

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)
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- E-mail : afsarasna2005@gmail.com
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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, Urudu
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,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)	A Study on Student Perception of Service	Sep 2018

		Tiruchi	Quality in Online Retail Shopping Websites	
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) Tiruchi	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

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 ofConsumer

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:

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

13. Workshop Attended:

S.No.	Name of the Workshop	Level	Date & Venue	Title
01.	Internal Quality Assurance Cell	Workshop	23rd June 2018	Improving Teaching Practices-A Strategy Approach
02.	Promoting Young Entrepreneurs	State Level	17th Dec 2018	Promoting Young Entrepreneurs-Guidelines and Guidance
03.	Curriculum development Cell	UGC - CPE	19TH Jan 2019	Professional Development for Academic Leadership on Curriculum Design
	Research Proposal Writing	Workshop	20th Dec 2019	ICSSR

04.	& Funding Agencies	Training and Placement Cell E.V.R. College		Sponsored Research Proposal Writing & Funding Agencies
05.	NWEP²	National	21st Feb 2020	Export Procedures and Promotion
06.	Rest Society for Research International	International	20th April 2020	Online Research Methodology
07.	Mahathma Gandhi National Council of Rural Education	Workshop	15th Dec 2020	Online curriculum on Introducing BBA/MBA Rural Management
08.	Periyar E.V.R College	Online Workshop	19 & 20th Nov,2021	Empowering Rural Consumers

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
02.	Orientation Programme-	Ramanujan College-University of	04-06-2020 to

	Ministry of Human Resource Development	Delhi	01-07-2020
03.	Research Funding Agency	St.Anne's degree college for women	29-05-2021
04.	Introduction to Securities Market	Rajah's College(Autonomous),Pudukottai	31-05-2021
05.	Faculty Enrichment Programme	Jamal Mohamed College, Trichy	21-06-2021 to 25-06-2021
06.	Strategies for Management Research	Kongu Arts and Science College,Erode	12-07-2021
07.	Mentoring Pedagogy and Teaching for 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 Finance	Jamal Mohamed College(Autonomous) Trichy	18-08-2021
02.	National Information and Cyber	Jamal Mohamed	23-08-2021

	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

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

DECLARATION

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

Place : Trichy

Yours Faithfully,

Date :

(A.ZEENATH AMMAN)