**SOURASHTRA COLLEGE, MADURAI – 625 004**

(An Autonomous Institution Re-Accredited with ‘B’+ Grade By NAAC)

Vilachery Road, pasumalai, madurai – 625 004

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| **name** | Dr. SITHU MURALIDHARAN DEVI | **20170408_131131.jpg** |
| **qualification** | M.Com., M.Phil., Ph.D |
| **DESIGNATION** | assistant professor |
| **department** | commerce |
| **Date Of BIRTH** | 22/04/1983 Age 39 |
| **date of APPOINTMENT** | 20-08-2019 |
|  **mobile number** |  9655643818 |
|  **E-mail** | Sithumuralidharandevi@gmail.com |

**Educational Qualification : B.com., M.com., M. Phil., Ph.D.**

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| **Degree** | **Subject** | **College / University & Place** | **Year****Completed** |
| Ph.D |  Commerce |  Sourashtra College, Madurai. | 2017 |
| M.Phil., | Commerce | Madurai Kamaraj University, Madurai. | 2009 |
| M.com., | Commerce | Madurai Kamaraj University, Madurai. | 2006 |
| B.Com., (Computer Application) | Commerce | Madurai Kamaraj University, Madurai. | 2004 |

**Academic Experience in Other Institutions:**

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| **Designation** | **Institution** | **Duration** |
| Assistant Professor | Prince Shri Venkateshwara Arts and Science College, Gowriwakkam, Chennai. | July 2017 – April 2019 |

**ACADEMIC ACTIVITIES**

**PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Name of the Journal****(Nat’l / Int’l)** | **Paper Title** | **ISBN** | **Month & Year** |
| 1 | EMERGING TRENDS IN MANAGMENT | Reasons For The Development Of Small Scale Industries in Madurai District | 978-81-904189-5-9 | April 2014 |
| 2 | IMPACT OF GLOBALISATION ON THE PROSPECTS OF INDIAN BANKING SECTOR | Impact of Foreign Direct Investment in Indian Industry | 978-93-80657-29-5 | Jan-2015 |
| 3 | INTERNATIONAL FINANCIAL REPORTING STANDARDS - A GLOBAL ACCOUNTING LANGUAGE FOR LOCAL IMPLICATIONS IN INIDA | International Financial Reporting Standards for Implications in India and its Importance | 978-93-80657-89-9 | Feb 2015 |
| 4 | IMPACTS OF URBANISATION IN INDIA | Undercurrents Of The Indian SOCIO – ECONOMY And Non-Constraint For Rural – Urban Sector | 13-978-81-920-478-5-0 | March 2015 |
| 5 | Emerging trends and challenges | Economic Growth of India – A Conceptual Approach (With Special reference to FDI) | 978-81-909344-8-0 | Jan 2019 |
| 6 | International Multi Disciplinary Conference On ARTS,Social Science,Management AND Technology | ATTITUDE AND AWARENESS OF PETRO CARD HOLDER IN MADURAI CITY | 978-81-943363-3-4 | Sep 2019 |

**PAPERS PUBLISHED IN EDITED VOLUMES (UGC CARE LIST GROUP with ISSN)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Name of the Journal****(Nat’l / Int’l)** | **Paper Title** | **ISSN** | **Month & Year** |
| 1 | The Journal of Management Published by M.O.P Vaishnav College for Women (Autonomous), Chennai | The Brand Awareness Among Customers on Automobile Industry in Chennai, Tamilnadu |  2278 -8247 | March 2021 |
| 2 | Journal of Management & Entrepreneurship | A Research On the Students Perception Towards ONLINE Classes and Traditional Offline Classes |  2229 - 5348 | April – June 2022 |
| 3 | Kanpur Philosophers : International Journal of Humanities, Law and Social Sciences. | A Study on Level of Awareness Towards Intellectual Property Rights Among Students |  2348 - 8301 | July 2022 |
| 4 | Indian Council of Social Science Research (VHNSN College) | A Study on Challenging Factors in E-Governance |  2347-3215 | 24& 25th Jan 2023 |
| 5 | Loyola College (Autonomous) , Chennai  | A Study on Cyber Security Issues Affecting Banking and Online Transactions |  2319 – 829X | Jan – june 2023 |
| 6 | International Journal of Research and Analytical Reviews (IJRAR) | Factors Influencing Entrepreneurs’ Attitude Towards Financial Institutions |  E-2348-1263 P-2349-5138 | June 2023 |
| 7 | International Journal of Creative Research Thoughts  | Socio – Economic Characteristics of Insured Households |  2320 - 2882 | June 2023 |

**List of Seminars / Conferences / workshops : Participated**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.****No.** | **Topic****(State / Nat’l / Int’l)** | **Organized by** **Dept.** | **Date** |
|  | Recent Trends in Corporate Sector | Sourashtra College madurai | 2nd March 2013 |
|  | Goods and service Tax. | PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73 | 24th Aug 2017 |
|  | Impact of Climatic Change In recent Years – Educating the youth for Mitigation and Adaptation  | PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73 | 8th Sep 2017 |
|  | AMFI INVESTMENT ADVISORY PROGRAM | PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73 | 23rd Apr 2018 |
|  | A Pragmatic Approach to Consumer Awareness and Protection in the present Scenario | PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73 | 3rd and 4th Aug 2018 |
|  | ICT – Enabled Higher Education in India | PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73 | 12th& 13th Aug 2020 |
|  | Workshop on Systematic Literature Review and Bibliometric Analysis | THIAGARAJAR SCHOOL OF MANAGEMENT | 31st March To 2nd April 2023 |

**List of Seminar/ Conference Attended/Paper : presented**

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| **S.****No.** | **Topic****(State / Nat’l / Int’l)** | **Organized by****Dept./University/ College** | **Paper Title** | **Date** |
|  | Foreign Direct Investment in Retail Trade – Opportunities and Challenges | Sourashtra College madurai | Factors Influencing The Development of Small Scale Industries in Madurai District | 1&2nd Feb 2013 |
|  | Comprehensive Study on Indian Economy | Jamal Mohamed College,Tiruchirappalli – 620 020. | A Decade of Growth in the Indian Socio Economic Sector | 10th Feb 2015 |

**Faculty Development Program (Completed/Participated) :**

|  |  |  |  |
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| **S.No** | **Title**  | **Organized By** | **Date** |
| 1 | E-Content Development for Effective Teaching | Velammal Engineering College, Chennai-06 | 29th March 2019 |
| 2 | Emotional Intelligence | KG College of Arts and Science, Coimbatore | 28th,30th April and 2nd May 2020 |
| 3 | Moodle Learning Management System | V.P Institute of Management Studies and Research, Sangli | 12th May 2020 to 17th May 2020 |
| 4 | Virtual Faculty Development Programme – Resilient Business Strategies : Preparing For A Pandemic World | Sri Ramakrishna College of Arts and Science for Women,Coimbatore,Tamilnadu,India | 14 May 2020 to 16 May 2020 |
| 5 | Connected World – a Reality with IOT | Sri Ramakrishna College of Arts and Science for Women, Coimbatore,Tamilnadu,India | 20 May 2020 |
| 6 | Fractals in Image Processing | Sri Ramakrishna College of Arts and Science for Women, Coimbatore,Tamilnadu,India | 21May 2020 |
| 7 | Online Faculty Development Webinar – Analytics Series | A.V.P College of Arts and Science, Tiruppur | 27th and 28th May2020  |
| 8 | Design a Competitive Curriculum in Commerce – A Front End Approach | Quaid-E-MILLATH Government College for Women,Chennai -600 002 | 4th Jun 2020 |
| 9 | Mentoring Pedagogy and Teaching for Higher Education | Prince Shri Venkateshwara Arts and Science College, Chennai 73. | 21st August 2021 |

**List of Induction/Orientation Programme**

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| --- | --- | --- | --- | --- |
| S.No | Organized by colleges/ universalities | Name of the programme | Grade | Month & year |
|  | Teaching Learning Center,Ramanujan College, University of Delhi | Faculty in Universities/Colleges/Institutes of Higher Education | A | 26th June 2020 to 24 July 2020 |

**List of Online-Refresher courses**

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| S.No | Organized by colleges/ universalities | Name of the programme | Grade | Month & year |
|  | Teaching Learning Center,Ramanujan College, University of Delhi | Research Methodology and Data Analysis | A+ |  17th May 2021 To 31st May 2021 |
|  | Teaching Learning Center,Ramanujan College, University of Delhi | Commerce and Management  | A+ |  25th June 2021 To 8th July 2021 |
|  | Teaching Learning Center,Ramanujan College, University of Delhi in collaboration with Newman College | Advanced Research Methodology | A+ | 21 June 2022 – 05 July 2022 |

**Certification Completed:-**

1. Strategies to Address the Soft Skill Gap Organized by International Journal of Advance Study and Research Work ( ISSN: 2581-5997)from 27th April 2020 to 01st May 2020.