

Name: Mrs. S.Taj Sulthana

Designation: Lecturer

Department: Department of commerce (IT)

Date of Joining: 24.08.2015

Phone with Extn. No:

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
M.Phil	Commerce	MaduraiKamaraj University	April 2014
M.Com	Commerce	MaduraiKamaraj University	April 2013
B.Com(CA)	Commerce(CA)	MaduraiKamaraj University	April 2011
HSC		State Board	March 2008
SSLC	Railway Mixed Hr.Sec.School	Anglo Indian Board	April 2006

Specialisation in Teaching:

- ✓ Marketing
- ✓ Research Methodology
- ✓ Financial Accounting
- ✓ Business Law
- ✓ Corporate Law

Specialisation in Research:

Research Interests:

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
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Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)

Membership in Professional Bodies:

Publications:

Books:

Articles Published in International Journals:

- ✓ Presented and Published a paper on, “Women Entrepreneurs: Functions, Problems and Solution” ISBN:978-93-85109-88-1, ISSN:2349-8684, in the International conference held on 7th January 2017 Organized by The American College, Madurai, Tamil Nadu.
- ✓ Published a paper on, “GST and Agricultural Services”, October 2017

in the Journal EAGLET, ISSN: 2320-4168, The American College, Madurai, TamilNadu.

- ✓ Participated and Published a paper in Green Banking: Opportunities and Challenges, ISBN: 978-93-88398-34-3, in the International Conference held on 1st and 2nd February 2019, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Presented and Published a paper on, “Cloud Marketing” ISBN: 978-93-89658-48-4, in the International Conference on “Sustainability, Transformation, Development in Business and Management” held on 24th January 2020, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

Articles published in National Journals:

- ✓ Presented and Published a paper on, “Challenges and Opportunities in Micro, Small and Medium Enterprises in India” ISBN:978-93-86712-19-6, in the National Conference held on 16th February 2018, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

Conference / Seminar Presentations:

- ✓ Participated in the national seminar on “Recent Trends in capital market” held on march 11th and 12th, 2009, and presented a paper on “Debt and equity Market” in Fatima college, Madurai-18.
- ✓ Participated in the national seminar on “Online Marketing in Today’s Scenario” held on February 10th, 2010 in Fatima College, Madurai-18.
- ✓ Participated in state level student seminar and won first prize on the topic FDI in Indian Retail Business Challenges and opportunities in Thiagrajar College, Madurai-9.

- ✓ Participated in intercollegiate symposium on “LIC in the service of the nation” held on 3rd September 2010.
- ✓ Participated in the one day workshop on “Moulding perception to achieve greater things in life” held on 29th august 2012 in Fatima College, Madurai-9.
- ✓ Participated in the UGC sponsored workshop on “E-Commerce for everyone” held on 2nd march 2012 in Fatima College, Madurai-9.
- ✓ Presented a paper on Green marketing initiatives by Indian corporate sector in the national seminar held on 5th march 2013 in Fatima College, Madurai-9
- ✓ Presented a paper on Trends in Mobile learning in the national conference held on 9th&10th January 2014 in Lady Doak College, Madurai -2.
- ✓ Presented a paper on Tourism industry-constraints and strategies in the national conference held on 7th February 2014 in Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi.
- ✓ Participated in the AIACHE Golden Jubilee Grand Finale Celebration held at The American College, Madurai, Tamil Nadu from 7th to 11th October, 2016.
- ✓ Presented a paper on, “Women Entrepreneurs: Functions, Problems and Solution” ISBN:978-93-85109-88-1, ISSN:2349-8684, in the International conference held on 7th January 2017 Organized by The American College, Madurai, Tamil Nadu.
- ✓ Presented a paper on, “Challenges and Opportunities in Micro, Small and Medium Enterprises in India” ISBN:978-93-86712-19-6, in the National Conference held on 16th February 2018, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Participated in “Two day National Workshop on Applications of AMOS in Social Science Research” held on 12th and 13th October

2018, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

- ✓ Participated a paper in Green Banking: Opportunities and Challenges, ISBN: 978-93-88398-34-3, in the International Conference held on 1st and 2nd February 2019, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Participated in the Workshop on “Development of Website” held on 3rd August 2019, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Presented a paper on, “Cloud Marketing” ISBN: 978-93-89658-48-4, in the International Conference on “Sustainability, Transformation, Development in Business and Management” held on 24th January 2020, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

Lectures / Talks given:

Awards / Fellowships:

Doctoral Students

Completed:

Name of the student	Title of the thesis

Ongoing:

Name of the student	Title of the thesis

UGC Sponsored Major Projects:

Title	Year of Award	Amount Awarded	Status of the project- Completed /Ongoing	Co-investigator, if any

UGC Sponsored Minor Project

Title	Year of Award	Amount Awarded	Status of the project- Completed /Ongoing	Co-investigator, if any

Overseas Academic Visits:

Other Activities / Academic Credentials: