

**JAMAL MOHAMED COLLEGE(AUTONOMOUS)**

**TIRUCHIRAPPALLI-20.**

**DEPARTMENT OF COMMERCE-SF WOMEN**

**RESUME**

1. Name : Dr.A.ZEENATH AMMAN
2. Date of Birth : 20-05-1978
3. Address :

Residential	Office
No. 6/359	Department of commerce
Periyar Nagar	Jamal Mohamed college(Autonomous)
1 <sup>st</sup> Street	Trichy-620 020 Eachengadu
V.V.Kottai Trichy-	
620 015.	
- E-mail : [afsarasna2005@gmail.com](mailto:afsarasna2005@gmail.com)
- Mobile : 9965779770

4. Designation : Assistant Professor

5. Educational Qualification: M.Com.,M.Phil.,PGDCA.,MBA.,Ph.D.,

S.No.	Qualification	Board/ University	Year of Passing	Subject	Class
1	B.Com	Bharathidasan University/Nehru Memorial college,Puthanambatti.	1996 to 1999	Commerce	Second
2	M.com	Bharathidasan University/ Urumu Dhanalakshmi college, Kattur	1999 to 2001	Commerce	First
3	PGDCA	Bharathidasan University/ Urumu Dhanalakshmi college, Kattur	2001 to2002	Computer Science	First
4	M.Phil	Bharathidasan University	2007 to 2008	Commerce	First
5	MBA	Periyar University	2013 to 2017	Business Administration	First
6	Ph.D	Bharathidasan University/Government Arts College,Trichy	2014 to 2019	Commerce	First

6. Experience:

S.No	Designation	Institution	Period	Total period
1	Assistant professor in Commerce	Government Arts College,Trichy-22.	05-09-2009-31-03-2011	1 year 6 Months
2	Assistant professor in Commerce	National college(Autonomous), Trichy-01.	09-07-2014-30-04-2017	2 years 9 Months
3	Assistant professor in Commerce	MIET Arts and Science College,Trichy-07.	12-06-2017-13-04-2018	10 Months
4	Assistant professor in Commerce	Jamal Mohamed Collge(Autonomous), Trichy-20.	18-06-2018-Till Date	-

7. Area of Specialization : Marketing, HRM

8. Languages Known : Tamil, English, Urdu

9. Subjects Taught Graduate : Cost accounting, Principles of Accountancy, Banking, Business Economics, Environment Studies, Business Accounting, Financial Management, Business Management.

10. Post Graduate : Labour Welfare, Industrial Relations, Indirect Tax, Strategic and portfolio Management.

## 10. Details of Paper Presented

S.No .	Title of the Programme	Place	Title of the Paper	Date
01.	National Level Conference	Aadhavan College of Arts & Science Alathur, Manapparai	Human Resource Management in Tourism Development	Dec 2010
02.	National Level Conference	St. Joseph College (Autonomous) Triuchirappalli	Dimensions of E- Services, Technologies, Chal lenges & Practices	Feb 2015
03.	National Seminar	Srimad Andavan Arts & Science College, Trichi	Venture Capital	Oct 2015
04.	National Conference	Sri Venkateshwara College of Arts & Science for women Peravurani	Consumer Towards Agro Based Instant Food Products	Dec 2015
05.	National Seminar	Jamal Mohamed College (Autonomous) Tiruchi	A Study on Online Marketing Strategy Impact on Consumer Preferences in Tiruchirappalli	Dec 2017
06.	National Level Conference	Jamal Mohamed College (Autonomous)	A Study on Student Perception of Service	Sep 2018

		<b>Tiruchi</b>	<b>Quality in Online Retail Shopping Websites</b>	
<b>07.</b>	<b>National Level Conference</b>	<b>Jamal Mohamed College(Autonomous) Tiruchi</b>	<b>Usage of Mobile Banking Services Among the Customers of State Bank of India in Thiruverambur Branch</b>	<b>Sep 2018</b>
<b>08.</b>	<b>National Conference</b>	<b>Jamal Mohamed College(Autonomous) Tiruchi</b>	<b>A Study on Buying Behaviour of Consumers Towards Healthcare Products Through Online With Special Reference to Trichy Town</b>	<b>Sep 2019</b>
<b>09.</b>	<b>National Conference</b>	<b>Aiman College of Arts &amp; Science for Women</b>	<b>Analysis and Determination of Consumer Buying Behaviour for Instant Products</b>	<b>Jan 2020</b>
<b>10.</b>	<b>International Conference</b>	<b>Jamal Mohamed College(Autonomous) Tiruchi</b>	<b>Analysis of Consumer Buying Behaviour of Instant Food Products in Manapparai</b>	<b>Feb 2021</b>
<b>11.</b>	<b>International Conference</b>	<b>Jamal Mohamed College(Autonomous) Tiruchi</b>	<b>An Analysis of Effectiveness Towards Online Education in Musiri</b>	<b>Feb 2021</b>

## **11. Details of Paper Published**

**1. A. Zeenath Amman (2014): “Genesis of Retail Marketing Scenario in India”**

**Raja Publishers, Tiruchirppalli District, ISBN.978-93-80394-50-3.**

**2. A. Zeenath Amman (2015): “A Study on Buying Behaviour of Consumer**

**Towards Instant Food Products” Primax International Journal of Commerce & Management, Research, Karnataka, Bangalore ISSN No.2321- 3604.**

**3. A. Zeenath Amman (2016): “A Study on Consumer Behaviour of Instant Food Products with Special Reference To Tiruchirappalli city”. International Journal of**

**Economics & Management Studies, Seventh Sense Research Group, Volume 3 Issue-I, ISSN.2393-9125.**

**4. A. Zeenath Amman (2016): “A Study on Consumer Behaviour of Instant Food Products in Tiruchirappalli city”. Golden Research Thoughts, Volume 6, Issue-4, ISSN 2231-5063.**

**5. A. Zeenath Amman (2017): “A Study on Marketing Strategy Impact on Consumer Preference**

in Tiruchirappalli College Students” Emperor International Journal of Finance & Management Research, Vol-III, Issue-2.

6. A. Zeenath Amman (2018): “A Study on Student Perception of Service Quality in Online Retail Shopping Websites” International Journal of Management and Social Science(IJMSS),Vol.8(1.2) Sep 2018. P-ISSN 2249- 0191 Of Speak Foundation.

7. A. Zeenath Amman (2019): “A Study on Buying Behaviour of Consumers Towards Healthcare Products Through Online With Special Reference to Trichy Town. The International Journal of Analytical and Experimental Modal Analysis. An ISSN No.0886-9367, Vol.XI, Issue IX, Ser-2019.

8. A. Zeenath Amman (2021): “An analysis of Consumer Buying Behaviour of Instant Food Products in Manapparai - SAMBODHI, A Quarterly Peer Reviewed, Refereed Research Journal, Vol-44 No.01 (VI) Jan – March 2021.

9. A. Zeenath Amman (2021): “An Analysis of Effectiveness Towards Online education in Musiri.

12. Paper Participated:

<b>S.No.</b>	<b>Title of the Programme</b>	<b>Place</b>	<b>Title of the Paper</b>	<b>Date</b>
<b>01.</b>	<b>International Conference</b>	<b>Jamal Mohamed College (Autonomous) Tiruchirappalli</b>	<b>A Study On Consumer Awareness on Instant Food Products in Trichy Town.</b>	<b>Jan 2019</b>
<b>02.</b>	<b>National Seminar</b>	<b>Jamal Mohamed College (Autonomous) Tiruchirappalli</b>	<b>E-Commerce in Retail Marketing</b>	<b>Sep 2022 21 &amp; 22</b>

### **13. Workshop Attended:**

<b>S.No.</b>	<b>Name of the Workshop</b>	<b>Level</b>	<b>Date &amp; Venue</b>	<b>Title</b>
<b>01.</b>	<b>Internal Quality Assurance Cell</b>	<b>Workshop</b>	<b>23<sup>rd</sup> June 2018</b>	<b>Improving Teaching Practices-A Strategy Approach</b>
<b>02.</b>	<b>Promoting Young Entrepreneurs</b>	<b>State Level</b>	<b>17<sup>th</sup> Dec 2018</b>	<b>Promoting Young Entrepreneurs-Guidelines and Guidance</b>
<b>03.</b>	<b>Curriculum development Cell</b>	<b>UGC - CPE</b>	<b>19<sup>TH</sup> Jan 2019</b>	<b>Professional Development for Academic Leadership on Curriculum Design</b>



	<b>Research Proposal Writing</b>	<b>Workshop</b>	<b>20<sup>th</sup> Dec 2019</b>	<b>ICSSR</b>
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04.	& Funding Agencies	Training and Placement Cell E.V.R. College		Sponsored Research Proposal Writing & Funding Agencies
05.	NWEP <sup>2</sup>	National	21 <sup>st</sup> Feb 2020	Export Procedures and Promotion
06.	Rest Society for Research International	International	20 <sup>th</sup> April 2020	Online Research Methodology
07.	Mahathma Gandhi National Council of Rural Education	Workshop	15 <sup>th</sup> Dec 2020	Online curriculum on Introducing BBA/MBA Rural Management
08.	Ministry of Consumers Affairs Government of India	Online Workshop	19 & 20 <sup>th</sup> Nov, 2021	Empowering Rural Consumers
09.	IQAC	S.K.B.R Government Degree College- Guntur	21-02-2022 to 28-02-2022	The Seven Assessment Criteria for NAAC

#### 14. Faculty Development Programme

S.No.	Name of the FDP	Place	Date
01.	"Evolution of Teaching Learning Process – Post Covid 19".	Bharath Institute of Higher Education and Research	15-05- 2020

<b>02.</b>	<b>Orientation Programme-</b>	<b>Ramanujan College-University of</b>	<b>04-06-2020 to</b>
<b>03.</b>	<b>Professional Progression in Commerce and Management</b>	<b>Justice Basheer Ahmed Sayeed College.Chennai</b>	<b>14 to 20 Dec 2022</b>

	<b>Ministry of Human Resource Development</b>	<b>Delhi</b>	<b>01-07-2020</b>
<b>03.</b>	<b>Research Funding Agency</b>	<b>St.Anne's degree college for women</b>	<b>29-05-2021</b>
<b>04.</b>	<b>Introduction to Securities Market</b>	<b>Rajah's College(Autonomous),Pudukottai</b>	<b>31-05-2021</b>
<b>05.</b>	<b>Faculty Enrichment Programme</b>	<b>Jamal Mohamed College, Trichy</b>	<b>21-06-2021 to 25-06-2021</b>
<b>06.</b>	<b>Strategies for Management Research</b>	<b>Kongu Arts and Science College,Erode</b>	<b>12-07-2021</b>
<b>07.</b>	<b>Mentoring Pedagogy and Teaching for Higher Education</b>	<b>Prince Shri Venkateshwara Arts and Science College</b>	<b>21-08-2021</b>
<b>08.</b>	<b>An Investor Education</b>	<b>Bishop Heber College-Trichy</b>	<b>02-02-2022 to 09-02-2022</b>
<b>09.</b>	<b>Innovative Technical Educational Practices and Academic Leadership</b>	<b>All India Council for Technical Education-AICTE-NEW DELHI</b>	<b>07-02-1022 to 11-02-2022</b>
<b>10.</b>	<b>Investor Awareness and Education</b>	<b>Sraddha Academy of Financial Education</b>	<b>18-03-2022 to 26-03-2022</b>

**Webinar Attended:**

<b>S.No.</b>	<b>Name of the Webinar</b>	<b>Place</b>	<b>Date</b>
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<b>01.</b>	<b>National-Legacy in Personal Finance</b>	<b>Jamal Mohamed College(Autonomous) Trichy</b>	<b>18-08-2021</b>
<b>0 2.</b>	<b>National Information and Cyber</b>	<b>Jamal Mohamed</b>	<b>23-08-2021</b>

	Security	College(Autonomous) Trichy	
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### 15. Online Course

S.No.	Name of the course	Date of Completion	Percentage
01	SWAYAM- Personality Development	November - 2019	76

### 16. Resource Person

<b>S.No.</b>	<b>Name of the College Acted as Resource Person</b>	<b>Date</b>	<b>Topic</b>
<b>01</b>	<b>Karur Velalar College of Arts &amp; Science for Women</b>	<b>9<sup>th</sup> Nov 2020</b>	<b>“Innovation In Business”.</b>

### **DECLARATION**

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

Place : Trichy

Yours Faithfully,

Date :

**(A.ZEENATH AMMAN)**