

MS.JEYALAKSHMI M.G

Assistant Professor,
Department of Commerce,
Bishop Heber College,
Tiruchirappalli - 17.

E-mail : jeyaramu68@gmail.com

Phone : 9843194119

Web:

Qualification

Degree	Branch	Institution / University	Year of Passing
Ph.D	COMMERCE	Bharathidasan University	APRIL 2022
M.Phil	commerce	Tnou, Chennai	2007
M.Com	commerce	Bdu	1994
B.Com	commerce	Bdu	1992

Ph.D. Details

Title of Thesis	Area of Specialization	Year of Award
A STUDY ON CONSUMER PERCEPTION TOWARDS SELECTED ORGANIC FOOD PRODUCTS IN TRICHY	MARKETING	April,2022
Research Supervisor DR B ARTHI Asst Proffessor	Research Centre UDC, TRICHY	

Cleared NET / SET :	Details	Year of Passing
SET	04020236	OCTOBER 2012

Additional Qualification

Name of Course	Place of Study	Date	Duration
PGDCA	UDC KATTUR	JUL 2013	ONE YEAR
Skill for new Educational Architecture	Swayam Arpit Online Course	August 2021	4 months

Work Experience

Name of Institution	Address of Institution	Designation	From	To
CHELAMAL WOMENS COLLEGE	GUINDY CHENNAI	LECTURER	12/02/2007	7/4/2012
UDC	KATTUR TRICHY	ASST PROFESSOR	4/7/2012	12/4/2019
BISHOP HEBER COLLEGE	TRICHY	ASST PROFESSOR	10/6/2019	TILL DATE

Table of Contents

1.	Conferences / workshops / Seminars Attended	35
2.	Research Papers Presented	5
3.	Publication in Journals	4
4.	Publication in Books	0
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	0
7.	Research Projects	0
8.	Resource Person	0
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. College level Workshop on **"WORKSHOP ON E-RESOURCES"** sponsored by UGC - PARAMARSHScheme organized by N LIST, & BHC at TRICHY during 26/03/2021 to 27/03/2021.
2. National level Conference on **"Artificial Intelligence in Banking"** sponsored by Sri Ramakrishna College of Arts and Science organized by Sri Ramakrishna College of Arts and Science at Coimbatore during 27/11/2020 to 27/11/2020.
3. -1 level Seminar on **"Webinar Predatory Journals A Growing Threat for Academicians"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 04/07/2020 to 04/07/2020.
4. -1 level Workshop on **"Data Analysis Using Micro soft Excel"** sponsored by St Claret College organized by St Claret College at Bangalore during 15/06/2020 to 01/01/1900.
5. International level Seminar on **"Webinar on Economic impact of Global Pandemic"** sponsored by Thiyagaraja College organized by Thiyagaraja College at Madhurai during 05/06/2020 to 05/06/2020.
6. -1 level Workshop on **"FDP on Skill Development"** sponsored by VELs Institute of Science and Technology organized by VELs Institute of Science and Technology at Chennai during 31/05/2020 to 01/06/2020.
7. National level Seminar on **"Webinar on impact of Covid Pandemic"** sponsored by Pachaiappa s College organized by Pachaiappa s College at Kanchipuram during 30/05/2020 to 30/05/2020.
8. International level Workshop on **"FDP E ContentDeveloping for MOOC and Online Classes"** sponsored by UGC organized by Jamia Millia Islamia at New Delhi during 27/05/2020 to 28/05/2020.
9. International level Workshop on **"FDP Creating on Google sites and OER"** sponsored by RBVRR Womens College organized by RBVRR Womens College at Hyderabad during 26/05/2020 to 01/01/1900.
10. International level Seminar on **"Webinar on Covid 19 andContinuing Relevance"** sponsored by American College organized by American College at Madhurai during 23/05/2020 to 23/05/2020.
11. -1 level Seminar on **"Webinar on UnlockingOnline Evaluation"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 22/05/2020 to 22/05/2020.
12. International level Workshop on **"FDP On Managing Online Classes and Co-Creating MOOCs"** sponsored by HRD organized by Ramanujar College at New Delhi during 20/04/2020 to 06/05/2020.
13. International level Conference on **"opportunities and challenges of business in the changing scenario"** sponsored by UGC organized by Jammal Mohammed Collrgr at TRICHY during 23/01/2020 to 23/01/2020.
14. International level Conference on **"current issues in indian economu in 2020"** sponsored by Bishop Heber College organized by Bishop Heber College at TRICHY during 08/01/2020 to 08/01/2020.
15. College level Refresher on **"Tally with GST"** sponsored by Bishop Heber College organized by Bishop Heber College at TRICHY during 30/08/2019 to 30/08/2019.
16. National level Workshop on **"Statistical Packages for Social Sciences"** sponsored by Imayam college organized by Imayam college at Thuraiyur during 01/02/2019 to 01/02/2019.
17. International level Conference on **"Sustainable Competetitive advantages in the changing business scenario"** sponsored by Bishop Heber College organized by Bishop Heber College at TRICHY during 12/09/2018 to 12/09/2018.

18. -1 level Conference on **"Global Contemporary issues in Bussiness and IT"** sponsored by J.J.college organized by J.J.college at PUDUKKOTTAI during 30/08/2018 to 31/08/2018.
19. College level Orientation on **"Being an Effective Teacher"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at TRICHY during 23/06/2018 to 23/06/2018.
20. International level Conference on **"Quality Enhancement In Academic Research"** sponsored by Jammal Mohammed Collrgr organized by Jammal Mohammed Collrgr at TRICHY during 21/04/2018 to 21/04/2018.
21. National level Conference on **"Transforming tecnology"** sponsored by Srimad Andavan Arts and sience college organized by Srimad Andavan Arts and sience college at TRICHY during 24/01/2018 to 01/01/1900.
22. International level Seminar on **"GST and its Implication at cross Country"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at TRICHY during 06/09/2017 to 06/09/2017.
23. National level Conference on **"Marketing Unplugged: The Game -changing Innovation"** sponsored by Sri Ramakrishana college of Arts and Science organized by Sri Ramakrishana college of Arts and Science at Coimbatore during 09/03/2017 to 09/03/2017.
24. College level Workshop on **"Reserch methodology"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at TRICHY during 27/01/2017 to 27/01/2017.
25. National level Seminar on **"Innovation in Banking though Green Banking"** sponsored by Imayam Arts and Science College organized by at TRICHY during 25/01/2017 to 25/01/2017.
26. International level Conference on **"Business Finance and Management : Challenges in Global Era"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at TRICHY during 20/01/2017 to 20/01/2017.
27. International level Seminar on **"Emerging trend in global business"** sponsored by Nehru Memorial College organized by Nehru Memorial College at Puthanampatti , Trichy during 16/02/2016 to 16/02/2016.
28. National level Conference on **"Emerging oppertunities and challenges in the sevice sector"** sponsored by Annaivelakanni organized by Annaivelakanni at Thanjavur during 29/01/2016 to 29/01/2016.
29. National level Seminar on **"Financial Literacy Programmes : Issues and challenges"** sponsored by Urumu Dhanalakshmi College organized by Urumu Dhanalakshmi College at TRICHY during 11/09/2015 to 01/01/1900.
30. National level Seminar on **"Sustainable and Inclusive Growth oriented Marketing"** sponsored by Aiman College organized by Aiman College at TRICHY during 29/01/2015 to 29/01/2015.
31. National level Seminar on **"Rural Marketing in India: Issues and Challenges"** sponsored by UGC organized by Urumu Dhanalakshmi College at TRICHY during 26/09/2014 to 27/09/2014.
32. National level Seminar on **"Retail Marketing in India : Problems and Prospects"** sponsored by UGC organized by Urumu Dhanalakshmi College at TRICHY during 19/09/2014 to 20/09/2014.
33. International level Conference on **"Emerging Dimension of Management- Issues and Challenges"** sponsored by J.J.college organized by J.J.college at PUDUKKOTTAI during 05/09/2014 to 01/01/1900.

1. **"Organic farming in Tamilnadu: status constrains and challenges"** in the International conference on *Opportunities and challenges of business in the changing scenario* sponsored by , organized by Jamal Mohamed College at Trichy during 23/01/2020 to 23/01/2020.
2. **"A Study of recent trend in Indian Economy"** in the International conference on *Current Issues in Indian Economy* sponsored by , organized by Bishop Heber College at Trichy during 08/01/2020 to 08/01/2020.
3. **"A Study on the impact of Celebrity endorsement towards chennai silks Thiruchirapalli"** in the International conference on *Sustainable competitive advantages in the changing business scenario* sponsored by , organized by Bishop Heber College at Trichy during 12/09/2018 to 12/09/2018.
4. **"Customers satisfaction toward internet shopping in trichy"** in the International conference on *Global contemporary issues in Business And IT* sponsored by , organized by J.J. College at Pudukkottai during 30/08/2018 to 31/08/2018.
5. **"A Study on Consumer Behaviour towards Organic food Products in selected areas in TRICHIRAPALLI"** in the International conference on sponsored by UGC CARE, organized by J.J. College at Pudukkottai during 01/01/1900 to 01/01/1900.

Publication in Journals

- 4

1. **"DIGITAL TRANSFORMATION AND FINTECH:IMPACT IN BANKING SECTOR"** published in JOURNAL OF THE ORIENTAL INSTITUTE (PEER REVIEW) Vol. 71,, Issue No. 1,NO 6, March 2022 ISSN : 0030-5324.
2. **"ORGANIC FARMING IN TAMILNADU- STATUS,CONSTRAINS AND CHALLENGES"** published in OUR HERITAGE (CONFERENCE PROCEEDING) Vol. 68, Issue No. 17, January 2020 ISSN : 0474-9030.
3. **"A CONSUMER BEHAVIOR TOWARDS ORGANIC FOOD PRODUCT IN SELECTED AREAS IN TIRUCHIRAPALLI"** published in INTERNATIONAL JOURNAL FOR ANALYTICAL AND EXPERIMENTAL MODAL ANALYSIS (CONFERENCE PROCEEDING) Vol. XI, Issue No. 11, September 2019 ISSN : 0886-9364.
4. **"CONSUMER SATISFACTION TOWARDS INTERNET SHOPPING IN TRICHIRAPALLI"** published in INTERNATIONAL JOURNAL FOR SCIENTIFIC RESEARCH AND REVIEW (CONFERENCE PROCEEDING) Vol. VII, Issue No. 10, August 2018 ISSN : 2779-543X.

Signature of Staff
(JEYALAKSHMI M.G)