



Mrs. R. Tiffany

Head & Assistant Professor

PG & Research Department of Commerce

Holy Cross Home Science College, Thoothukudi

e-mail : tiffanyfdo@gmail.com

Date of Joining: 1st July, 2015

Education : M.Com., M.Phil., SET

Education and Credentials:

| Educational Qualification | University/ Board | Specialization | Year of Passing |
|----------------------------------|--|-----------------------|------------------------|
| Ph.D. | Manonmaniam Sundaranar University Tirunelveli | Marketing | Pursuing |
| SET | Mother Teresa Women's University Kodaikanal | Commerce | 2018 |
| M.Phil | Manonmaniam Sundaranar University Tirunelveli | Marketing | 2014 |
| M.Com | Manonmaniam Sundaranar University Tirunelveli | Finance | 2013 |
| B.Com | Manonmaniam Sundaranar University Tirunelveli | Finance | 2011 |

Positions Held :

- ♣ Member in Fine Arts Committee
- ♣ Member in IQAC
- ♣ Member in Alumnae Association
- ♣ Staff-in-charge of Add on Courses
- ♣ Co-Ordinator of PTA
- ♣ Nodal Officer of NIRF & AISHE

**Seminars
Attended**

- National Seminar on “Trends in Accounting, Taxation and Management – Today and Tomorrow” organized by Department of Commerce, St. Mary’s College, Thoothukudi on 9th & 10th December, 2010.
- UGC sponsored Workshop on ‘SPSS and its practical application in research’ organized by Research Department of Commerce, V.O. Chidambaram College, Thoothukudi on 24th June, 2014 to 26th June, 2014.
- ICSSR – Ministry of Human Resources Development sponsored National Seminar on “Public Distribution System in India” organized by Research Department of Commerce, V.O. Chidambaram College, Thoothukudi on 13th & 14th November, 2014.
- Workshop on “Effect of National Education Policy 2016 in the present scenario” on 08th & 09th September 2016 at V.O. Chidambaram College of Education, Thoothukudi.
- National Seminar on “Context for Flourish startup in India” organized by the Department of Commerce held at Holy Cross College, Nagercoil on 31st August, 2018.
- One day Seminar on “Quality Research and Publications” organized by Centre for Research, Manonmaniam Sundaranar University, Tirunelveli on 7th December, 2018.
- Two day Workshop on “NAAC Reforms: Outcome based Education - an overview” held at V.O.Chidambaram College, Thoothukudi on 14th and 15th December, 2018.
- One day State Level Workshop on “Impact of GST Implementation” held at Kamaraj College, Thoothukudi on 16th October, 2018.
- **Participated in a one day National Workshop on “Research Report Writing” organized by the** Research Department of Commerce, Kamaraj College, Thoothukudi held on 6th April, 2019.
- Attended a One day State Level Conference on “Best Auditing Practices” held on 13th April, 2019 at Kamaraj College, Thoothukudi.
- Participated in a one day International Conference on “Tax Performance of Central Government in India” organized by Wavoo Wajeetha Women’s College of Arts and Science, Kayalpatnam held on 1st

August, 2019.

☉ Participated in a One Day National Seminar on “E-Resources for Teachers of HEIs” organized by Centre for Teacher Resource and Academic Support, School of Education, Under the scheme of Pandit Madan Mohan Malaviya National Mission on Teachers and Training (an MHRD Project, Government of India) held at Manonmaniam Sundaranar University, Tirunelveli on 25th November, 2019.

☉ Participated in the Workshop on NIRF India Ranking 2023 organised by MS University and Tamil Nadu State Council for Higher Education on 29th December, 2022.

- Papers Presented :**
- 📄 Presented a paper on ‘Micro Finance in India’ in National Seminar on “Trends in Accounting, Taxation and Management – Today and Tomorrow” organized by Department of Commerce, St. Mary’s College, Thoothukudi on 9th & 10th December, 2010.
 - 📄 Presented a paper on the topic ‘Service Quality and Customer Satisfaction in Services of Retail Banking in Public and Private Sector Banks in India’ in the “International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development” at Sai Ram Institute of Management Studies, Chennai on 20th & 21st December, 2013.
 - 📄 Presented a paper entitled ‘ Awareness and attitudes of Cardholders in Purchasing Commodities under PDS’ at the National Seminar on “Public Distribution System in India” organized by Research Department of Commerce, V.O. Chidambaram College, Thoothukudi on 13th & 14th November, 2014.
 - 📄 Presented a paper entitled ‘ Satisfaction level of BPL families in PDS’ at the National Seminar on “Public Distribution System in India” organized by Research Department of Commerce, V.O. Chidambaram College, Thoothukudi on 13th & 14th November, 2014.
 - 📄 Presented a paper in the UGC Sponsored National Seminar on current business and economic condition in India held at Sadakathullah Appa College, Tirunelveli on the topic “Customer perception towards Internet

Banking in Thoothukudi”, on 14th February,2019. UGC Reference no.: 64130, ISSN: 2347 7644, Vol 6, Special Issue 2, March, 2019.

Presented a paper in the UGC Sponsored National Seminar on current business and economic condition in India held at Sadakathullah Appa College,Tirunelveli on the topic “A study on Rural Economy in India”, on 14th February,2019. UGC Reference no.: 64130, ISSN: 2347 7644, Vol 6, Special Issue 2, March, 2019.

Published a paper in a Scopus Indexed Journal - International Journal of Recent Technology and Engineering (IJRTE) on the topic “Attitude of Staff Working in Primary Health Centres with Special Reference to Thoothukudi District” with ISSN: 2277-3878, Volume-8 Issue-4S3, December 2019.

**Papers
Published**

Published a paper on ‘Micro Finance in India’ in National Seminar on “Trends in Accounting, Taxation and Management – Today and Tomorrow” organized by Department of Commerce, St. Mary’s College, Thoothukudi on 9th & 10th December, 2010.

Published a paper on the topic ‘Service Quality and Customer Satisfaction in Services of Retail Banking in Public and Private Sector Banks in India’ in the “International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development” at Sai Ram Institute of Management Studies, Chennai on 20th & 21st December, 2013.

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Published a paper entitled ‘ Satisfaction level of BPL families in PDS’ at the National Seminar on “Public Distribution System in India” organized by Research Department of Commerce, V.O. Chidambaram College, Thoothukudi on 13th & 14th November, 2014.

Published a paper on ‘Perception of Students in using the Internet for

Education’ in the International Journal of Informative & Futuristic Research.

Vol.4 - Issue 1, September 2016, pp. 4938-4945. ISSN: 2347-1697

✉ Published a paper entitled ‘Implications of Goods and Services Tax on E-Commerce’ at the National Seminar on “Impact of Goods and Service Tax on Consumerism organized by Department of Commerce, Holy Cross Home Science College, Thoothukudi on 10th February, 2017.

✉ Published a paper on ‘Impact of Foreign Direct Investment in the Retail Sector’ in the International Journal of Informative & Futuristic Research. Vol.5 - Issue 2, October 2017. pp 8829-8836, ISSN: 2347-1697

✉ Published a paper on ‘A Study on Green Marketing Practices in Thoothukudi’ in the ICSSR sponsored National Conference on Sustainable Green Business (NCSGB 2018) organised by Alagappa Institute of Management, Alagappa University, Karaikudi in Shanlax International Journal of Management - Vol. 5, Special Issue 3, March 2018, ISSN: 2321-4643, UGC Approval Number: 44278

✉ Published a paper on ‘A Study on the Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi’ in the International Conference on “Recent Trends in Multi-Disciplinary Research held at V.O.C College, Thoothukudi on 19 & 20 April 2018 in International Journal of Science, Engineering and Management. Vol 3, Issue 4, pp: 613-617, April 2018. ISSN Online: 2456-1304. Doi:https://www.technoarete.org/common_abstract/pdf/IJSEM/v5/i4/Ext_86154.pdf .

✉ Published a paper in the International Seminar on “Recent Trends in Marketing Technology” organized by Morappur Kongu College of Arts and Science, Morappur on the topic ‘A study on Consumer Awareness and usage of e-banking transactions through mobile phone in Thoothukudi’. ISSN:2320-4168, Vol. 6, Special Issue 1, pp: 151-157, September 2018 in Shanlax International Journal of Commerce.

✉ Published a paper in the UGC Sponsored National Seminar on current business and economic condition in India held at Sadakathullah Appa College, Tirunelveli on the topic “Customer perception towards Internet

Banking in Thoothukudi”, on 14th February,2019. UGC Reference no.: 64130, ISSN: 2347 7644, Vol 6, Special Issue 2, pp:37-41, March, 2019.

✉ Published a paper in the UGC Sponsored National Seminar on current business and economic condition in India held at Sadakathullah Appa College, Tirunelveli on the topic “A study on Rural Economy in India”, on 14th February,2019. UGC Reference no.: 64130, ISSN: 2347 7644, Vol 6, Special Issue 2, pp: 361-364, March, 2019.

✉ Published a paper in the National Conference on “Dimensions of E-Commerce and E-management in Business Environment and its implications” organized 27th February, 2019 on by Manonmaniam Sundaranar University Constituent Model College, Nagalapuram on the topic ‘Consumer Attitude towards Mobile Advertising and its impact on Purchase Intention in Thoothukudi’ with ISBN: 978-93-867122-60-8.

✉ Published a paper in a Scopus Indexed Journal - International Journal of Recent Technology and Engineering (IJRTE) on the topic “Attitude of Staff Working in Primary Health Centres with Special Reference to Thoothukudi District” with ISSN: 2277-3878, Volume-8 Issue-4S3, pp: 130-133, December 2019 url: <https://www.ijrte.org/wp-content/uploads/papers/v8i4S3/D10161284S319.pdf> .

✉ Published a paper on ‘An Initiative Transformation of Online Food Delivery with Special Reference to Zomato’ in the International Conference on “Intellectual Property and Entrepreneurship” in the UGC care Approved International Indexed and Referred Journal - Our Heritage. ISSN: 0474-9030, Vol 68- Issue 55,pp: 27-33, February 2020.

✉ Published a paper on “A study on impact of digital marketing towards online shopping in Thoothukudi” in the Two Days National Level Seminar ICSSR Sponsored on “Entrepreneurship and Innovation” organised by St. Mary’s College (Autonomous), Thoothukudi on 24 & 25th February, 2022.

Chapters : ✉ Contributed a chapter on “A Study on Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi” in the book “Technology Learning for Next Generation” published by Krishna Publication House, Gujarat with ISBN: 978-81-947388-3-1(Nov 2020).

Contributed

✍ Contributed a chapter on “A Study on the Impact of Social Media Marketing Towards Online Shopping in Thoothukudi” in the book “Prospects & Challenges of Social Media Advertising” published by InSc International Publishers (IIP), Karnataka with ISBN 978-1-956102-40-6, 195610240X. (Aug 2021).

✍ Contributed a chapter on “A Study on the Impact of Green Marketing in Thoothukudi” in the book “Contemporary Issues in Marketing Management” published by MKSES Publisher, Lucknow, India with ISBN 978-93-91248-17-8, August 2021.

✍ Contributed a chapter on “A Study on the Awareness and Attitudes about Entrepreneurship among the College Students” in the book “Innovative and Sustainable Business Practices in Commerce and Management” with ISBN 978-81-967593-6-0, December 2023.

**Webinars
Attended** :

🕒 Moodle Test for Teachers - Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, MHRD, Govt., of India on 2nd May,2020.

🕒 Webinar on “Impact of Covid on Economy & Management of Finances” during this period organized by Shri Shankarlal Sundarbai Shashun Jain College for Women, Chennai on 4th May,2020.

🕒 Webinar on “The Power of a Teacher” organized by ICT Academy on 4th May,2020.

🕒 International Webinar on "Enhancing English Communicative Competence of Students using Visuals" organized by Tamil Nadu Teachers Education University & Annai College of Education on 6th May,2020.

🕒 A Special Lecture on Education 4.0 organized by V.O.Chidambaram College, Thoothukudi on 8th May,2020.

🕒 National Webinar on “Cyber Crime during Corona Virus era, its prevention & protection” organized by Mithibai College of Arts, Chauhan Institute of Science & Ambrutben Jivanlal College of Commerce & Economics, Mumbai & Centre for Human Excellence, RUSA 2-Component 8 on 7th May,2020.

🕒 Workshop on “Impact of Lockdown on Indian Business” organized by Immaculate College for Women, Viriyur on 8th May,2020.

- ☉ Webinar on “The Art of Teaching is the Art of Assisting” organized by Hindusthan College of Arts & Science on 11th May,2020.
- ☉ Online Certificate Course on “Startup Launchpad” organized by Geetha Jeevan Arts & Science College, Thoothukudi from 11th May,2020 to 17th May, 2020.
- ☉ International Webinar on “Covid-19: Considerations for Vaccine” organized by Mithibai College of Arts, Chauhan Institute of Science & Ambrutben Jivanlal College of Commerce & Economics, Mumbai & Centre for Human Excellence, RUSA 2- Component 8 on 12th May,2020.
- ☉ National Webinar “Impact of Covid-19 on Commerce & Tourism & Industry” organized by Mithibai College of Arts, Chauhan Institute of Science & Ambrutben Jivanlal College of Commerce & Economics, Mumbai & Centre for Human Excellence, RUSA 2- Component 8 on 14th May,2020.
- ☉ National Webinar on “Knowledge Generation in Education during COVID-19 Pandemic Bombay” organized by Teachers’ Training College, HSNC University & Department of Education, University of Mumbai from 14th May,2020 to 16th May, 2020.
- ☉ Webinar on “An Insight Into NAAC – RAF” organized by V.O.Chidambaram College, Thoothukudi on 22nd May, 2020.
- ☉ Webinar on “Accelerating Industry 4.0 :- A Post Covid Paradigm: Day 2 - Accelerating Industry 4.0 - A Learning & Development Perspective” organized ICT Academy on 26th May, 2020.
- ☉ Webinar on “Actions & reflections in Research paper Writing” organized by Nazereth Margoschis College, Pillaiyanmanai on 30th May, 2020.
- ☉ National Webinar on “Risk Management in Times of Crisis” organized by St Joseph’s College(Autonomous), Irinjalakuda & Finmark Trainers India Pvt Ltd on 31st May, 2020.
- ☉ National Webinar on “Knowledge Generation in Education during COVID-19 Pandemic – Qualitative Research” organized by Bombay Teachers’ Training College, HSNC University & Department of Education, University of Mumbai from 1st June, 2020 to 6th June, 2020.

- ☉ International Webinar on “Effective usage of ICT Tools for Higher Education” organized by Servite Arts & Science College for Women, Thogamalai on 3rd June, 2020.
- ☉ International Webinar on “Cyber Awareness for Women” organized by Jayaraj Annapackiam College for Women, Periyakulam on 4th June, 2020.
- ☉ Webinar on “Supply Chain Management Outlook” organized by Kalasalingam Business School, Krishnankoil on 6th June, 2020.
- ☉ Online Workshop on “Designing & developing Flipped Classroom” organized by IQAC of Holy Cross Home Science College, Thoothukudi from 3rd June, 2020 to 7th June, 2020.
- ☉ Webinar on “Overview of Research in Funding Grants ” IQAC & PG & Research Department of Computer Science, Tiruppur Kumaran College for Women, Tirupur on 08th June, 2020.
- ☉ Webinar on “Ethical Issues in Retailing-During Covid-19” organized by Department of Commerce (Corporate Secretaryship) Sri Sarada College for Women, Tirunelveli on 24th June, 2020.
- ☉ Webinar on “Challenges & Complications in Research” organized by PG & Research Department of Commerce, Holy Cross Home Science College, Thoothukudi & Shanlax International Journals on 26th June, 2020.
- ☉ Ten days Online Skill Development Programme“ GST-Registration, Assessment and Filing of Returns - Phase III ” under Rashtriya Uchcharat Shiksha Abhiyan (RUSA) project titled "Financial Training, Tax Computation and Statutory Compliances for Indian Business" organized by School of Commerce, Bharathiar University, Coimbatore from 2nd November, 2020 to 12th November, 2020.
- ☉ Webinar on “Current Trends in Commerce Education” organized by IQAC & Department of Commerce, V.O. Chidambaram College, Thoothukudi In association with E-Box Colleges, Coimbatore on 28th December 2020.
- ☉ One Day National Level Webinar on “Impact of Covid-19 on Direct Tax Laws and Procedures” organized by Department of Commerce and Management in association with IQAC JSS College of Arts, Commerce

and Science, Nanjangud on 23rd January, 2021.

- ☉ Webinar on “Intellectual Property Rights - Concepts and Creation” under UGC Scheme, STRIDE Component – 1 organised by V.O.Chidambaram College, Thoothukudi on 18th February, 2021.
- ☉ Webinar on “Human Resource Management” organized by Sky online courses on 14th March, 2021.
- ☉ One Day International Conference on Changing Global Perspective on Investments -Careers, Financial Statements and Sustainability organised by IQAC & Dept of Management Studies & Research, Govindrao Wanjari College of Engineering & Technology, Nagpur on 12th June, 2021.
- ☉ NAAC Sponsored Virtual Conference on Best Practices and their success stories in Higher Educational Institutions organized by IQAC, Rathinam College of Arts & Science, Coimbatore on 25th & 26th June, 2021.
- ☉ NAAC Sponsored National Level Online Seminar on NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education organised by IQAC, Holy Cross Home Science College, Thoothukudi on 8th & 9th July, 2021.
- ☉ National Level Webinar on “Social Science Research & Statistical Data Analysis Using SPSS” jointly organized by the P. G. Department of Commerce with Computer Application and Department of Business Administration, Rajapalayam Rajus’ College, Rajapalayam, on 12th July, 2021.
- ☉ International Webinar on Effective Research Writing & Scholarly Publishing Under UGC Stride Scheme organised by V.O.Chidambaram College, Thoothukudi from 19th to 20th August, 2021.
- ☉ National Webinar on Strategy for Managing Personal Finance Including Mutual Funds organised by Nongstoin College, Nongstoin, Meghalaya In collaboration with Association of Mutual Funds in India on 27th August, 2021.
- ☉ National Virtual Seminar on "Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques - A Key Focus Area of NEP 2020" organised by IQAC, Sri Ramakrishna College of Arts &

Science, Coimbatore held on 21st & 22nd April 2022.

- ☉ International Conference on “Embracing Change and Transformation” organized by Department of Management, Kristu Jayanti College (Autonomous) Bangalore, held on 28th & 29th April 2022.
- ☉ National Webinar on A Road Map to Inclusive Education in NEP 2020: Reaching to Unreached organised by Department of Education, Mandsaur University, Mandsaur, M.P. on 7th July, 2022.
- ☉ One Day National Level Online Workshop on “Implementation of (Outcome Based Education) OBE in Commerce Education” on 27th August, 2022 conducted by the Department of Commerce (Business Analytics), G.Venkataswamy Naidu College, Kovilpatti.
- ☉ National Webinar on Trends on Informatics in Business organised by Department of Computer Science, Bon Secours Arts and Science College for Women, Dindigul on 2nd March, 2023.
- ☉ Webinar on IP Awareness/Training program under National Intellectual Property Mission organised by Intellectual Property Office, India on 31st July 2023.

**Faculty
Development
Programme**

- : ♣ Online FDP on Entrepreneurship: Research, Critical thinking & Innovation organized by Indian Academic Researchers' Association, Trichy & Entrepreneurship Development Cell, Acharya Institute of Graduate Studies, Bangalore from 22nd April, 2020 to 28th April, 2020.
- ♣ Online International FDP on “How to write effective case Study” organized by Atmiya University, Rajkot, Gujarat on 2nd May,2020.
- ♣ FDP on Contemporary Tools & Techniques for Teachers & Researchers in Higher Education: Experience of Virtual Classrooms organized by Cambridge Institute of Technology, Bangalore on 9th May,2020.
- ♣ National FDP on “Effective Usage of ICT Tools for Smart Teaching” organized by Jayaraj Annapackiam College for Women, Periyakulam from 9th May,2020 to 14th May,2020.
- ♣ One Week FDP on ‘Innovative Teaching and Learning Practices’ organized by Vivekananda Institute of Management Studies, Coimbatore from 13th May,2020 to 19th May, 2020.
- ♣ Online Workshop on “NTA – NET/SET Crash Course” organized by

Holy Cross Home Science College, Thoothukudi from 18th May, 2020 to 22nd May, 2020.

- ♣ FDP on “ICT based tools and its applications in teaching learning process” organized by BSVS Educational Learning Centre, Nagpur from 27th May, 2020 to 2nd June, 2020.
- ♣ International FDP on “Invisible Scholars: Students with Learning Disabilities & Identification of Students with Learning Disabilities” organized by IQAC, St. Mary’s College (Autonomous), Thoothukudi on 2nd June, 2020.
- ♣ Two Week International FDP on “Digital Initiatives for Education SWAYAM – NPTEL Local Chapter” organized by G. Venkataswamy Naidu College, Kovipatti from 4th June, 2020 to 17th June, 2020.
- ♣ FDP on “Institutional Benchmarking of Best Practices” organized by 10 premier Institutes of India from 08th June, 2020 to 14th June, 2020.
- ♣ FDP on “NAAC Assessment & Accreditation (A&A) for Affiliated Colleges” organized by Internal Quality Assurance Cell (IQAC), Vinayakrao Patil Mahavidyalaya, Vaijapur under U.G.C. Paramarsh Scheme from 08th June, 2020 to 13th June, 2020.
- ♣ FDP on “Research Capacity Building” under UGC Scheme, STRIDE Component – 1 organised by V.O.Chidambaram College, Thoothukudi from 15th June, 2020 to 17th June, 2020.
- ♣ Two Day National Level Faculty Development Programme for Educational Leaders organized by the Department of Commerce in association with IQAC, Madurai Gandhi NMR Subbaraman College for Women, Madurai on 11th June, 2021 and 12th June, 2021.
- ♣ One Day National Level Online Faculty Development Programme(FDP)on the theme “Empowering Investors Towards Securities Market” on 19-06-2021, organised by Department of Commerce, Govt. City College, Hyderabad.
- ♣ Online Faculty Development Program on “ Tricks And Tips For Research IDs Generation” organized by the Department of Commerce and Economics, Bharat Institute of Higher Education and Research, held on 13.07.2021.

- ♣ One Week National Level Faculty Development Programme on Revised NAAC Framework Guidelines -2020 for Non Accredited Colleges under UGC Paramarsh Scheme organised by IQAC, V.O.Chidambaram College, Thoothukudi from 26th July, 2021 to 30th July, 2021.
- ♣ One Week International FDP on Research Excellence and Academic Development” organized by Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts & Science from 1st September,2021 to 08th September,2021.
- ♣ Two day Faculty Development Programme on “Impact of Research during Pandemic” under UGC funded Paramarsh Scheme conducted by The Kaypeeys College of Arts and Science, Kotagiri in association with Nirmala College for Women, Coimbatore from 14th September,2021 to 15th September,2021.
- ♣ National Level Faculty Development Program on “Analysis of Union Budget 2022-23” organized by Department of Economics, Universal School of Administration, Bengaluru on 28th February,2022.
- ♣ One Week FDP on Emerging Trends in Intellectual Property Rights (online mode) from 11th to 16th April 2022 organized by REST Society for Research International (RSRI), Krishnagiri.
- ♣ One week Online FDP on Emerging and Innovative Approach in Management, IT & Communication in Teaching and Research from 9th to 15th June, 2022 organised by IIMT College of Management in collaboration with Indian Economic Association.
- ♣ Seven day Virtual Faculty Development Programme on ESG Framework for Business from 27th October, 2022 to 3rd November, 2022 organised by PG & Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.
- ♣ Seven Day International FDP on The Power of Positivity in Teaching and Learning System of Cultural Transformation from 19th to 26th September 2023 organised by Hindustan College of Arts & Science, Coimbatore.
- ♣ Five Day National Level Faculty Development Programme on Mastering the Art of Research Methodology: Empowering the Faculty for Excellence from 30th October to 03rd November 2023 organised by Dr. D.

Regupathy Raja Memorial Library, Rajapalayam Rajus' College, Rajapalayam in Association with Society for the Advancement of Library and Information Science.

- ♣ Five Day Faculty Development Programme on Globalisation Unleashed: Advancing Commerce and Management Education organised by the IQAC and Department of Commerce of Nirmala Memorial Foundation College of Commerce and Science in collaboration with University of Mumbai and Department of Commerce of Andhra Loyola College from 13th to 17th February, 2024.
- ♣ Faculty Development Programme on The Emerging Trends in Research and Teaching Technology organised by Department of Electronic Media, St. Thomas College of Arts and Science, Chennai from 26th February to 1st March, 2024.

- Online Courses/Workshop** :
- Completed a course on “Customer Relationship Management under SWAYAM offered by Indian Institute of Management, Bangalore.
 - One week online course on “Research Methodology for Social Science” organized by Indian Academic Researchers' Association, Trichy from 06th April, 2020 to 12th April, 2020.
 - Online Workshop on “Reference Management Tools & Online Citation Database” organized by Indian Academic Researchers' Association, Trichy from 19th April, 2020 to 21st April, 2020.
 - Online Research Methodology Workshop organized by REST Society for Research International (RSRI), Krishnagiri from 18 April, 2020 to 20 April, 2020.
 - Online workshop on Self Development organized by Department of Business Administration, Sri Sarada Niketan College of Science for Women from 20th April, 2020 & 21st April, 2020.
 - Basic Online Research Method Workshop organized by REST Society for Research International (RSRI), Krishnagiri from 28th April, 2020 to 30th April, 2020.
 - Two Week MOOC Workshop on “Management of Environment & its Resources” organized by Nesamony Memorial Christian College,

Marthandam & St. Xavier's College, Palayamkottai from 28 April, 2020 to 11th May, 2020.

- ☑ Workshop on “One Week STTP on Statistical Analysis in SPSS Software” organized by REST Society for Research International (RSRI), Krishnagiri from 01st June, 2020 to 06th June, 2020.
- ☑ Completed a course on “Marketing in a Digital World” with honors authorized by University of Illinois at Urbana-Champaign and offered through Coursera.
- ☑ Completed a Short-Term online course on ‘Basics of Tally & Banking’ conducted by Sky Online Courses on 18th March, 2021.
- ☑ Completed an Online Workshop on MS-Excel and MS-Powerpoint conducted by Sky Online Courses on 29th March, 2021.
- ☑ International Online Workshop on Basic Statistical Analysis and Interpretation using SPSS from 4th to 6th June, 2021 organised by Global Institute of Statistical Solutions.
- ☑ Completed a course on “Positive Psychology” authorized by The University of North Carolina at Chapel Hill and offered through Coursera on 6th July, 2021.
- ☑ Two Days National Online Workshop on “Recent Trends in Research Methodology” organized by the PG & Research Department of History, Queen Mary's College (Autonomous), Mylapore, Chennai on 29th & 30th December, 2021.
- ☑ International Online course on Research Ethics in Higher Education from 14th to 17th February 2022 organised by IQAC, Rani Anna Government College for Women, Tirunelveli.
- ☑ Create and Design Digital Products using Canva - an online non-credit project authorized by Coursera Project Network and offered through Coursera in November, 2022.
- ☑ Online non-credit course authorized by University of Virginia and offered through Coursera on Introduction to Personal Branding in December, 2022.
- ☑ A Six day National Level Online Workshop on “Effective Filing of NAAC AQAR - Streamlining Institutional Performance” held on 13th to

18th March, 2023 organized by IQAC, Vardhaman College of Engineering, Hyderabad.

- Awards** : ➡ Best Research Scholar Award from Novel Research Academy, Puducherry India during the academic year 2020-2021
- ➡ Best Faculty Award by Nature Science Foundation, Coimbatore
- ➡ Best Teacher Award by Association for Women Empowerment & Child Development, Of By and For You Trust, Reg. under Indian Trust Act, Reg.no.198/B4-217, Tamilnadu, India.
- Books Published** : ➡ Research Methodology
ISBN: 978-93-5577-178-0
Edition: June 2022
Charulatha Publications
- Seminars/ Conferences/ Workshops Organised** : ♦ Organised a One Day State Level Workshop on Application of SPSS Software held on 24 October, 2017.
- ♦ Organised a State Level Intercollegiate Competition HERACLES'19 held on 23rd February, 2019.
- ♦ Organised a One Day International Conference on Intellectual Property and Entrepreneurship in association with Tuticorin branch of SIRC of ICAI held on 20th February, 2020.
- ♦ Organised an Online Webinar on Teaching Techniques and Assessment held on 06th May, 2020.
- Editorial Board** : ■ Special Issue Editorial Board Member –
Roots International Journal of Multidisciplinary Researches. A Peer Reviewed Referred & Quarterly Journal with Impact Factor 0.81. Vol:3, Special Issue 1 & 2, February 2017, ISSN: 2349-8684.
- Special Issue Editor –
Special Issue on Intellectual Property and Entrepreneurship. Bodhi International Journal of Research in Humanities, Arts and Science - An Online, Peer Reviewed, Refereed and Quarterly Journal with Impact Factor: 2.135. Vol. 4, Special Issue 1, February 2020, E-ISSN: 2456-5571.
- Special Issue Co-Editor:

Special Issue on NAAC sponsored two days national level online seminar on NAAC Accreditation in New Paradigm: A Key to Quality Enhancement in Higher Education. Shanlax Publications, ISBN: 978-93-91373-40-5, Vol 1, July 2021.