




SOURASHTRA COLLEGE, MADURAI – 625 004

(An Autonomous Institution Re-Accredited with 'B'+ Grade By NAAC)
VILACHERY ROAD, PASUMALAI, MADURAI – 625 004

NAME	Dr SITHU MURALIDHARAN DEVI	
QUALIFICATION	M.Com., M.Phil., Ph.D	
DESIGNATION	ASSISTANT PROFESSOR	
DEPARTMENT	COMMERCE	
DATE OF BIRTH	22/04/1983 AGE 37	
DATE OF APPOINTMENT	20-08-2019	
MOBILE NUMBER	9655643818	
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Educational Qualification : B.com., M.com., M. Phil., Ph.D.

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

ACADEMIC EXPERIENCE IN OTHER INSTITUTIONS:

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

LIST OF SEMINARS / CONFERENCES / WORKSHOPS : PARTICIPATED

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept.	Date
1.	Recent Trends in Corporate Sector	Sourashtra College madurai	2 nd March 2013
2.	Goods and service Tax.	PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73	24 th Aug 2017
3.	Impact of Climatic Change In recent Years – Educating the youth for Mitigation and Adaptation	PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73	8 th Sep 2017
4.	AMFI INVESTMENT ADVISORY PROGRAM	PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73	23 rd Apr 2018
5.	A Pragmatic Approach to Consumer Awareness and Protection in the present Scenario	PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73	3 rd and 4 th Aug 2018
6.	ICT – Enabled Higher Education in India	PRINCE SHRI VENKATESHWARA ARTS & SCIENCE COLLEGE, Chennai -73	12 th & 13 th Aug 2020

LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER : PRESENTED

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

Faculty Development Program (Completed/Participated) :

S.No	Title	Organized By	Date
1	E-Content Development for Effective Teaching	Velammal Engineering College, Chennai-06	29 th March 2019
2	Emotional Intelligence	KG College of Arts and Science, Coimbatore	28 th ,30 th April and 2 nd May 2020
3	Moodle Learning Management System	V.P Institute of Management Studies and Research, Sangli	12 th May 2020 to 17 th 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	27 th and 28 th May2020
8	Design a Competitive Curriculum in Commerce – A Front End Approach	Quaid-E-MILLATH Government College for Women,Chennai -600 002	4 th Jun 2020
9	Mentoring Pedagogy and Teaching for Higher Education	Prince Shri Venkateshwara Arts and Science College, Chennai 73.	21 st August 2021

List of Induction/Orientation Programme

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

List of Online-Refresher courses

S.No	Organized by colleges/ universalities	Name of the programme	Grade	Month & year
1.	Teaching Learning Center,Ramanujan College, University of Delhi	Research Methodology and Data Analysis	A+	17 th May 2021 To 31 st May 2021
2.	Teaching Learning Center,Ramanujan College, University of Delhi	Commerce and Management	A+	25 th June 2021 To 5 th July 2021

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.