

# RESUME

Name : **Dr.A.ZEENATH AMMAN**

Date of Birth : 20-05-1978

Address :

<b>Residential</b>	<b>Office</b>
No. 6/282	Department of Commerce
Periyar Nagar, 1 <sup>st</sup> street	Jamal Mohamed College (Autonomous)
Eachengadu, V.V. Kottai.	Trichy – 620 020
Trichy – 620 015.	

E-mail : [afsarasna2005@gmail.com](mailto:afsarasna2005@gmail.com)

Mobile : 9965779770

Designation : Assistant Professor

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

<b>Qualification</b>	<b>Board/ University</b>	<b>Year of Passing</b>	<b>Subject</b>	<b>Class</b>
B.Com	Bharathidasan University/Nehru Memorial college, Puthanambatti.	1996 to 1999	Commerce	Second
M.com	Bharathidasan University/ Urumu Dhanalakshmi college, Kattur	1999 to 2001	Commerce	First
PGDCA	Bharathidasan University/ Urumu Dhanalakshmi college, Kattur	2001 to2002	Computer Science	First
M.Phil	Bharathidasan University	2007 to 2008	Commerce	First
MBA	Periyar University	2013 to 2016	Business Administration	First
Ph.D	Bharathidasan University/Govern ment Arts College,Trichy	2014 to 2019	Commerce	First

**Experience:**

<b>S.No.</b>	<b>Designation</b>	<b>Institution</b>	<b>Period</b>	<b>Total period</b>
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	

Area of Specialization : Marketing, HRM

Languages Known : Tamil, English, Urdu

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

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

## Details of Paper Presented

<b>S.No.</b>	<b>Title of the Programme</b>	<b>Place</b>	<b>Title of the Paper</b>	<b>Date</b>
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, Challenges & 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) Tiruchi	A Study on Student Perception of Service Quality in Online Retail Shopping Websites	Sep 2018
07.	National Level Conference	Jamal Mohamed College(Autonomous) Tiruchi	Usage of Mobile Banking Services Among the Customers of State Bank of India in Thiruverambur Branch	Sep 2018
08.	National Conference	Jamal Mohamed College (Autonomous) Tirchy	A Study on Buying Behaviour of Consumers Towards Healthcare Products Through Online With Special Reference to Trichy Town	Sep 2019

09.	National Conference	Aiman College of Arts & Science for Women	Analysis and Determination of Consumer Buying Behaviour for Instant Products	Jan 2020
10.	International Conference	Jamal Mohamed College(Autonomous) Tiruchi	Analysis of Consumer Buying Behaviour of Instant Food Products in Manapparai	Feb 2021
11.	International Conference	Jamal Mohamed College(Autonomous) Tiruchi	An Analysis of Effectiveness Towards Online Education in Musiri	Feb 2021

### 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

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 . 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

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.

#### **Paper Participated:**

<b>S.No.</b>	<b>Title of the Programme</b>	<b>Place</b>	<b>Title of the Paper</b>	<b>Date</b>
01.	International Conference	Jamal Mohamed College (Autonomous) Tiruchirappalli	A Study On Consumer Awareness on Instant Food Products in Trichy Town.	Jan 2019

#### **Workshop Attended:**

<b>S.No.</b>	<b>Name of the Workshop</b>	<b>Level</b>	<b>Date &amp; Venue</b>	<b>Title</b>
01.	Internal Quality Assurance Cell	Workshop	23 <sup>rd</sup> June 2018	Improving Teaching Practices-A Strategy Approach
02.	Promoting Young Entrepreneurs	State Level	17 <sup>th</sup> Dec 2018	Promoting Young Entrepreneurs-Guidelines and Guidance
03.	Curriculum development Cell	UGC - CPE	19 <sup>TH</sup> Jan 2019	Professional Development for Academic Leadership on Curriculum Design
04.	Research Proposal Writing & Funding Agencies	Workshop Training and Placement Cell E.V.R. College	20 <sup>th</sup> Dec 2019	ICSSR 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	Workshop	15 <sup>th</sup> Dec 2020	Online curriculum on Introducing BBA/MBA Rural Management

	Council of Rural Education			
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### 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 <sup>th</sup> May 2020
02.	Research Funding Agency	St.Anne’s Defree college for women	29-05-2021
03.	Introduction to Securities Market	Rajah’s College(Autonomous),Pudukottai	31-05-2021
04.	Faculty Enrichment programme	Jamal Mohamed College,Trichy	21-06-2021-25-06-2021
05.	Strategies for Management Research	Kongu Arts and Science College,Erode	12-07-2021
06.	Mentoring Pedagogy and Teaching foe Higher Education	Prince Shri Venkateshwara Arts and Science College	21-08-2021

### Webinar Attended:

S.No.	Name of the Webinar	Place	Date
01.	National- Legacy in Personal Finanace	Jamal Mohamed College(Autonomous)Trichy-20.	18-08-2021
02.	National - Information and Cyber Security	Jamal Mohamed College(Autonomous)Trichy-20.	23-08-2021

### Online Course

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

	Development		
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### **Resource Person**

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

### **DECLARATION**

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

Place : Trichy

Your's Faithfully,

Date :

(A.ZEENATH AMMAN)