

**Name** : Dr.B.USSAIMA  
**Designation** : Assistant Professor  
**Department** : Commerce (SF-CME)  
**Date of Joining** : 01.07.2019  
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**Educational Qualification:**

Degree	Subject	College / University & Place	Year Completed
P. hD	Commerce	Saraswathi Narayanan College , Madurai.	October , 2016
M. Phil	Commerce	Saraswathi Narayanan College , Madurai.	November, 2010
M.Com	Commerce	Saraswathi Narayanan College , Madurai.	April 2009
B.Com	Commerce	Sermathai Vasan College For Women, Madurai	April 2007

**Specialisation in Teaching:**

1. Marketing Management
2. Cost Accounting
3. Banking

**Specialisation in Research:**

1. Consumer Behaviour
2. Marketing

**Research Interests**

1. Under Graduate Research Project Titled “**A Study on Consumers Attitude towards Reliance JIO Telecom Services in Madurai City**” awarded on 6 April 2017.
2. Post Graduate Research project Titled “A study on Customer Satisfaction Towards e-Payment System in Madurai City” awarded on May 2021.
3. Provides Research Assistance to fellow Research Scholars especially Statistical tools working on SPSS package .

## ACADEMIC HONORS RECEIVED

1. Awarded a *Junior Research Fellowship (JRF) and Senior Research Fellowship (SRF)* by **Maulana Azad National Fellowship for Minority Students(MANF)**, Government of India.
2. Best Researcher award received during the academic year 2012-2013.

## Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Assistant Professor	Saraswathi Narayanan College, Madurai-22	23.6. 2016 to 31.10.2018
Assistant Professor	The American college, Madurai -02	01.07.2019 to till date

## PAPERS PUBLISHED / ACCEPTED FOR PUBLICATION:

1. Impact of Television Advertisement on Children- A Review – Published in the National Conference Organised by Padmavani College of Arts and Science, Salem-October 2012.
2. Recall Effectiveness of Television Advertisements - Published in the Indian Journal of Applied Research, Vol.3,issue 12 ,December 2013.
3. Factors Attracting Children to View TV Commercials - A Study Using Factor Analysis- Published in Indian Journal of Applied Research, Vol.4, June 2014.
4. Eco Friendly Advertising Strategies for Modern Business –Published in the International Conference Organised by the Department of Commerce, The American College, Madurai –January ,2020.

## PAPERS PRESENTED /PARTICIPATED AT THE STATE/ NATIONAL / INTERNATIONAL LEVEL SEMINARS/CONFERENCES/ WORKSHOPS

1. Participated in National Level seminar on “Global Financial crisis and its Impact on India” on 4<sup>th</sup> March 2009 conducted by E.M.G.Yadava Women’s College, Madurai.
2. Participated in the State level seminar on “Industrial opportunities and Entrepreneurial

- development” on 25<sup>th</sup> March 2009 conducted by S.Vellaisamy Nadar College, Madurai.
3. Paper presented in the state level seminar on “Infrastructure development of LIC for sustained Economic growth of India” on September 9, 2009 conducted by E.M.G.Yadava College, Madurai.
  4. Participated in the ICSSR Sponsored Training Course in Research Methodology and Computer Application in Social Sciences During the Period from 24<sup>th</sup> November to 5<sup>th</sup> December 2011
  5. Paper presented in the national conference on “Impact of Television advertisement on children- A review” on October 2012, National Conference Organised by Padmavani College of Arts and Science, Salem.
  6. Participated in the Workshop on Applications of SPSS for Data Analysis organised by the Department of Commerce, Mannar Thirumalai Naicker College, Madurai on 29<sup>th</sup> and 30<sup>th</sup> October 2012
  7. Participated in the Entrepreneurship Awareness Camp (EAC) organised by the Centre for Entrepreneurship Development (Tamil Nadu) at Saraswathi Narayanan College, During 26<sup>th</sup> to 28<sup>th</sup> December 2013
  8. Participated in the one day workshop on Application of Multivariate Analysis in Research organised by the Internal Quality Assurance Cell at Saraswathi Narayanan College, on 23<sup>rd</sup> February 2015
  9. Participated in the one day workshop on Formulating Research Problem organised by the Department of Commerce, Saraswathi Narayanan College, on 30<sup>th</sup> December 2015
  - 10 Participated in the one day GST Workshop, organised by Office of the Commissioner of GST and Central Excise and the Department of Commerce, at the American College, Dated 5<sup>th</sup> July 2019
  - 11 Participated in the workshop Entrepreneur Dexterity Evolvment 2020 organised by the Department of Commerce, The American College ,Dated 10.3.2020.

- 12 Participated on 5 day Free online workshop for teachers organized by Universal Teachers Academy , Dated from 14th May 2020 to 18th May 2020.
- 13 Participated in the workshop on “ Roadmap to Successful Entrepreneurship for Commerce Professionals “ organized by the Department of Commerce , The American College, Madurai -02 , Dated 15<sup>th</sup> March 2021
- 14 Participated in the International Conference on “Human Rights Fundamentals : The Indian Perspective” organized by the department of Social Work & Department of English , Kodaikanal Christian College, Kodaikanal on 24<sup>th</sup> September 2021.

**PARTICIPATED AT THE STATE/ NATIONAL LEVEL  
WEBINARS/CONFERENCES**

1. Participated in the webinar titled on Art of Achieving teaching Excellence in Digital era (online), Organized by Sakthi Institute of information and Management Studies , Dated 4th April 2020
2. Participated an International webinar titled on Teacher to Educational Leader Organized by Colombo Plan Staff College, dated 23rd April 2020
3. Participated in the webinar titled on UGC NET/SET Exam General Paper 1 Compulsory Organised by Maharastra college of Arts Science and Commerce, dated 11th May 2020.
4. Participated in the webinar on virtual Classroom Management using Microsoft teams (online), Organized by Lakireddy bali reddy college of Engineering, Dated 11th May 2020.
5. Participated in the webinar titled on Indian patent Drafting and Applying organized by Panimalar Institute of technology, Dated 13th May 2020.
6. Participated in the webinar titled on Guidance for UGC NET/SET General paper I organized by Indira Priyadarshini Govt Degree college for women & Maharastra college of Arts Science and Commerce , dated 18th May 2020
7. Participated in the webinar titled on Covid 19 and continuing relevance organized by the

Department of Commerce, The American College, dated 23rd May 2020.

8. Participated in the webinar organized by the ladies club of The American college, Madurai – 02 on 2th may 2020.

9. Participated in the webinar titled on Women at Risk Blossom organized by the Laies Club ,The American College, dated 9th June 2020

10. Participated in the webinar titled on Self-Awareness and Social Responsibility During COVID 19 Pandemic ,organized by the Department of Commerce ,The American College, dated 13th June 2020

11. Participated in the webinar titled on Impact of Covid 19 on Educational Services and Alternating Strategies ,Organized by the Department of Commerce,The American College, dated 20th June 2020

12. Participated in the webinar titled on A Perspicacious View on Electronic Payments , Organized by the Department of Commerce, The American College, dated 3rd July 2020

13. Participated in the webinar titled on Rebirth of the Indian Economy – Post -Pandemic Revival,Organized by Bishop Cotton Academy of Professional Management , dated 9th July 2020

14. Participated in the webinar titled on “Navigate Financial Crisis During Pandemic” Organized by the Department of Commerce, The American College, dated 17<sup>th</sup> July 2020

15. Participated in the National webinar on “ A Pandemic year for Women; What are We Learning” Organised by the Ladies Club of The American College, Madurai on 30<sup>th</sup> June 2021.

16. Participated in the International webinar on” Financial Accounting and Enterprise Resource Planning (ERP) organized by the PG an Research Centre of Commerce, Jayaraj Annapackiam College for Women , on 3<sup>rd</sup> September 2021.

17. Participated in the webinar on “ Emerging Business Trends Driven by Covid 19” organized by the Department of Commerce with Computer Application on 10<sup>th</sup> September 2021.

18. Participated in the webinar on “ Bridging the Gender Pay Gap: A way Forward to Promote Women Workforce Participation” organized by the Department of Management Studies, Ramaiah Institute of Technology, Bangalore on 22<sup>nd</sup> February 2022.

19. Participated in the webinar on “Role and Responsibilities of Higher Education Institution in Effective Implementation of National Education Policy -2020” organized by the Department of Commerce , ICFAI University Nagaland on 30<sup>th</sup> May 2022.

20. Participated in the webinar on “ Emerging Trends in Indian Insurance Sector” organized by the Department of Commerce , Govt. Degree College, Telangana State on 4<sup>th</sup> June 2022.

#### **PARTICIPATED AT THE STATE / NATIONAL LEVEL – FACULTY DEVELOPMENT PROGRAM**

1. Participated the Faculty Development program 2.0 (online) ,Organized by North Storm Academy, Dated from 13th May 2020 to 14th May 2020
2. Participated on One week national level online Faculty Development program on Innovation to Academicians (online) organized by Ramachandra college of Engineering, Dated from 11th May 2020 to 16th May 2020
3. Participated in the Workshop cum Faculty Development Programme on Intellectual Property Rights on “Overview of IPR –Economies & Legal Framework, Patents & Designs, Trademarks, Geographical Indicators, Copyrights, Scope of IPR for Educational Institutions, Academicians, Professionals” Organised by the Internal Quality Assurance Cell [IQAC], Post Graduate & Research Department of Commerce, The New College [Autonomous] in association with the Internal Auditing & Assurance Standards Board [IAASB], The Institute of Cost Accountants of India from 14th June 2021 to 18th June 2021 [5 Days].
4. Participated in the National Faculty Development Programme on “ Innovation an IPR” organized by the Institution’s Innovation Council and Internal Quality Assurance Cell,

Holy Cross College, Nagercoil from 21<sup>st</sup> June 2021 to 27<sup>th</sup> June 2021.

5. Participated in the Faculty Development Programme on “ Preparing E- Content for MOOCs on SWAYAM” organized by St.Joseph’s College, Tiruchirappalli on 23<sup>rd</sup> October 2021.
6. Participated in the Faculty Development Programme on “Hybrid Teaching & Learning ” organized by St.Joseph’s College, Tiruchirappalli on 2<sup>nd</sup> December 2021.
7. Participated in a Three day National level Faculty Development Programme on “Investor Education & Awareness” organized by Sraddha Academy for Financial Education from 28<sup>th</sup> December to 30<sup>th</sup> December 2021.
8. Participated in a webinar Cum Faculty Development Programme on “ Financial Education: A Hall Mark of NEP 2020” organized by IGNOU centre 32034 K B Womens College, Hazaribagh in association with Mutual funds in India on 19<sup>th</sup> January 2022.

**Other Activities / Academic Credentials:**

1. Participated as an alumnae in the Board of Studies of Saraswathi Narayan College, Madurai from 2012-2015
2. Held various positions in the organizing committee in conducting Seminars and Conferences.