

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,
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EDUCATIONAL QUALIFICATIONS:

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

PROFESSIONAL QUALIFICATIONS:

+S.No	Designation	Institution	Period		Total Period
			From	To	
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 th & 14 th 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 th January 2016
2	Jamal Mohamed College, Trichy	Growth Strategies for Business Development in India	Growth Strategies for Human Resource Development in communication.	28 th 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 th September 2017
4	Jamal Mohamed College,	National Seminar on Implementation and management of GST in India.	Recent impact of GST in India.	25 th 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 th 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 rd 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 th 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 th 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 th , 19 th & 20 th June 2017
2	Bon Secours College For Women	National Level Faculty Development Programme.	10 th August 2017
3	Jamal Mohamed College, Trichy	One Day State Level Workshop on GST Principles and practices.	11 th January 2018
4	Jamal Mohamed College, Trichy	One Day Workshop on Improving Teaching Practices – A Strategic Approach.	23 rd June 2018
5	Jamal Mohamed College, Trichy	One Day State Level Workshop on PROMOTING YOUNG ENTREPRENEURS – Guidelines and Guidance	17 th December 2018
6	Jamal Mohamed College, Trichy	UGC CPE Sponsored Two – Day Workshop on Professional Development for Academic Leadership in Curriculum Design.	18 th & 19 th January 2019
7	Jamal Mohamed	Staff Enrichment Programme on Ownership Culture	14 th June 2019

	College, Trichy		
8	Jamal Mohamed College, Trichy	One Day National Level Workshop on EXPORT PROCEDURES & PROMOTION – NWEF ² .	21 st Feb 2020
9	Jayaraj Annapackiam College for Women	National Level Online Faculty Development Programme on “Effective Usage of ICT Tools for Smart Teaching”	9 th & 14 th May 2020
10	National College, Trichy	Online Workshop on Personality Development – “UNLEARN TO LEARN THE SKILL”	19 th May 2020
11	Arulmigu Palaniandavar Arts College for Women	National Level Online Faculty Development Programme on Modern Pedagogy Using Online Teaching Techniques	29 th May 2020
12	Jamal Mohamed College, Trichy	IQAC-Faculty Development Programme on “E-CONTENT DEVELOPMENT”	30 th June to 4 th July 2020
13	Bharathidasan University	Online Curriculum Workshop	15 th Dec 2020
14	Indian Academic Researcher’s Association, West Bengal.	One Week International FDP on ‘Research: Methods, Tools & Innovation’	21 th to 27 th April 2021
15	Jamal Mohamed College, Trichy	IQAC-Faculty Enrichment Programme on “Art of Writing in Indexed Journal Publications”	28 th 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 th to 15 th May 2020
2	Jamal Mohamed College, Trichy	2 Days Online Course on “THE ESSENCE OF RESEARCH METHODOLOGY”	16 th to 17 th May 2020
3	Jamal Mohamed	Online Course on “COMPANIES ACT 2013”	25 th May 2020

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

Online Course:

S. No	Course	Board/University	Year of Passing	Percentage
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)