

Name: Mrs. C. JOSELYNNITHYA

Designation: Lecturer

Department: Commerce

Date of Joining: 05.12.2017

Phone with Extn. No: 9600966151

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Educational Qualification:

Degree	Subject	College/University & Place	Year Completed
M.Phil)	Commerce	Fatima College, Madurai.	April 2016
M.Com	Commerce	Fatima College, Madurai.	April 2013
B.Com with (computer application)	Commerce	Fatima College, Madurai.	April 2009
Higher Secondary Course.	Commerce	St. Joseph's Girls' Higher Secondary School, Madurai.	March 2006
S.S.L.C	Nil	St. Joseph's Girls' Higher Secondary School, Madurai	April 2004

specialization in

Teaching: NIL Specialization in Research

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- **Project in M.Phil.:** "A Study on Marketer's Perception towards Digital Marketing in Madurai City."
- **Project in M.Com:** "A Study on customer Preference towards online Railway ticket Booking with reference to Madurai City."

- **ProjectinB.com:** “A Study on IN-PATIENT Management in Lakshmana Hospital.”

INTERNSHIP/INPLANTTRAINING:

- **Internship (Entrepreneurship)** - 3monthsproject as earning money with the smallinvestment of cash and cash amount of **Rs.2000** received from Mrs. RajkumariJeevagan(womenentrepreneur, Vaalarestaurant)andreceivedthe**Bestprojectaward**forthehighreturnoninvestment.

Research Interests: Pursuing Ph.D in**MarketingOtherWorkExperience:**

Designation	Institution/ Company	Year-From(month/year) To(month/year)
Lecturer	MangayarkarasiCollege, paravai, Madurai.	June2017toDecember2017

Administrative/AcademicPosition/s(held/currentlyholding):

Positionsheld/currentlyholding	Year- From(month/year)Tomonth/year)
ProjectAssociate(Service-learningprogramme – VaigaiEcology)	From2018Decembertillnow
Member in the college Green Club.	From 2021 till now
StudentsIn charge(StudentsChristianMovement) commerce(CME-SF)	From2017tillnow
Staffadvisor(1STyear CME Students)	From2021tillnow
Memberincollegedaycommittee	2020 till now

MembershipinProfessionalBodies:

ProjectAssociate(Service-learningprogramme – VaigaiEcology)	From2018Decembertillnow
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Member in the college Green Club.	From 2021 till now
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Publications: Articles in various National and International Journals

Books: NIL

Conference/Seminar Presentations:

S. No	Conference Title/Book Title	Article Title/Chapter Title	Presented/Participated	Year of Publication	ISBN/ISSN/Impact	National/International/	Name of Journal	Name of the Institution/University
1.	<i>Investment Techniques</i>	-Nil-	<i>Participated</i>	2008	-Nil-	National	-	Fatima College
2.	<i>Recent Trends in capital market</i>	-Nil-	<i>Participated</i>	2009	-Nil-	National	-	Fatima College
3.	<i>Innovation needed in commerce, economics and management to meet the present crisis and craze.</i>	<i>Entrepreneurship development</i>	<i>Presented</i>	2016	ISSN:2349-8684 Impact factor 4.075	National	<i>Roots International Journal of Multidisciplinary Researches - A Peer Reviewed Quarterly International Journal</i>	<i>Mangayarkaras i college of arts and science for women, paravai, madurai</i>
3.	<i>Impact of demonetization on Indian economy</i>	<i>Is Demonetisation A Boon To Digital Marketing</i>	<i>Presented</i>	2017	-	National	-	Fatima College
4.	<i>Working women: Problems and Prospects</i>	<i>Today's Betsy-A Boon Or Bare To Digital India</i>	<i>Presented</i>	2017	ISBN: 978-93-81723-72-2	National	<i>UGC Sponsored Conference</i>	<i>Virudhunagar Hindu Nadars Senthil Kumar a Nadir College</i>
5.	<i>Entrepreneurship & Development of Small and</i>	<i>Problems, Prospects & Schemes</i>	<i>Presented</i>	2017	E-ISSN 2320-4168	International	<i>Shanlax International Journals</i>	<i>Mangayarkaras i college of arts and science for</i>

	<i>Medium Scale Enterprises (SMEs) in Globalera</i>	<i>Offered By Government To The Women Entrepreneur In Micro, Small And Medium Enterprises</i>			<i>UGC Approval No:44120</i> <i>3.012</i>			<i>women, paravai, madurai</i>
6.	<i>Prospects of Micro, small & medium enterprises (MSMEs) in Indian Scenario</i>	<i>“A Study on Schemes Offered to the MSME Enterprises”</i>	<i>Presented</i>	<i>2018</i>	<i>ISSN: 2349-8684</i> <i>UGC APPROVED JOURNAL NO:48991</i> <i>Impact factor :3.487</i>	<i>National</i>	<i>International Journal of Multidisciplinary Researches</i>	<i>The American College, Madurai.</i>
7.	<i>Prospects of Micro, small & medium enterprises (MSMEs) in Indian Scenario</i>	<i>“Is MSMEs – Virtues or Hindrance?”</i>	<i>Presented</i>	<i>2018</i>	<i>ISSN: 2349-8684</i> <i>UGC APPROVED JOURNAL NO:48991</i> <i>Impact factor :3.487</i>	<i>National</i>	<i>International Journal of Multidisciplinary Researches</i>	<i>The American College, Madurai.</i>
8.	<i>Prospects of Micro, small & medium enterprises (MSMEs) in Indian Scenario</i>	<i>“MSMEs – A Blessing Or Barren To The Hawkers And Peddlers”</i>	<i>Presented</i>	<i>2018</i>	<i>ISSN: 2349-8684</i> <i>UGC Approved Journal NO:48991</i> <i>Impact factor :3.487</i>	<i>National</i>	<i>International Journal of Multidisciplinary Researches</i>	<i>The American College, Madurai.</i>

9.	<i>Current Strategies and Innovative Practices of Business And Banks In</i>	<i>A Study On Customer Attitude Toward S Pandian Grama</i>	<i>Presented</i>	<i>2018</i>	<i>UGC Approved Journal</i>	<i>International</i>	-	<i>St. Joseph's College Of Arts And Science, Vellore</i>
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	<i>The Digital Epoch,</i>	<i>Bank In Madurai”</i>						
10.	<i>National Conference on Empowerment of Women through Micro Finance.</i>	<i>Women Empowerment and Awareness of Government Schemes”</i>	<i>Presented</i>	<i>2020</i>	<i>ISSN: 0886-9367</i>	<i>National</i>	<i>The International Journal of Analytical and Experimental Modal Analysis</i>	<i>Jeyaraj Annapakiam College for Women, Periyakulam</i>
11.	<i>International Conference on Innovations in Business & Management</i>	<i>“Innovation in Digital Marketing - A Boon or Barre to Digital India”</i>	<i>Presented</i>	<i>2019</i>	<i>ISSN: 1076-5131</i>	<i>International</i>	<i>JASC- Journal of Applied Science and Computations</i>	<i>The American College, Madurai.</i>
12.	<i>Sustainability, Transformation, Development in Business and Management</i>	<i>“A Study on Customer Relationship Management in Private Banks in Madurai City”</i>	<i>Presented</i>	<i>2019</i>	<i>ISSN: 1076-5131</i>	<i>International</i>	<i>Department of Commerce & Council of Scientific and Industrial Research (CSIR)</i>	<i>The American College, Madurai.</i>
13.	<i>Emerging Trends in Banking, Insurance & International Trade</i>	<i>A Study on Production and Marketing of Bricks in Madurai District”</i>	<i>Presented</i>	<i>2019</i>	<i>Tejas ISSN: 23362-380</i>	<i>International</i>	<i>-</i>	<i>Thiagarajar College</i>
12.	<i>Art of Achieving Teaching Excellence in Digital Era</i>	<i>-NIL-</i>	<i>Participated</i>	<i>2020</i>	<i>-</i>	<i>International Webinar</i>	<i>-</i>	<i>Sakthi Institute of Information and Management Studies, Pollachi. SIIMS Standalone Business School</i>
13.	<i>Solid Waste Management</i>	<i>-NIL-</i>	<i>Participated</i>	<i>2020</i>	<i>-</i>	<i>National Webinar</i>	<i>-</i>	<i>Mahendra College of Engineering, Salem</i>

14.	<i>COVID-19 AndContinui ng Relevance"</i>	<i>-NIL-</i>	<i>Partici pated</i>	<i>2020</i>	<i>-</i>	<i>Internati onalWeb ina R</i>	<i>-</i>	<i>TheAmerica nCollege</i>
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15.	BioDiversity	-NIL-	Participated	2020	-	National Webinar	-	Eco Club, Mannar Thirumalai Naicker College, Madurai
16.	Supply Chain In The Post Covid World	-NIL-	Participated	2020	-	National Webinar	-	Jayaraj Annackiam College For Women, Periyakulam
17.	Women At Risk Blossom	-NIL-	Participated	2020	-	National Webinar	-	Ladies Club, The American College
18.	"Maintaining Quality of Life during COVID Era",	-NIL-	Participated	2020	-	National Webinar	-	Department Of Business Administration, The American College
19.	The Art Of Anchoring – How To Become R J or VJ	-NIL-	Participated	2020	-	National Webinar	-	Department Of Visual Communication, The American College
20.	'Navigate Financial Crisis During Pandemic	-NIL-	Participated	2020	-	International Webinar	-	Department of Commerce, The American College, Madurai
21.	Department of Commerce, The American College, Madurai	-NIL-	Participated	2020	-	International Webinar	-	Department Of Business Administration, The American College
22.	"Rebirth of the Indian Economy - Post-Pandemic Revival Strategies"	-NIL-	Participated	2020	-	International Webinar	-	Bishop Cotton Academy,
23.	"Being a Super Teacher"	-NIL-	Participated	2020	-	International Faculty Development Programme	-	Bannari Amman Institute Of Technology
24.	"Teaching for Transformation &	-NIL-	Participated	2020	-	International Faculty	-	Department of Commerce, The

	<i>Excellencein</i>					<i>Develo</i>		
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	<i>Post Covid Era</i>					<i>PmentPr ogra Mme</i>		<i>AmericanC ollege, Madurai</i>
25.	<i>A study on factors influencing online Shopping buying behaviour of youth during Covid 19 in tirunelveli city.</i>	<i>A study on factors influencing online shopping buying behaviour of youth during covid 19 in tirunelveli city.</i>	<i>Presented</i>	<i>Oct-21</i>	<i>ISSN no:1869-9391 Volume 8, issue 6,2021, pg no-604</i>	<i>International</i>	<i>GIS science journal an UGC care approved group ii journal ISSN no:1869-9391</i>	<i>Tirunelveli city.</i>
26.	<i>The new era of digital payments</i>	<i>Challenges and prospects of digital payments</i>	-	<i>Dec-21</i>	<i>ISBN 978-81-954576-1-8</i>	<i>National</i>	<i>ISBN 978-81-954576-1-8 New Chennai publications, pioneer in book and journal publications</i>	<i>Departmento fCommerce,T heAmerican College, Madurai</i>
27.	<i>Impact on covid-19 on global economy</i>	<i>Impact on covid-19 on global economy</i>	<i>Participat ed</i>	<i>3 MARCH- 2021</i>	-	<i>Internati onalWebi na r</i>	-	<i>PG and research department of commerce, JayarajAnnacki yam college for women, periyakulam</i>
28.	<i>“Open Educational Resources (OER) and Massive Open Online Courses (MOOC) for Reflective Learning”</i>	<i>“Open Educational Resources (OER) and Massive Open Online Courses (MOOC) for Reflective Learning”</i>	<i>Participat ed</i>	<i>2nd August 2021.</i>		<i>Internati onal Worksho p</i>		<i>Department of Philosophy, Moran College, Moranhat, CharaideoDist, Assam, India, and State College of Teacher Education (SCTE), Kohima, Nagaland, India School of Education, North- Eastern Hill University (NEHU), Shillong, Meghalaya, India</i>
29.	<i>“Misinformation</i>	-	<i>Participat</i>	<i>20 July</i>		<i>National</i>	-	<i>Department of</i>

	<i>in Medicine: Myths Vs Facts ”</i>		<i>ed</i>	2020.				<i>business administrationthe american College, madurai</i>
30.	<i>Faculty development programme</i>	<i>Hybrid teaching and learning</i>	<i>Participated</i>	02.12.2021	-	<i>National</i>	-	<i>St. Josephs--college, autonomous, tiruchirapalli.</i>
31.	<i>Faculty development programme</i>	<i>Preparing e-content for MOOCs on swayam</i>	<i>Participated</i>	23.10.2021	-	<i>National</i>	-	<i>St. Josephs--college, autonomous, tiruchirapalli.</i>
32.	<i>“The Power to change the World”</i>	<i>“The Power to change the World”</i>	<i>Participated</i>	08 March 2021.		<i>International Webinar</i>		<i>Organized by Women’s Forum, The American College, Madurai</i>
33.	<i>“Emerging Business & Economic Environment in India”</i>	<i>“Emerging Business & Economic Environment in India”</i>	<i>Participated</i>	27/01/2022	-	<i>National level webinar</i>	-	<i>Department of commerce, srm institute of science and technology</i>
34.	<i>“Wildlife week celebrations 2021”</i>	<i>“Wildlife week celebrations 2021”</i>	<i>Participated</i>	10/4/2021		<i>“National level e - quiz”</i>		<i>The Department of Zoology, Queen Mary’s College, Chennai-600004, Tamil Nadu.</i>
35.	<i>“Promoting ikigai to arise & shine”</i>	<i>“Promoting ikigai to arise & shine”</i>	<i>Participated</i>	29th July 2021.		<i>International Webinar</i>		<i>The Ladies Club of The American College, Madurai</i>
36.	<i>Financial accounting and enterprise resource planning</i>	<i>Financial accounting and enterprise resource planning</i>	<i>Participated</i>	3/9/2021		<i>International Webinar</i>		<i>Pg and research department of commerce, jayarajannapackiyam college for women, periyakulam</i>
37.	<i>“Roadmap to Successful Entrepreneurship for Commerce Professionals”</i>	<i>“Roadmap to Successful Entrepreneurship for Commerce Professionals”</i>	<i>Participated</i>	15 March 2021.		<i>Workshop</i>		<i>Department of Commerce, The American College.</i>
38.	<i>Industrial revolutions & Innovations in management, Science & technology, Education and Humanities.</i>	<i>Industrial revolutions & Innovations in management, Science & technology, Education and Humanities.</i>	<i>Participated</i>	24 th April 2022	-	<i>Conference</i>	<i>Research Education solutions</i>	<i>Research Education solutions</i>
39.	<i>Faculty Development programme on Investor</i>	<i>Faculty Development programme on Investor Awareness &</i>	<i>Participated</i>	28 th -30 th April 2022	-	<i>Faculty Development programme</i>	<i>Sraddha Academy for financial education</i>	<i>Department of Commerce, The American College.</i>

	Awareness & Education	Education						
40	“Role and Responsibilities of Higher Education Institution in effective implementation of National Education Policy-2020”	“Role and Responsibilities of Higher Education Institution in effective implementation of National Education Policy-2020”	Participated	30th May 2022.	-	National Webinar	Department of Commerce ICFAI University, Nagaland on 30th May 2022.	Department of Commerce ICFAI University, Nagaland on 30th May 2022.
41.	Emerging trends in Indian education sector	National Webinar on Emerging trends in Indian education sector	Participated	4 th June 2022	-	National Webinar		Department of Commerce, Govt. degree college, Rajanna- Sircilla district, Telungana.
42.	My Gov conducted E - Quiz on “Jal Sakthi Abhiyan”: Catch the rain campaign	My Gov conducted E - Quiz on “Jal Sakthi Abhiyan”: Catch the rain campaign	Participated	Apr 25, 2022	-	National water mission & My Gov E- Water Quiz 2.0	National water mission & My Gov	National water mission & My Gov
43.	Ministry of Panjayati Raj & My Gov E- Quiz	Quiz on water sufficient , clean and Green village.	Participated	Apr 24, 2022	-	Ministry of Panjayati Raj & My Gov E- Quiz	Ministry of Panjayati Raj & My Gov E- Quiz	Ministry of Panjayati Raj & My Gov E- Quiz
44.	REC & My Gov E- Quiz	REC & My Gov E- Quiz On smart Metering	Participated	Apr 25, 2022		REC & My Gov E- Quiz On smart Metering	REC & My Gov E- Quiz On smart Metering	REC & My Gov E- Quiz On smart Metering
45.	Indian institute of management and commerce organized Two Day National Online Faculty Development Programme on “ Plagiarism in Academic Research & Author Identifiers”	“ Plagiarism in Academic Research & Author Identifiers”	Participated	11th and 12th April 2022.		Faculty Development Programme	Indian institute of management and commerce	Department of Library and Information Sci.

Lectures/Talks given:

Chaired as a Guest Speaker for **The Alumnae Association** in St. Joseph's Girls' Higher Secondary School, Madurai.

Awards/Fellowship/Other Activities/Academic Credentials:

- **Internship (Entrepreneurship)**—I have done 3 months project as titled “EARN MONEY WITH THE SMALL INVESTMENT” and cash amount of **Rs.2000** received from Mrs. Rajkumari Jeevagan (women entrepreneur, Vaalair restaurant) and received the **Best project award** for the high return on investment for the project held at the Chamber of commerce, Madurai.
- I have secured **Best Paper Award** and **Received Cash Prize** for the article published in a UGC Care List Journal held at Virudhunagar Hindu Nadars Senthilkumara Nadar College.
- Active participation and excellence in the International Online Quiz Competition-2020 on “Commerce and Management” with the passing score of 96% held on Senthamarai College of Arts and Science.
- Active participation and excellence in the International Online Quiz Competition- 2020 on “**WILDLIFE WEEK CELEBRATIONS 2021**” with the passing score of 100% held on Queen Mary's College, Chennai-600004, Tamil Nadu.
- Received **GBR ACHIEVEMENT AWARD 2021** for the teaching rendered for the poor community students.
- Published a chapter titled “**CHALLENGES AND PROSPECTS OF DIGITAL PAYMENTS**” in the BOOK “**THE NEW ERA OF DIGITAL PAYMENTS**” with an ISBN number **978-81-954576-1-8**, held at the Department of Commerce, The American College, Madurai.
- Received Research education solutions **RES AWARD 2022** for the **INDIVIDUAL AND WOMEN ACADEMICIANS** during the *International conference on Industrial revolutions & Innovations in*

management, Science & technology, Education and Humanities.

- Organized the “ WORLD BEE DAY” Program in the **GREEN CLUB OF THE AMERICAN COLLEGE** on MAY 20,2022.