal Mohamed College (Autonomous), Trichy on 21st February 2020
6. Three days Online Workshop on “Research Methodology” organized by REST Society for Research International, Krishnagiri from 18 April to 20 April.
7. One Day Online Workshop on Personality Development – “ Unlearn to learn the skill” organized by PG & Research Department of Commerce, National College (Autonomous), Tiruchirappalli – 01 on 19th May 2020
8. Online workshop on “ Introducing BBA/MBA Rural management Curriculum conducted by Department of Commerce and Financial studies, Bharathidasan University Trichy on 15-12-2020
9. Three Days online workshop on “ Statistical Analysis & Interpretation Using SPSS”, Organised by Primax Academy, Bengaluru, Karnataka, from 04-01-2021 to 06-01-2021.

Attended Faculty Development Programme: 10

1. National Level Faculty Development Programme on “Innovation, Incubation & Entrepreneurship’ Organised by PG Department & Research Centre in Commerce, Rajapalayam Rajus’ College, Rajapalayam on 05th June 2020.
2. Faculty Development programme on “E-Content Development” organized by Internal Quality Assurance Cell of Jamal Mohamed College From 30-06-2020 to 04-07-2020

3. National Level Faculty Development Programme on “Research Methodology” Organised by Amar Sewa Mendal’s Kamala Nehru Mahavidyalaya, Nagpur, on 26-04-2021 to 01-04-05-2021
4. National Level Faculty Development Programme on “Research Methodology for Social Sciences”, Organised by Indian Institute of Management and Commerce, on 17-05-2021 to 19-05-2021
5. SEBI sponsored Faculty Development Programme on “ Introduction to Securities Market” Organised by IQAC and PG & Research Department of Commerce, H.H. The Raju’s College (Autonomous), Pudukkottai on 31-05-2021.
6. One day Faculty Development Programme on “Research Funding Agencies” Organised by IQAC , St.Anne’s Degree College For Women, Bengaluru, on 29-05-2021.
7. National Level Faculty Development Programme on “ICT Tools for Effective Teaching Learning” Organised by Amar Sewa Mendal’s Kamala Nehru Mahavidyalaya, Nagpur, on 8-06-2021 to 10-06-2021.
8. Faculty Enrichment programme on organized by Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy -20, on 21-06-201 to 25-06-2021.
9. Faculty Enrichment programme on “ Art of Writing in Indexed Journal Publication” Organised by the Department of Library in Association with Internal Quality Assurance Cell, Jamal Mohamed College (Autonomous), Trichy -20, on 28-07-2021
10. Faculty Development Programme on “ Mentoring Pedagogy and Teaching for Higher Education” organized by the Department of Commerce (Accounting & Finance) on 21-08-2021.

Declaration:

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

Date :

Place :

C.VEERALAKSHMI