

PRIYADHARSHNI. M

"INSPIRES TO INITIATE & INNOVATE"

ASSOCIATE PROFESSOR, LADY DOAK COLLEGE

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OBJECTIVE

To contribute efficiently to the progress of the Institution through **Innovative Thinking and Positive Attitude**. Also, to make a positive difference in each student by giving my best.

ACADEMIC AND PROFESSIONAL PROFILE & LINKS

S. No.	PROFILE NAME	ID NO.	LINK
1.	Google Scholar	MQP3xtEAA AAJ	https://scholar.google.com/citations?user=MQP3xtEAAAJ&hl=en
2.	ORCID	0009-0008- 3382-5216	https://orcid.org/0009-0008-3382-5216
3.	VIDWAN	565283	-
4.	NPTEL Translator ID	Tran3823	-
5.	LinkedIn	60611947	https://in.linkedin.com/in/priyadharshni-m-60611947
6.	Digital Site/Card	LDCPRIYAD HARSHNIM	https://brand.contact/LDCPRIYADHARSHNIM
7.	WordPress	-	http://priyamam1.wordpress.com
8.	Lady Doak College	-	LDC Automation - https://www.ladydoakcollege.edu.in/website/Commerce/18%20Ms.%20Priyadharshni%20M.pdf

CORPORATE EXPERIENCE

S. No.	NAME OF THE COMPANY	DESIGNATION	DURATION
1.	Ace LABS, Madurai	HR Trainee (Part-Time)	2.3 Years (June 2009 – August 2011)
2.	Chaman Associates, Madurai	Part-Time Trainee	2 Years (April 2007 – March 2009)

PROFESSIONAL CREDENTIALS

TEACHING EXPERIENCE

S. No.	UNIVERSITY / INSTITUTION	DESIGNATION	DURATION
1.	Lady Doak College (Dept. of Business Administration & Commerce)	Assistant Professor	11 Years (till date)
2.	Centre for Management Studies (Madurai Kamaraj University)	Assistant Professor	1.6 Years
3.	Padmarajam Institute & Management School (Tamil Nadu Open University, Coimbatore Anna University & University of Madras – Madurai Centre)	Part-Time Professor / Guest Lecturer	1 Year (Weekends)

ACADEMIC CHRONICLE

QUALIFICATION	UNIVERSITY / INSTITUTION
National Eligibility Test – 2011 & 2012	University Grants Commission, Delhi.
Master of Business Administration (H.R. & Marketing) (GOLD MEDALIST, 1ST RANK)	ANNA UNIVERSITY, TIRUCHIRAPPALLI
Master of Commerce	MADURAI KAMARAJ UNIVERSITY
Bachelor of Commerce (B.Com Aided), Lady Doak College	MADURAI KAMARAJ UNIVERSITY

Tally Financial Accounting Program	TALLY ACADEMY
Diploma in MS Office (DMO)	CSC Computer Education (P) Ltd.

AWARDS & ACHIEVEMENTS

- "மாண்புமிகு மகளிர் விருது (*MAANBUMIGU MAGALIR VIRUDHU*) – 2023 & 2025" was presented during Women's Day celebration by the Vaagai Tamil Sangam, Namakkal.
- "TOP PERFORMING MENTOR" Award from NPTEL & Swayam in 2024 for the Course "Services Marketing: Integrating People, Technology, Strategy".
- "INNOVATION AMBASSADOR" of the Ministry of Education's Innovation Cell.
- Received "VAAGAI AWARD 2023 & 2024" at the *International Level* from the Vaagai Tamil Sangam for enthusiastically contributing towards Social Service, Proactive Thinking and the Tamil language.
- "TOP PERFORMING MENTOR" Award from NPTEL & Swayam in 2022 for the 'Introduction to Marketing Essentials' Course.
- The Indian Red Cross Society honored with an "AWARD OF APPRECIATION" recognizing *Individual Services and contributions*. Received a Shield of Appreciation from *Mr. Visakan IAS, Commissioner, Madurai Corporation & Mr. Selvaraj IRS, District Revenue Officer, Madurai*, on 5th October 2019 held at *Collectorate, Madurai*.
- "TOP PERFORMING MENTOR" Award from NPTEL & Swayam in 2021 for the 'Management Accounting' Course.
- *The State of Israel, Ministry of Tourism* presented a Certificate of Appreciation as a "TOURISM GOODWILL AMBASSADOR FOR ISRAEL".
- Received "KAVIN TAMIL AWARD" for **BEST ARTICLE** in the Article Writing Competition held online among Teachers.

- **“TOP PERFORMING MENTOR”** Award from NPTEL & Swayam in 2020 for the ‘Developing Soft Skills and Personality’ Course.
- Received **“YOUNG ACHIEVER AWARD”** on **Outstanding Performance** in the field of Education, from Rotary International Service Club, Madurai, held at Tamilnadu Chamber of Commerce, Madurai on 12th August 2012.
- Won **BEST SPEAKER AWARD** in the Zone XVIII - Effective Public Speaking (EPS) programme organized by Junior Chamber International on 8th & 9th March 2014.
- Awarded **GOLD MEDAL** for **“OVERALL PG - THE BEST OUTGOING STUDENT, 2011”** during post-graduation.
- **GOLD MEDALIST** of MBA (2009 – 2011) being the **TOP (1st) RANK HOLDER** –in K.L.N. College of Engineering in Anna University Examinations.
- **“YUVA KALA BHARATHI AWARD”** for excellence in Oratorical Speech, 2005.
- Won **BEST PAPER AWARD** from the Marian Institute of Management, during the International Conference held on 23rd & 24th February 2023, for the Paper titled ***“Pathway to Academic Well-Being of College Students in Digital Era: A Fact-finding Model on Effectiveness of YouTube as a Learning Tool”***.
- Won **BEST PRESENTER AWARD** from the Mangayarkarasi College of Arts & Science for Women, during the National Conference on held on 19th March 2025, for the paper titled ***“Impact of Smart Consumption Behaviour on Electric Vehicle Adoption – A Sustainable Perspective”***.
- Certificate of Completion was awarded for an “Advanced Course in Christian Education” from St. Andrew Centre for Human Resource Development and Counselling, India Sunday School Union, Coonoor, held between 17.05.2021 & 29.05.2021.
- Haggai International Institute awarded the **Certificate of Completion** for Specialised Studies in Advanced Leadership.

PUBLICATIONS / PAPER PRESENTATIONS

- **Co-authored a Text Book** Leilani Katie Publication and PRESS in the title of **“Principles of Marketing” - International Standard Book Number (ISBN) - 978-93-6348-630-0** published on 30/11/2024.
- Presented a paper on **“Impact of Smart Consumption Behaviour on Electric Vehicle Adoption – A Sustainable Perspective”** during the National Conference held on 19th March 2025, at Mangayarkarasi College of Arts & Science for Women.
- **Authored** a Chapter entitled **“Central Bank Digital Currency (CBDC) – Digital Transformation towards Global Financial Inclusion”** and published in the edited book titled **“Digitalization of the Indian Financial Sector”** of Rathinam College of Arts & Science, Vol-II, Edition-I, July 2023 with **ISBN: 978-81-19337-00-2**, Pg. No.: 120.
- **Presented** a paper in a National Seminar organized by the PG & Research Department of Commerce, Mannar Thirumalai Naicker College, with the title **“Consumer Buying Behaviour towards Women's Apparel in Online Shopping”** on 16th December, 2022, and **published** it as a full paper manuscript in the **(UGC Care Listed)** Rabindra Bharati Journal of Philosophy, Vol. XXIV, No. 05, 2023 with **ISSN: 0973-0087** and an **Impact Factor of 6.986** in Pg. No.: 7-13.
- Presented and **published** a **Book Chapter** titled **“DIGITALISATION IN EDUCATION: NOW AND BEYOND” (ID: DEIAPD87)** with **ISBN: 978-81-965238-5-5** in the **Two-Day International Conference** on “Digital Economy of India – A Pathway to Development” organized by the Post Graduate and Research Department of Economics, Kamaraj College, Thoothukudi, on 27th and 28th July, 2023 (Sl. No.: 87 & Pg. No.: 90).
- Presented a paper in a National Seminar organized by the Department of Corporate Secretaryship, Sourashtra College, with the title **“Influence of E-Advertisements on Consumer Buying Behaviour in Madurai City”** on 21st October 2022, and **published** the same as a full paper manuscript in the **(UGC Care Listed)** Journal of the Oriental

Institute, Vol.72, Issue 01, No.3, January-March 2023 with ISSN: 0030-5324 in Pg. Nos.: 30-39.

- Published an article as a Full paper manuscript titled “**Consumer Preference towards Green Marketing Practices of Cosmetic Products**” in the (UGC Care Listed) Journal of The Asiatic Society of Mumbai, Vol. XCVIII, Issue No.11, November 2022 with ISSN: 0972-0766 in Pg. No.: 253-262.
- Presented and published a paper entitled “**Analysis of Consumer Preference towards Chinese Products**” in the **Two-Day International Conference** on “Consumer Psychology – Global Scenario 2023”, in the ComFin Research, A Peer-Reviewed-Scholarly Indexed Quarterly Journal (Open Access), Volume: 11, Special Issue: 1, September 2023, with E-ISSN: 2582-6190 & an Impact Factor of 4.118 in Pg. Nos.: 35-43, DOI: <https://doi.org/10.34293/commerce.v11iS1-Sep.>, that was organised by the Department of Commerce and Research Centre, Sourashtra College on 21st & 22nd September 2023.
- Presented and published a paper titled “**ENTREPRENEURIAL INTENTION OF STUDENTS TOWARDS ENTREPRENEURSHIP**” at the **International Conference** on “Entrepreneurship and Start-up Culture: Nurturing Innovation and Growth” organized by the Department of Commerce and Management, Don Bosco College of Arts and Science, Keela Eral, held on 21st July 2023.
- Presented and published a paper titled “**E-BANKING SERVICES: ISSUES AND CHALLENGES**” at the Two-Day **INTERNATIONAL Conference** on ‘Global Trends in Accounting and Finance - A Paradigm Shift’ organised by the Department of Commerce, Lady Doak College on 20th and 21st March 2023.
- PG & Research Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai – “Resurgence of Industry & Commerce in Contemporary India - “CUSTOMERS’ ATTITUDE TOWARDS E-PHARMACY: AN EMPIRICAL STUDY” with ISBN: 978-9-3578642-3-7, First Edition: April 2023.
- Krupanidhi Group of Institutions, Bangalore – Resuscitation, Re-engagement, Resilience & Reinvention – “A Study on Employees Satisfaction in Vadamalayan Hospitals Pvt. Ltd., Madurai”

- Krupanidhi Group of Institutions, Bangalore – Resuscitation, Re-engagement, Resilience & Reinvention – "A Study on Employees Work Life Balance in Vaibav Sri Solutions India Pvt. Ltd., Madurai"
- "CONSUMER REPURCHASE INTENTION TOWARDS FMCG DURING PANDEMIC IN MADURAI" ISBN (Print): 978-93-93376-66-4 (Paper Presented at Re-Search'22 - Recent Trends in Commerce, Management, Science, Humanities and Languages - "CONSUMER REPURCHASE INTENTION TOWARDS FMCG DURING PANDEMIC IN MADURAI" at Sitadevi Ratanchand Nahar Adarsh College
- Presented paper entitled has participated and presented paper entitled in Two Days National Webinar on on 11th - 12th May, 2020, "A Study on Consumer Buying Behaviour Towards Essential Goods During Pandemic Covid-19 with Special Reference to Madurai" - 'Realigning the Indian Economy in Post Covid-19 Era' in Two Days National Webinar on 'Realigning the Indian Economy in Post Covid-19 Era' on 11th - 12th May, 2020 organized by Department of Economics, Vasanta College for Women, KFI, Rajghat, Varanasi. organized by Department of Economics, Vasanta College for Women, KFI, Rajghat, Varanasi.
- Presented and published a paper in the **NATIONAL Seminar** on "Emerging Trends in Marketing of Services in the Global Era" under the sub-theme "**EMERGING TRENDS IN ADVERTISING (SERVICE) SECTOR**" with ISBN: 978 – 93 – 80686 – 89 – 9, held at The American College on 17th October 2013. (Sl. No.: 46 & Pg. No.: 212)
- Published paper in UGC-sponsored National Seminar on "Higher Education in India – During the Plan Periods" under the sub-theme "**ROLES OF WOMEN IN HIGHER EDUCATION THAT RESULTS IN SOCIAL ENGINEERING**" with ISBN: 978-93-80686-11-0, on 22nd August, 2014 held at Mannar Thirumalai Naicker College. (Sl. No.: 44 & Pg. No.: 302).
- Presented paper on "**STRATEGIES IN HINDUSTAN UNILEVER LIMITED (HUL)**" at the **National Conference** on "Organizational Strategies for Current

Economic Scenario” organized by the Department of Management Studies, K.L.N. College of Engineering on 25th September 2009.

- Presented paper on **“CURRICULUM INNOVATIONS IN B-SCHOOLS”** at c organized by Department of Management Studies, Fatima College, Madurai on 11th & 12th January 2010.
- Presented paper on **“EMERGING TRENDS IN BUSINESS STRATEGIES AND INFORMATION SYSTEMS TOWARDS MARKETING MANAGEMENT”** at Second **National Conference** organized by Thiagarajar School of Management, Madurai on 12th February 2010.
- Won **SECOND** prize & **Cash Award** in Paper Presentation - titled **“EMERGING TRENDS IN ADVERTISING AND BRAND LOYALTY ON FMCG”** on 01st October 2010 in **INTERNATIONAL MANAGEMENT MEET**, at PSNA College of Engineering and Technology.
- Presented paper on **“WOMEN IN SOCIAL ENGINEERING”** at **State Level Seminar** organized by Centre for Women Studies, Lady Doak College, Madurai & Indian Society for Cultural Co-operation and Friendship, Madurai held on 4th October 2010.
- Presented paper on **“HOW TO FOSTER INNOVATION IN HIGHER EDUCATION”** at **National Level Management Meet of School of Management**, Noorul Islam Centre for Higher Education, Noorul Islam University, Thuckalay, conducted on 22nd October 2010.
- Presented paper on **“INDIAN MUTUAL FUND SCHEMES”** in one day **State Level Seminar** on “Emerging Trends in Indian Mutual Funds” organized by the Department of Commerce, Madurai Institute of Social Sciences on 12th March 2012.
- Presented paper on **“GREEN BANKING INITIATIVES OF BANKS IN INDIA”** in **State Level Seminar** on “Green Banking” jointly organized by Departments of Commerce & Business Administration, Lady Doak College on 8th October 2014.

CONFERENCES & SEMINARS - PARTICIPATION

- Served as **QUIZ MASTER** for CYNOSURE-2023, a State-Level Management Fest organized by the American School of Business Administration, The American College on 28th February 2023.
- Participated in the **National Conference** on “ICT - A CATALYST OF CHANGE FOR TRANSFORMING TEACHING, LEARNING & RESEARCH IN COMMERCE, COMPUTER SCIENCE & MANAGEMENT EDUCATION” jointly organized by the Departments of Commerce, Computer Science and Business Administration of Lady Doak College on 9th & 10th January 2014.
- Participated in the **Second Edition of Corporate – Academic Connect** organized by *Aparajitha* in partnership with *Confederation of Indian Industry (CII) & Young Indians (Yi)*, Madurai Chapter on 22nd December 2012.
- Participated in the **National Conference** on “GREEN BUSINESS – Powering Sustainable Development” organized by the Department of Management Studies, Fatima College on 15th September 2012.
- Participated in **NATIONAL Level HR Seminar - “PRIDE 2011”** conducted by *R L Institute of Management Studies*, Madurai on 19th February 2011.
- Won the “**MARKETING GAME**” in the **Management Meet, Elixir’ 10** organized by **Sourashtra** College, Madurai on 20th & 21st October, 2010.
- Participated in **REGIONAL LEVEL SEMINAR** on “Catalytic Commerce Curriculum: Changing Dimensions and Future Directions” organized by the Department of Commerce, Lady Doak College, Madurai on 22nd February 2019 focusing on ‘Restructuring Commerce Curriculum’.
- Participated in the **Regional Conference** on “International Women’s Day” organized by the Centre for Women Studies and sponsored by Tamil Nadu Tourism Development Corporation in collaboration with Lady Doak College on 08.03.2019.

- Participated in the ‘**HAGGAI LEADERSHIP AREA SEMINAR**’ organized and sponsored by Lady Doak College in collaboration with Haggai India from 18th to 20th July 2019.
- Served as a Judge in “Tamil Vanam” organized by the Research Centre & Department of Tamil, Lady Doak College on 5th April 2023.

RESEARCH PROJECTS & GUIDANCE

- **PG Project title:** A study on Attrition of Employees in Vadamalayan Hospitals, Madurai.
- **PG Mini-Project title:** A study on Employees’ Job Nature and their Job Engagement in K.L.N. College of Engineering.
- **UG Project title:** Impact of Advertisements on Consumers with special reference to Gold Jewellery in Madurai.

Academic Year	Degree	No. of Projects Guided
2011 – 2013	PG (MBA)	4
2013 – 2014	UG (BBA)	3
2014 – 2016	UG (B.Com Aided)	4
2016 – 2026	PG (M.Com)	11
	UG (B.Com Hons.)	41

FACULTY DEVELOPMENT PROGRAMMES & WORKSHOPS

PROGRAMME	TITLE / THEME	ORGANIZER
Faculty Development Programme (FDP)	“ENTREPRENEURSHIP” (12 Day)	Sponsored by <i>National Science and Technology Entrepreneurship Development Board (NSTEDB) & Ministry of Science and Technology, Govt. of India</i> at <i>CENTRE FOR</i>

		<i>ENTREPRENEURSHIP DEVELOPMENT (Tamil Nadu) from November 21 – December 03, 2011.</i>
	“BUSINESS SKILL DEVELOPMENT” (1 Month Training)	conducted by <i>MSME Development Institute, Chennai, Govt. of India</i> , from 25 th January to 25 th February 2011.
	“CAPACITY BUILDING OF WOMEN MANAGERS IN HIGHER EDUCATION” (5 Day)	Sponsored by <i>UNIVERSITY GRANTS COMMISSION (UGC)</i> as a <i>Sensitivity / Awareness / Motivation Workshop</i> held at Madurai Institute of Social Sciences from March 26 - 30, 2012.
	“EMPOWERING GROWTH OF WOMEN ENTREPRENEURS IN SMEs”	Conducted jointly by <i>Madras & Madurai Management Association and Konrad-Adenauer-Stiftung</i> on 19 th November 2011.
	"RECENT TRENDS IN CONTENT CREATION"	Organised by the Centre for Communication and Multimedia of Lady Doak College on August 16, 2024.
	State-level FDP on "DIGITAL TEACHING TECHNIQUES"	Organized by the Centre for Human Resource Development jointly with <i>ICT Academy</i> from 11 th September 2024 to 13 th September 2024.
	“INTELLECTUAL PROPERTY RIGHTS (IPR) AND REGISTRATION PROCESS”	Jointly organised by IQAC, CED & R&D Cell of Lady Doak College on 05.12.2024.
	“EFFECTIVE	Organised by the Department of

	APPLICATIONS OF AI TOOLS IN COMMERCE”	Commerce, Lady Doak College on 17.08.2024.
	“CAPACITY BUILDING FOR FACULTY MEMBERS OF HIGHER EDUCATION INSTITUTIONS IN DESIGN THINKING AND STUDENT-CENTERED LEARNING TECHNIQUES / STRATEGIES”	A grant from the United Board (UBCHEA) for the Days Programme at Lady Doak College. (24 th & 25 th October, 06 th & 07 th November 2019)
Faculty Workshops	“RESEARCH METHODOLOGY AND DATABASE MANAGEMENT USING SPSS” (3 Day)	Sponsored by <i>AICTE</i> held at <i>Thiagarajar School of Management (TSM)</i> , Madurai from January 23 - 25, 2014.
	“LEGISLATIONS ON WOMEN – LEGAL LITERACY, AWARENESS AND IMPLEMENTATION” (2 Day - State Level)	Supported by <i>UNIVERSITY GRANTS COMMISSION (UGC)</i> organized by the <i>Centre for Women’s Studies</i> , Lady Doak College from 20 th to 21 st February 2014.
	“ARTICLE WRITING” (1 Day)	Sponsored by <i>UNIVERSITY GRANTS COMMISSION</i> (Autonomy Grant) organized by the Department of Business Administration of N. M. S. S. Vellaichamy Nadar College, Madurai on 25 th October 2013.

	“BEING AN EFFECTIVE TEACHER”	Organized by the Centre for Human Resource Development (CHRD) , Lady Doak College on 24 th August 2013 & 12 th July 2014.
	“INNOVATIVE TEACHING PRACTICES IN MANAGEMENT & COMMERCE”	Organised by the Department of Business Administration, Lady Doak College on 31 st January 2015.
	“TEAM BONDING”	Organized by the <i>Department of Social Sciences</i> , Lady Doak College, Madurai on 9 th October 2010.
	“RESEARCH METRICS, CLASSROOM LECTURE CAPTURING, VIDEO CONTENT CREATION & GOOGLE CLASSROOM”	Organized by the Centre for Human Resource Development (CHRD) , Lady Doak College on 10 th & 11 th June 2019.
	“WRITING SUCCESSFUL RESEARCH ARTICLE FOR PUBLICATION”	Organized by the Research & Development Cell, Lady Doak College on 6 th October 2021.
	“e-FILING”	Organised by the Department of Commerce, Lady Doak College, Madurai on 30.10.2017.
	“EFFECTIVE MANUSCRIPT WRITING”	Organized by the Research Centre and Department of Economics with Internal Quality Assurance Cell (IQAC) and Research and Development (R&D) Cell, Lady Doak College on 20-2-2023.
	“NIRF METHODOLOGY AND MEASURES TO	Organized by the Internal Quality Assurance Cell, Lady Doak College on

	IMPROVE IN RANKING”	10 th March 2023.
	“STRENGTHENING COMMUNITY INTERVENTION AND PARTICIPATION” (2 Days)	Co-organised by the Justice and Hope, Chennai and Centre for Women’s Studies [UGC Supported], Lady Doak College on 27 th & 28 th November 2023.
	“DOCUMENTATION WORKFLOW, MANAGEMENT & REPORT GENERATION”	Organized by Centre for Human Resource Development (CHRD) & RCPC , Lady Doak College on 25 th March 2019.
	“GENDER EQUALITY AS A LIVED REALITY”	Sponsored by the UNIVERSITY GRANTS COMMISSION (UGC) organized by the <i>Centre for Women Studies</i> , Lady Doak College, Madurai on 11.11.2019, along with an interactive session with Sr. Mary John Mananza.
	“SUCCESSION PLANNING PROCESS” (2 Days)	Organized by the Centre for Human Resource Development (CHRD) , Lady Doak College on 22nd & 23rd September 2016.
	“LX - CHAMPIONS - ORIENTATION TRAINING”	Organized by the Centre for Human Resource Development (CHRD) , Lady Doak College on 18 th June 2016.
	‘BECOMING A HEALED HEALER – PART I’	Sponsored by Lady Doak College in collaboration with the Counselling Unit on 17.12.2019.
	“GOOGLE CLASSROOM” (2 Day)	Organized by the Centre for Human Resource Development (CHRD) ,

		Lady Doak College on 8 th & 9 th June 2017.
	“UNDERSTANDING OUR SOCIETY: MEANS AND METHODS FOR A HARMONIOUS LIVING IN THIS MULTI-FAITH SOCIETY”	Organized by the Centre for Christian Studies, Lady Doak College on 22.11.2019 as a one-day session with Rev. Samuel Logan Ratnaraj.
	“GOOGLE CALENDAR & SWAYAM – LEARNING RESOURCES” (2 Day)	Organized by the Centre for Human Resource Development (CHRD) , Lady Doak College on 11 th & 12 th June 2018.
	“GENDER SENSITIZATION”	Organized by <i>Centre for Women Studies</i> , Lady Doak College, Madurai.
Training	“PRE-PLACEMENT TRAINING PROGRAMME” (5 Day)	Conducted by <i>M/s. ETHNUS Consultancy Services Pvt. Ltd, Bangalore</i> from 22.09.2010 to 26.09.2010.
	“TRAINING PROGRAMME” (2 Days)	Conducted by Kodai Dairy Products (P) Ltd. at Kodai Cheese.

CO-CURRICULAR ACTIVITIES

GUEST LECTURE / RESOURCE PERSON FOR PROGRAMMES

S.No.	PROGRAMMES	POSITION	YEAR
1.	Workshop on “SOFT SKILLS DEVELOPMENT” - Department of	RESOURCE PERSON	04 th March 2011

	Management Studies, K.L.N. College of Engineering.		
2.	Personality Development Programmes, Centre for Management Studies	RESOURCE PERSON & ORGANIZER	2012
3.	Workshops on Skills in Schools	TRAINER	2012
4.	NSS Camp for Velli Vethiyar School	RESOURCE PERSON	2012
5.	Service Clubs – Rotary & Lions	PUBLIC SPEAKER	2012 – 2018
6.	Part–V Students – Shift 1 & Shift 2	RESOURCE PERSON	2018
7.	Red Ribbon Club, LDC	GUEST LECTURE	2018 – 2024
8.	Youth Red Cross, LDC	GUEST LECTURE	2022 – 2024
9.	National Service Scheme, LDC	GUEST LECTURE	2018 – 2024
10.	LDC Eco Brigade, LDC	GUEST LECTURE	2017 & 2018
11.	NSS Camp, LDC at Atchampatti (சுரம் கொடுத்து உயர்த்துவோம்)	RESOURCE PERSON	3 rd February 2020
12.	NSS Camp, LDC at Vellichanatham (ஆளுமையும் ஆற்றலும்)	RESOURCE PERSON	9 th January 2023

CONFERENCES / SEMINARS / WORKSHOPS / MEETS - ORGANIZED

S.No.	PROGRAMMES ORGANIZED	POSITION HELD	YEAR
1.	“MARKET YOURSELF” - Centre for Management Studies.	ORGANIZER	2012
2.	Personality Development Programmes, Centre for Management Studies	ORGANIZER & RESOURCE PERSON	2012
3.	National Conference on “ICT - A CATALYST OF CHANGE FOR TRANSFORMING TEACHING,	ORGANISING COMMITTEE MEMBER	9 th & 10 th January 2014

	LEARNING & RESEARCH IN COMMERCE, COMPUTER SCIENCE & MANAGEMENT EDUCATION” (Jointly organized by the Departments of Commerce, Computer Science and Business Administration of Lady Doak College)		
4.	State-Level Seminar on “GREEN BANKING” (jointly organized by Departments of Commerce & Business Administration, Lady Doak College)	SEMINAR CONVENOR	08 th October 2014
5.	LDC Sports Day – Part – V – Mass Drill	CONVENOR	2015 – 2019
6.	Clash of Comms – Inter Collegiate Meet, Dept. of Commerce, LDC	PROGRAMME CONVENOR	2017 – 2023
7.	Info Day – Dept. of Commerce, LDC	PROGRAMME CONVENOR	24 th October 2018
8.	Regional Conference on “INTERNATIONAL WOMEN’S DAY” (organized by Centre for Women Studies sponsored by Tamilnadu Tourism Development Corporation in collaboration with Lady Doak College)	ORGANISING COMMITTEE MEMBER	08 th March 2019
9.	FOCUS’19 – A SYMPOSIUM ON CONVERGENCE OF INDUSTRY & ACADEMIA	PROGRAMME CONVENOR	18 th October 2019
10.	Regional Level Seminar on “ENTREPRENEURSHIP: OPPORTUNITIES FOR STARTUPS AND CHALLENGES IN SCALE UPS”	SEMINAR CONVENOR	09 th December 2019
11.	Workshop on “GRANTS WRITING FOR RESEARCH”	ORGANISING COMMITTEE MEMBER	7 th November 2022

		(R&D Cell & IQAC, LDC)	
12.	Virtual Workshop on “EFFECTIVE MANUSCRIPT WRITING”	ORGANISING COMMITTEE MEMBER (R&D Cell)	20 th February 2023
13.	Various Faculty Development Programmes, Workshops & Training Sessions.	ORGANISING COMMITTEE MEMBER (CHRD, LDC)	2014 – 2017 & 2021 – 2024
14.	OLIVE – Inter-Collegiate Meet, SCM, LDC	CONVENOR	2020 – 2024
15.	VARTHAGA CLUB Programmes of Commerce Dept.	CONVENOR	2017 – 2023
16.	Online Workshop on "AI TOOLS FOR TEACHING AND RESEARCH"	ORGANISING COMMITTEE MEMBER (CHRD, LDC)	21.06.2025
17.	WHOLE PERSON DEVELOPMENT	ORGANISING COMMITTEE MEMBER (CHRD, LDC)	04.07.2025
18.	New Faculty Workshop on “BEING AN EFFECTIVE TEACHER”	ORGANISING COMMITTEE MEMBER (CHRD, LDC)	19.06.2025
19.	National Conference on “ <i>Integrating Academia and Industry Perspective in Curriculum Framework</i> ”	ORGANISING COMMITTEE MEMBER (CHRD, LDC)	11.03.2024
20.	“UNLOCKING THE SECRETS OF SCIENTIFIC WRITING AND PUBLICATIONS”	ORGANISING COMMITTEE MEMBER (CWS, LDC)	07.02.2025
21.	Digital Awareness Programme on “Electronic Bank Awareness and Training”	ORGANISING COMMITTEE MEMBER (CWS, LDC)	21.11.2024
22.	“EFFECTIVE APPLICATIONS OF ARTIFICIAL INTELLIGENCE TOOLS IN COMMERCE”	ORGANISER	17.08.2024

23.	Inter Collegiate Expo on “Menstrual Health Management”	ORGANISING COMMITTEE MEMBER (CWS, LDC)	07.03.2024
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COMMITTEES SERVED

S.No.	COMMITTEE / PROGRAMME	POSITION HELD	YEAR
1.	National Cadet Corps, LDC	Treasurer	2007 – 2008
2.	Master of Business Administration – Official Position	Class Representative	2009 – 2011 (Entire Batch)
3.	Centre for Management Studies	Class Coordinator	2011 – 2013
4.	Centre for Management Studies	Club Co-ordinator	2011 – 2013
5.	Centre for Human Resource Development, LDC	Member	2014 – 2017 & 2020 – 2026
6.	Centre for Women Studies (UGC Sponsored), LDC	Course Teacher	2014 – 2026
7.	SCM, LDC	Member	2015 – 2020
8.	SCM, LDC	Co-ordinator	2020 – 2024
9.	Red Ribbon Club – Shift 1, LDC	Member	2015 – 2016
10.	Red Ribbon Club – Shift 2, LDC	Convenor	2016 – 2019
11.	Rotaract Club of Lady Doak College	Club Co-ordinator	2018 – 2019 2015 – 2017
12.	SHARP (B.Com Hons. Club)	Club Convenor	2017 – 2019
13.	SHARP (B.Com Hons. Club)	Club Advisor	2019 – 2023
14.	SPARK (B.Com PA Club)	Club Advisor	2019 – 2023
15.	TECHNO-COMMERCIO (B.Com CA Club)	Club Advisor	2020 – 2022

16.	CORSHO (B.Com CS Club)	Club Advisor	2019 – 2023
17.	VARTHAGA CLUB, Dept. of Commerce, LDC	Club Co-ordinator	2017 – 2023
18.	Counselling Unit of LDC	Member	2018 – 2023
19.	Research & Development Cell, LDC	Member	2021 – 2023
20.	The Internal Quality Assurance Cell, LDC	Member	2023 – 2024
21.	Annual Quality Assurance Report (AQAR)	Technical Member - Criterion II	2023 – 2026
22.	B.Com (Professional Accounting)	Co-ordinator In-charge	Even Sem. – 2024 - 2025
23.	Centre for Entrepreneurship Development	Co-ordinator - Startups Activity	2025 - 2026

PERSONAL INFORMATION

- Born on : 30th December.
- Languages known : English, French, Hindi, Tamil.
- Countries visited : Israel, Palestine, Jordan, Dubai, Egypt.

INTERESTED ACTIVITIES

- Workshops & Soft Skills Training (Personality Development) for students,
- Awareness Camps
- Travelling, Care for animals, Gardening