

Name :Dr.B.USSAIMA
Designation :Assistant Professor
Department :Commerce(SF-CME)
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EducationalQualification:

Degree	Subject	College/University&Place	Year Completed
P.hD	Commerce	SaraswathiNarayananCollege ,Madurai.	October ,2016
M.Phil	Commerce	SaraswathiNarayananCollege ,Madurai.	November, 2010
M.Com	Commerce	SaraswathiNarayananCollege ,Madurai.	April2009
B.Com	Commerce	SermathaiVasanCollegeFor Women,Madurai	April2007

SpecialisationinTeaching:

1. MarketingManagement
2. CostAccounting
3. Banking

SpecialisationinResearch:

1. ConsumerBehaviour
2. Marketing

ResearchInterests

1. UnderGraduateResearchProjectTitled“**AStudyonConsumersAttitudetowardsReliance JIOTelecomServicesinMaduraiCity**” awardedon6April2017.
2. Post Graduate Research project Titled “A study on Customer Satisfaction Towards e-Payment System in Madurai City” awarded on May 2021.
3. ProvidesResearchAssistancetofellowResearchScholarsespeciallyStatisticaltoolsworkingonSPSSpackage.

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, Shanlax Publications, Peer reviewed
Management Journal October 2012 ISBN: 978-93-80657-82-0
2. Recall Effectiveness of Television Advertisements -
Published in the Indian Journal of Applied Research, Vol. 3, issue 12, December 2013, Peer reviewed – UGC Listed Journal, ISSN: 2249-555X, DOI: 10.36106/IJAR
3. Factors Attracting Children to View TV Commercials - A Study Using Factor Analysis -
Published in Indian Journal of Applied Research, Vol. 4, June 2014, Peer reviewed – UGC Listed Journal, ISSN: 2249-555X, DOI: 10.36106/IJAR
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, Shanlax Publications, 24th January 2020. ISBN: 978-93-89658-48-4

5. A Study of Impact of social media marketing on online purchases of consumers with respect to FMCG personal products- Published as book chapter in the book of Recent Advances in finance, Business Management and Technology, published by Rubicon publication, Lonon, WC1A2RP, England, December 2022 - 2023, Research Gate ISBN:978-1-913482-21-3, DOI:10.5281/zenodo.7333149
6. Television Channels preferred by children in Madurai city – published in International Journal of Cultural Studies and Social Sciences with impact factor 7.138 , ISSN 2347-4777, Vol-20, issue-01, No. 07, January -June 2024, UGC care listed journal .

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 4th 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 25th 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 24th November to 5th 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 29th and 30th October 2012
7. Participated in the Entrepreneurship Awareness Camp (EAC) organised by the Centre for Entrepreneurship Development (Tamil Nadu) at Saraswathi Narayanan College, During 26th to 28th 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 23rd February 2015
9. Participated in the one day workshop on Formulating Research Problem organised by the Department of Commerce, Saraswathi Narayanan College, on 30th 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 5th July 2019
11. Participated in the workshop Entrepreneur Dexterity Evolvement 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 15th 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 24th September 2021.

- 15 Participated in the national Conference on Emerging Trends in Indian Insurance Sector organized by Department of Commerce , Govt. Degree College, Telangana on 4th June 2022.
- 16 Paper presented entitled ‘Utilisation of Artificial Intelligence in restaurants’ in the national Conference on ‘The effectiveness of Startups in Indian Economy’ organized by Department of Commerce with professional Accounting of Shri Nehru Maha Vidyalaya College of Arts and Science on 3rd February 2023.
- 17 Paper entitled Sustainability in service industries- Television channels preferred by children in Madurai city presented on the international conference Business Dynamic and Sustainable Development organized by School of commerce, The American college in association with St. Joseph’s University , Bengaluru, Karnataka on 5th and 6th January 2023.
- 18 Participated in National Conference on campus- corporate- community- connect bringing the gap between research and application organized by IQAC and Intellectual property Rights cell, Fatima college on 18th October 2023.
- 19 Paper presented in International conference on Commerce and management in digital age: Trends, Challenges & Innovations organized by School of Commerce , The American college, Madurai, on 5th and 6th January 2024.

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 balireddy 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 17th 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 30th 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 3rd 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 10th 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 22nd 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 30th 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 4th June 2022.
21. Participated in the national level webinar on Wealth creation through management of personal finance organized by Lucknow Intellectual Foundation association with Mutual funds of India on 16th October 2022.

22. Participated in the national level webinar on Wealth creation through management of personal finance organized by Lucknow Intellectual Foundation association with Mutual funds of India on 19th January 2023.
23. Participated in the national level webinar on Master your money: essential tips for Managing personal finance organized by Presidency university in association with National Stock Exchange on 2nd June 2023.
24. Participated in the national level webinar on Financial empowerment through wealth creation organized by Government College for women, nawakadal, Srinagar on 2nd July 2023.
25. Participated in the national level webinar on Financial empowerment through wealth creation organized by Soma subha drama raman goud women's college on 3rd July 2023.
26. Participated in the national level webinar on Wealth creation through personal finance management organized by Department of Management , Army institute of management kolkatta on 13th March 2023.
27. Participated in the national level webinar on financial education organized by Manodarpen career counselling cell, Govt, SPMR college of commerce jammu on 14th March 2023.
28. Participated in the national level webinar on Financial empowerment and career opportunities in financial and securities market organised by Ramachandra college of Engineering , Andhra Pradesh on 4th July 2023.
29. Participated in the national level webinar on Financial empowerment through wealth creation Centre for management and development , Ghaziabad UP on 5th June 2023.
30. Participated in the national level webinar on Financial empowerment through wealth creation organized by Ashoka women's Engineering college, Andhra Prathesh on 6th June 2023.

31. Participated in the national level webinar on Social Development through financial empowerment to citizens organized by Gautam Buddha Degree College on 15th June 2023.
32. Participated in the national level webinar on Personal financial planning and wealth creation through mutual fund organized by Maharani women's commerce and Management college, Mysuru on 20th June 2023.
33. Participated in the national level webinar on Managing personal Finance and wealth creation organized by Stree Welfare foundation, Lucknow, Uttar Pradesh on 7th July 2023.
34. Participated in the national level webinar on Managing personal Finance and wealth creation organized by St. Xavier's College, Palayamkottai on 17th July 2023.
35. Participated in the national level webinar on Financial empowerment and career opportunities in securities market organized by IQAC and Department of commerce of Government degree college of Billawar in association with Mutual funds of India on 8th June 2023.
36. Participated in the national level webinar on Financial empowerment and career opportunities in securities market organized by Presidency university in association with Mutual funds of India on 9th May 2023.
37. Participated in the national level webinar on Financial empowerment through effective financial Planning organized by Finnawas Private Limited , Jammu and Kashmir on 9th June 2023.
38. Participated in the national level webinar on Wealth creation through personal finance management Department of Commerce, Girijananda Chowdhury university, Assam on 9th November 2023.
39. Participated in the national level webinar on Financial empowerment and career opportunities in financial and securities markets organized by PA college of Engineering , Mangalore Karnataka on 10th July 2023.

40. Participated in the national level webinar on Financial empowerment and career opportunities in financial and securities markets organize by Pemiya rishikesh institute of Technology, Jharkhand on 11th May 2023.
41. Participated in the national level webinar on Financial empowerment and career opportunities in the financial and securities market organized by Sri Vengadeswara College of engineering , thirupathi, AP on 12th June 2023.
42. Participated in the national level webinar on Financial empowerment wealth creation organized by Government Navin College Hasoud, Chhattisgarh on 27th December 2023.
43. Participated in the national level webinar on How we manage our finance organized by Cluster level federation ,Gool, Ramban , J& K on 5th December 2023.
44. Participated in the national level webinar on mutual fund- A tool for financial empowerment organized by Dr.S. & S.S Ghandhy Government Engineering College, Gujarat on 29th January 2024.
45. Participated in the national level webinar on Strategy for managing personal finance organized by Suheeb Engineering college and technology, Kulgam , Jammu and Kashmir, on 2nd January 2024.

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 21st june 2021 to 27th 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 23rd October 2021.
6. Participated in the Faculty Development Programme on “Hybrid Teaching & Learning ” organized by St.Joseph’s College, Tiruchirappalli on 2nd 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 28th December to 30th 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 19th January 2022.
9. Participated in the Faculty development programme organized by the Internal Quality Assurance cell (IQAC) , The American College, Madurai on 20th Septemper 2022.

10. Participated in the Five days FDP on Intellectual property rights organized by the Department of commerce , kristu Jyoti College of management and technology , Changanassery, and in association with intellectual property rights information centre – kerala from 18th October 2022 to 22nd October 2022.
11. Participated in the Faculty Development Programme on Plagiarism in Academic Research & Author Identifiers organized Indian Institute of Management and Commerce, sponsored by Vasavi foundation affiliated to OSMANIA university from 11th April 2022 and 12th April 2022.
12. Participated in the Seven days Faculty Development Programme on Research Methodology organized by Department of commerce, PPG College of Arts and Science , Coimbatore from 12th December 2022 to 19th December 2022.
13. Participated in the Three days Faculty Development Programme on Use of Tools & Techniques In Research Methodology organized by Department of Commerce With International Business at Hindusthan College of Arts & Science, Coimbatore from 27th March 2023 to 29th March 2023.
14. Participated in two days FDP on Research methodology for social science organized by Star international foundation for research and education, Namakkal – Tamilnadu on 22nd and 23rd April 2023.
15. Participated in the FIVE days Faculty Development Programme on Unleashing the potential Transforming research using modern tech-tools organized by St.Pauls College, Bangalore from 19th June 2023 to 23rd June 2023.
16. Participated in the Eight days National level Faculty Development Programme on From research to Publication organized by Adhiyaman Arts and science college for women, Salem from 4th September 2023 to 11th September 2023.

17. Participated in the Seven days Faculty Development Programme on Research ethics in higher education organized by Department of Commerce, Rani Anna College for Women, Tirunelveli and Global Ethics South Asia Centre, Bangalore . from 18th September 2023 to 25th September 2023.
18. Participated in FDP on Intellectual Property in academic institutions- hybrid mode organized by Patrician College of Arts and Science , Chennai, on 6th February 2024
19. Participated in FDP on Tally Prime Rel.4.0 organized by Research Department of Commerce Thiagarajar College, Madurai , jointly organized by Tally Education Private LTD Bangalore on 17th February 2024.

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.
3. Being a question setter in various universities and colleges.