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ACADEMIC PROFILE:

EXAMINATION	SCHOOL/ COLLEGE	BOARD/UNIVERSITY	YEAR OF PASSING
S.S.L.C	O.C.P.M	STATE BOARD	1999
H.S.C	O.C.P.M	STATE BOARD	2001
B.Com.	The Madura College, Madurai	AFFILIATED TO MKU.	2004
M.Com.	M.T.N.C, Madurai	MKU	2007
M.Phil.	MKU	MKU	2008

Publication:

S.No.	Title	Journal name	Month of publication	ISSN number details
1	A Comparative Study on Customer Attitude towards Agricultural Credit in Canara Bank and State Bank of India with Special Reference to Theni District	International Journal of All Research Education & Scientific Methods An ISO & UGC Certified Peer-Reviewed Multi-disciplinary Journal	Jul-20	ISSN: 2455-6211Impact Factor: 4.597, Volume 8 Issue 7,
2	A Study on Quality Work Life (QWL) of Women Construction Workers in Madurai North	INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD	Jul-20	ISSN: 2455-0620 Volume - 6, Issue - 7
3	“A STUDY ON CUSTOMER ATTITUDE	International Journal of Multidisciplinary	Jul-20	ISSN: 2277-7881, JISRAF Impact Factor 6.514

	TOWARDS DAIRY PRODUCTS IN MADURAI NORTH”	Educational Research(IJMER)		
4	A Study on Commerce Students Attitude towards Online Classes during Lockdown Period (With Special Reference to Madurai City)	Shanlax International Journal - ComFin Research	Apr-21	E-ISSN: 2582-6190, Vol. 9, No. 2,
5	Personal Savings and Investment Pattern of Salaried People in Madurai City	Journal of Emerging Technologies and Innovative Research	June 7.2021	ISSN : (2349-5162),(Journal No: 63975) & 7.95 Impact Factor Published in Volume 8 Issue 6 , June-2021 | Date of Publication: 2021-06-07 Published in Volume 8 Issue 6 , June-2021
6	CUSTOMER AWARENESS AND SATISFACTION TOWARDS SOLAR ENERGY PRODUCTS WITHSPECIAL REFERENCE TO MADURAI DISTRICT	Dogo Rangsang Research Journal UGC Care Group I Journal	May-21	ISSN: 2347-7180 Volume 11 Issue 5, No2, Impact Factor 7.12
7	Patients Satisfaction towards Aravind Eye Care Hospital in Madurai City	Shanlax International Journal of Arts, Science and Humanities	Jul-21	E-ISSN: 2582-0397
8	PARENT’S PERSPECTIVE OF CHILDREN INFLUENCE ON THEIR BUYINGBEHAVIOR WITH SPECIAL REFERENCE TO MADURAI CITY	Dogo Rangsang Research Journal UGC Care Group I Journal	July 2022	ISSN : 2347-7180 Vol-12 Issue-07 No. 01

9	book chapter- Learning Experience of Commerce Students with EdTech	Shanlax Publication	Feb 2023	ISBN 978-81-19042-09-8
10	book chapter - Expectation of LOHAN Customers' in Rural Area	Primax Publication	30-4-2023	ISBN 979-93-92993-02-2
11.	"IMPACT OF BRANDING ON CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO MADURAI CITY"	Infinity Publication	July 2023	ISBN 978-93-89476-39-2 DOI10.25215/9389476399
12.	A Study on Socio Economic Conditions and Challenges Faced By Vegetable Vendors in Uzhavar Sandhai, B.B.Kulam, Madurai.	International Journal of Humanities Social Science and Management	May - June 2023	

PERSONAL DETAILS:

Name : Ms.M.M.Parimala

Date of Birth : 14.12.1983

Age : 42 Years

Fathers Name : M. Murugan

Mothers Name : M. AthiSelvam

Husband Name: :K.Muthukumar

Nationality : Indian

Gender : Female

Mother Tongue : Tamil

Languages known : Tamil, English

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

M.Parimala