

Profile

Name: Dr.A. SATHYALEKHA
Designation : Assistant Professor
Department : Commerce
Date of Joining: 05.10.2021
Phone No: 99947 76363
Email: sathubeech@gmail.com



Educational Qualification:

Course	Institution	Year of Passing
B.Com (CA)	EMG Yadava Women's College, Madurai	2004
M.Com	Yadava College, Madurai	2006
M.Phil	Prist University, Tanjavur	2014
SET	Mother Teresa University, Kodaikanal	2017
NET	University Grant Commission, New Delhi	2019
Ph.D	Madurai Kamaraj University	2023

Academic Qualifications (others)

Course	Institution	Year of Passing
P.G.Diploma in E-Commerce	Yadava College, Madurai	2006
Tally 6.3	SSI Institution, Madurai	2004

Teaching Experience

Designation	Institution	Year	Year
Assistant Professor	E.M.G Yadava Women's College, Madurai	08.08.2014 to 04.10.2021	7 years 3 months

Paper Published - Scopus /UGC Care List

- Published a paper on “A Customer Perception of Service quality in Hotels Industry in Madurai City ” in International Educational Scientific Research Journal, Volume V, Issue VIII (ISSN 2455-295X, Impact Factor – 5.391) on August 2019
- Published a paper on “Challenges and Issues faced by Startup Hotel Industries – Startup India – Challenges and opportunities” in the International Conference Organized by E.M.G Yadava Women's College, Madurai (UGC – CARE Approved Group – A Journal ,ISSN 0886-9367, Impact Factor – 6.3) on 31.08.2019.
- Published a paper on “A Study on Growing trends of Online Hotel Booking” in JICR Journal, Volume XI, Issue IX (UGC – CARE Approved Group – A Journal, ISSN 0022-1945, Impact Factor – 6.2) on September 2019
- Published a paper on “A Study on Impact of GST System to Retailers with Special Reference to Madurai City ” in JICR Journal, Volume XII, Issue II (ISSN 0022-1945, Impact Factor – 6.2) on February 2020
- Published a paper on “Impact of Student Entrepreneurs Using Social Media in Madurai City” in HajeeKaruthaRowther College, Uthamapalayam (UGC – CARE Approved Group – II Journal ,ISSN 0886-9367, Impact Factor – 6.3) on 27.02.2020.
- Published a paper on “Customer Retention Management in the Hotel Industry: A Profile of the Hotel Industry in Madurai” in AutAut Research Journal, Volume XI, Issue XII (ISSN 0005-0601, Impact Factor – 5.1) on December 2020.

- Published a paper on “Women Entrepreneurs: Changing Roles to Start a Small or Medium Business” in AutAut Research Journal, Volume XII, Issue V (ISSN 0005-0601, Impact Factor – 5.1) on May 2021.
- Published a paper on “A Study On Impact Of Social Media On College Students (With Special Reference To Madurai City)”, (ISSN 0005 0601) in AUT AUT Research on December 2022
- Published a paper on The Effect of Green Marketing on Consumer Perception (with Special Reference to Name of Journal Madurai City), Business Management and Economics Engineering, (ISSN 2669-2481) on Jan 2023
- Published a paper on Home Based Digital NIL Entrepreneurs NIL Social Media Use Identifying the Success Factor (with special reference in Madurai City), Rabindra National International conference-proceedings Bharati, (ISSN 0973 0087) UGC Care listed Journal on May 05, 2023
- Published a paper on “A Study on Factors Influencing of Online Shopping Towards College Students with Special Reference to Madurai City, International Journal of Cultural Studies and Social Sciences (ISSN No 2347-4777) in January 2024.

Paper Presented:

- Presented a paper on “Challenges and Issues faced by Startup Hotel Industries – Startup India – Challenges and opportunities” in the International Conference Organized by E.M.G Yadava Women’s College, Madurai on 31.08.2019.
- Presented a paper on “Impact of Student Entrepreneurs Using Social Media in Madurai City” in HajeeKaruthaRowther College, Uthamapalayam on 27.02.2020.
- Presented a paper on “A Study on Innovative Growing Trends of Online Hotel Booking” in Valluvar College of Science and Management on 13.03.2021
- Presented a paper on “Customer Perception of Service quality in Hotel Industry in Madurai City” in Mother Teresa Women’s University on 15.07.2021
- Presented a paper on The Effect of Green Marketing on Consumer Perception (with Special Reference to Name of Journal Madurai City), in American College, Madurai on 05.01.2023

- Presented a paper on “A Study on Factors Influencing of Online Shopping Towards College Students with Special Reference to Madurai City on 05.01.2024.

Conferences/ Seminars/Webinars

- Participated in the Two Days National Level Workshop on “ Research Methodology and Data Analysis Using SPSS” Organized by Department of Commerce, PasumponMuthuramalingaThevar College, Sankarankovil on 30th September & 1st October 2019.
- Participated in a Five Days National Level Workshop on “Applications of Statistics in Social Science Research Using SPSS” Organized by V.H.N.SenthikumaraNadar College, Virudhunagar, Tamilnadu from 11th November 2019 to 15th November 2019.
- Participated in the Two Days Capacity Building Programme on Outcome Based Education in the Digital Era (SOE – PMMMNTT Programme)” Organized by Department of Commerce, ManonmaniamSundaranar University , Tirunelveli, Tamilnadu during 24th and 25th January 2020.
- Webinar for Four Days international level faculty skill development programme (UGC grant) topic ‘An effective research paper writing skill” by BhagwanMahavir University, surat, Gujarat from 13.4.2020-16.4.2020.
- Participated and Successfully completed ten days online workshop on ‘E-Content Development’ from 21.4.20 to 30.4.20 organized by Universal Teacher Academy, Tamilnadu.
- Participated in one day webinar on Impact of covid 19 Business and IT on 25.4.20 organized by P.G.Research Department of Commerce ,J.J.College of Arts and Science ,Pudukkottai.
- Participated in three days online Assessment on ‘ improve your skills’ from 27th April to 29th April by department of mathematics , Virudhunagar Hindu Nadar’ssenthikumarNadar College Virdhunagar.
- Participated in one day webinar on Recent Trends in Computer Technology on 27.4.20 and 28.04.20 organized by P.G.Research Department of Computer Science ,J.J.College of Arts and Science ,Pudukkottai.

- Participated in webinar on ‘Managing Stress and Emotional Wellbeing during the covid19’ on 27.4.20 VET Institute of Arts and Science, Erode.
- Participated in webinar on ‘Impact of Covid 19 on future investment pattern of investors on 28.4.20 BhagwanMahavir College of Management, BM University, surat, Gujart.
- Participated and successfully completed two days online refresher course on ‘Education 4.0 future of Learning’ on 29 and 30 April 2020. Organized by Department of Management studies, Anand Institute of Management studies, Anand Institute of Higher Technology, Chennai-13.
- Participated and Successfully completed 5 days Faculty development program on Front Accounting 2.4.7 From 30.4.20 to 04.05.20 G.Venkataswamy Naidu College, Kovilpatti in association with Spoken Tutorial and IIT Bombay.
- Participated in five days training and successfully completed an online International Faculty Development program on ‘How to write effective case study’ on 2.5.20 organized by amitya university, Rajkot, Gujart.
- Participated in webinar on ‘Journey Towards Entrepreneurship’ on 02.05.20 BhagwanMahavir College of Management, BM University, surat, Gujart.
- Participated and successfully completed online assessment in online faculty development program ‘learning through Gamification’ on 30.4.2020. by PSNA college of Engineering and technology Dindgul.
- Participated and successfully completed online Webinar on ‘Enriching Teaching Skills’ on 30.4.2020. by CEOA college of Arts and Science College, Virudhunagar.
- Participated one day online workshop for Enhancing Research Communication Skill through Science Direct and Mendeley on May 3rd May 2020 organized by IQAC, SoE, faculty of Education Dayalbagh Education Institute, Dayalbagh Agra in collaboration with Elsevier.
- Participated and has taken one week online Tally Training program on Accounting and Inventory Management with GST in TALLY.ERP9 on May 3rd to 7th 2020, conducted by AXN Infotech.

- Participated in webinar on ‘Impact of Covid 19 as Economy and management of finances during this period’ on 04.05.20 organized by IQAC, ShriSankarlalShasun Jain College for women, Chennai.
- Participated in National Level online FDP on ‘Digital Tool for Smart Classroom in Higher Education’ held between 6.5.2020 to 8.5.2020 organized by JayarajAnnapackiam College for Women, periyakulam,theniDist, tamilnadu.
- Participated in National Level online FDP on ‘Effective Usage of ICT Tools for Smart Teaching’ held between 9.5.2020 to 14.5.2020 organized by JayarajAnnapackiam College for Women, periyakulam,theniDist, tamilnadu .
- Participated in webinar on ‘Secrets to get quickly published as a Scientific Author and hasten your PhD Research Writing’ on 10.05.20 organized by Aristocrat Research IT Solutions, Chennai.
- Participated in webinar on ‘E- Learning’ on 11.05.20 organized by SwatantyasainikSuryabhanjipawar College, Maharashtra and EDfly.
- Participated online webinar on “Selection of Appropriate Statistical Tools: A Critical way for Successful Research ’ organized by Department of Commerce on 12.5.2020, St Marys College, Thoothukudi.
- Participated in live Webinar on ‘Value Investing – Key to create Long term wealth’ hosted by Department of Commerce St,Andrews College of Arts and Science College on 13th May 2020.
- Participated on webinar on ‘Pandemic Pedagogy in higher education of covid19’ organized on 13.5.2020, by Bharathiar University, Coimbatore.
- Participated online Webinar on “Stress Management ’ organized by Tamilnadu Teacher University, Chennai on 13.5.2020.
- Participated in live Webinar on ‘Digital Marketing Strategies for E commerce’ hosted by Department of Commerce GTN Arts College ,Dindigul on 14th May 2020.
- Participated in webinar on ‘Tax Planning for Salaried Classes on 14.05.20 organized by IQAC, ShriSankarlalShasun Jain College for women, Chennai.
- Participated in webinar on ‘Usage of ICT Tools Why? how on 14.05.20 organized by Ethiraj College of Arts and Science College, Chennai.

- Participated in 6 Days online Faculty Development Program on ‘Challenges in Financial Management ‘ from 14.05.20 to 19.05.20 organized by KovaiKalaimagal College of Arts and Science College, Coimbatore.
- Participated online FDP on “Digital Marketing’ organized by Department of Commerce on 15.5.2020, KovaiKalaimagal College of Arts and Science , Coimbatore.
- Participated in webinar on ‘Effective Teaching Pedagogy’ on 15.05.20 organized by Stella Marys College for Women, Chennai.
- Participated in webinar on ‘Role of Insurance sector in covid pandemic situation on 16.05.20 organized by Rathinam College of Arts and Science College, Coimbatore.
- Participated in the Webinar on ‘Effectiveness of online Learning and Teaching in Commerce’ organized by Department of Commerce, The Pioneer Kumaraswamy College, Nagercoil held on 16th May 2020.
- Participated two days online faculty development programme on ‘Project for Funding Agencies (UGC STRIDE) organized by Patrician College Research Committee Chennai on 16.5.2020 to 17.5.2020.
- Participated on webinar on ‘Developing a future workforce for the exponential Technologies’ organized on 16.5.2020, by Mount Caramel College, Bengaluru.
- Participated in webinar on “ Coronavirus pandemic vs Stock market Volatility: Identifying meaningful Investment Avenues organized by Vivekananda College of Arts and Science College, Namakkal on 17th May 2020.
- Participated in webinar on ‘Web Designing and UI/UX’ on 18.05.20 organized by IQAC, ShriSankarlalShasun Jain College for women, Chennai.
- Participated in the International Webinar on ‘Impact of covid19 on India’s External Sector” organized by Department of Commerce The American College, Madurai held on 19 May 2020.
- Participated and successfully completed in Five days National level online course on ‘Research Methodology’ held from 19.5.2020 to 23.05.2020 organized by MAR Gregorios College of Arts and Science College, Chennai.

- Participated on webinar on “Assessment & Accreditation as a Measure of Internal Quality in HEI’s” on 19.5.2020, by LoganathaNaryanaswamy Government College ,Ponneri, Chennai.
- Participated in webinar on ‘An Overview of GST’ on 19.05.20 organized by IQAC, ShriSankarlalShasun Jain College for women, Chennai.
- Participated in webinar on ‘Research Insights’ on 19.05.20 organized by S.S.DuraiswamyNadarMariammal College, Kovilpatti.
- Participated in webinar on ‘Post Covid19 Rejuvenation’ on 21.05.20 organized by IQAC, ShriSankarlalShasun Jain College for women, Chennai.
- Participated in webinar on “ How to Publish a Research Paper’ organized by Vivekananda College of Arts and Science College, Namakkal on 22ndMay 2020.
- Participated in the International Webinar on Covid 19 and Continuing Relevance organized by Department of Commerce The American College, Madurai held on 23 May 2020.
- Participated in the Webinar on Covid 19 Pandemic Transformation Through heartfelt leadership organized by RV Institute of Management Studies held on 23 May 2020.
- Participated in the Webinar on ‘The New Normal in Education’organized by IQAC, St,Albert College, Kochi, Kerala, held on 23 May 2020.
- Participated on webinar on ‘Skills to stay Relevant in the 21st century’ organized by KPR Arts and Science Research College , Coimbatore on 26.05.2020.
- Participated on webinar on ‘Recent Amendments in Companies Act 2013’ organized by ICSI - SIRC on 27.5.2020, The New College Arts and Science College, Chennai.
- Participated on webinar on ‘An overview of GST and Impact of covid19 on GST’ organized on 27.5.2020, by Government Arts College, Pudukottai.
- Participated on webinar on ‘Problems faced by Migrant workers in India during COvid19 quarantine period’ organized on 27.5.2020, by Saraswathi Narayanan College, Madurai.

- Participated in the Four day Faculty Development Program on New Paradigm in Behavioural Management organized by Department of Commerce, AyyaNadarJanakiAmmal College, Sivakasi held from 27th May 2020 to 30th May 2020.
- Participated on International webinar on ‘Mental wellbeing in personal and Professional life’ organized on 28.5.2020, by Nehru Institute of Management studies, Coimbatore.
- Participated on International webinar on ‘Improving the visibility of Research work’ organized on 28.5.2020, by Poompuhar College, Melaiyur.
- Participated on International webinar on ‘Writing Proposals for funding Agencies: Project design and Project Proposals’ organized on 29.5.2020, by Rathinam College of Arts and Science College, Coimbatore.
- Participated on International webinar on ‘Emerging Avenues in HEIs: A Holistic Approach’ organized on 27.5.2020, by Agurchandmanmull Jain College, Chennai.
- Participated and Successfully completed Seven day Faculty development Program on ‘Pedagogical methods suitable for a Pandemic situation organized From 27thMay 2020 to 2nd June2020, by NallamuthuGounderMahalingam College, Pollachi.
- Participated on webinar on ‘Data Analysis using SPSS’ organized from 28.5.2020 to 30.05.2020, by Parvathy Arts and Science College, Dindigul.
- Participated on webinar on ‘E-learning and tools for effective teaching and learning’ organized on 29.5.2020, by JnanVikasMandal College, Airdi, Maharashtra.
- Participated on webinar on ‘Online Tools for citation databases and Reference management’ organized on 01.06.2020, by ArulmiguPalaniandavar Arts and Culture College, Palani.
- Participated in Seven Days workshop on Transforming Education- The Google Classroom way held from 01.06.2020 to 07.06.2020 organized by Aachi Institute of Management Education, Chennai.

- Participated on E-Workshop on ‘Introduction to SPSS’ organized on 03.06.2020, by TiruppurKumaran College for Women, Tiruppur.
- Participated in Two Weeks International Faculty Development Program on ‘Digital Initiatives for Higher Education’ held from 04.06.2020 to 17.06.2020 organized by G.Venkataswamy Naidu College, Kovilpatti.
- Participated in Webinar on Art ‘Taxation of income from House Property & Other sources held on 04.06.2020 organized by Department of Commerce Soka Ikeda College of Arts and Science College, Chennai.
- Participated and online Faculty development program on ‘Innovation, Incubation & Entrepreneurship’ held on 05.06.2020 by RajapalayamRajus College, Rajapalayam.
- Participated in Webinar on Art of Writing Research Article held on 6.6.2020 organized by Department of Commerce EMG yadavawomens college, Madurai
- Participated on webinar on ‘Future of Examinations: Bloom Taxonomy and Multiple assessment tools’ organized on 08.06.2020, by GTN Arts and Science College, Dindigul.
- Participated in Seven Days Faculty Development Program on ‘A Paradigm Shift for Strategic Enhancement of Higher Education In India’ held from 08.06.2020 to 15.06.2020 organized by RajapalayamRajus College, Rajapalayam.
- Participated on webinar on ‘Social Entrepreneurship’ organized on 10.06.2020, by Rathinam College of Arts and Science College, Coimbatore.
- Participated on International webinar on ‘Outcome based Education & Its Impact in Teaching’ organized on 10.06.2020, by MannarTirumalaiNaicker Arts and Science College, Madurai
- Participated on webinar on ‘Online Content Creation Tools’ organized on 11.06.2020, by Bishop Heber College, Trichy.
- Participated on webinar on ‘Tax Planning for Salaried Assessee’ organized on 11.06.2020, by Sri KanyakaParameswari Arts and Science College, Chennai.
- Participated on webinar on ‘Interpersonal relationship’ organized on 11.06.2020, by Prist University, Thanjavur, Tamilnadu.

- Participated in Webinar on ‘Role of IQAC in Maintaining Quality Standards in Higher Education’ held on 11.6.2020 organized by Government Arts College for Women, Nilakottai.
- Participated three days online course “Application of Tally to Computation of GST” from 11th June to 13th May 2020, organized by Senthil Research Advocacy Forum, Virudhunagar Hindu Nadars Senthilkumara Nadar College, Virudhunagar.
- Participated on International webinar on ‘Data Analytics and Application’ organized on 12.06.2020, by Bishop Heber College, Trichy.
- Participated on Five day Career Course on ‘Data Science’ organized on 8th June to 12th June 2020, by Loyala College, Chennai.
- Participated two days webinar on ‘Gateway to Research and Research Article’ held on 11th and 12th June 2020 by Department of Commerce, Hindusthan College of Arts and Science, Coimbatore.
- Participated on webinar on ‘Strategies of MSME in Covid19’ organized on 13.6.2020, by Bharathiar University, Coimbatore.
- Participated on webinar on ‘Investment in Stock Market during Covid19’ organized on 14.06.2020, by Vivekananda College, Thiruvudagam, Madurai.
- Participated in Webinar on ‘7 Tips to Increase wealth during economic slowdown’ held on 14.6.2020 organized by Department of Commerce EMG Yadava Women’s College, Madurai.
- Participated in Webinar on ‘New Approach to Curricular design and Simplified Pathway to outcome based education ’ held on 15.6.2020 organized by IQAC, EMG Yadava Women’s College, Madurai
- Participated in Five days International Faculty Development Program on ‘New Age Teaching’ held from 15.06.2020 to 19.06.2020 organized by Patrician College of Arts and Science College, Chennai.
- Participated in Webinar on ‘Tools and Methodologies to Teach online’ held on 16.6.2020 organized by Arputha College of Arts and Science College for Women, Pudukottai.
- Participated in Webinar on ‘Epitome of Tax Saving Tips’ held on 16.6.2020 organized by Department of Commerce, SIVET College, Chennai.

- Participated in Webinar on ‘Mastering mind for Conquering the World’ held on 17.6.2020 organized by Nehru Institute of Management Studies, Coimbatore.
- Participated in Webinar on ‘India in the Global Economy’ held on 17.6.2020 organized by KPRCAS College of Arts and Science College, Coimbatore
- Participated in Webinar on ‘Soft Skill Development’ held on 17.6.2020 organized by Don Bosco College, Dharmapuri.
- Participated in Webinar on ‘Impact of Covid19 on Service sector’ held on 17.6.2020 & 18.06.2020 organized by Virudhunagar Hindu NadarsSenthilkumaraNadar College, Virudhunagar
- Participated in Webinar on ‘Managing risks in Project’ held on 18.06.2020 organized by Sathyabama Institute of Science and Technology, Chennai.
- Participated in Webinar on ‘Recent development in digital Marketing and Social Media’ held on 18.6.2020 organized by JyothiNivas College, Bangalore.
- Participated in Webinar on ‘Managing finances and Investments proactively during uncertain times’ held on 18.6.2020 organized by JyothiNivas College, Bangalore.
- Participated in Webinar on ‘OBE through Bloom Taxonomy stepping up the learning domain ’ held on 19.6.2020 organized by Rathinam College of Arts and Science College, Coimbatore.
- Participated and National Webinar on ‘Boost your Immunity with Yoga to combat Covid 19’ held on 21.06.2020 organized by Mannaiah College of Arts and Science, Thiruvananthapuram, Kerala.
- Participated in Webinar on ‘NAAC Accreditation process for Autonomous College ’ held on 21.6.2020 organized by Rathinam College of Arts and Science College, Coimbatore.
- Participated in Webinar on ‘Stress Management during Covid19 pandemic period ’ held on 22.6.2020 organized by NadarSaraswathi College of Arts and Science College, Theni.
- Participated in Faculty Development Program on ‘Advanced Excel’ held on 24.6.2020 organized by PSGR Krishnammal College for Women, Coimbatore.

- Participated in One week Faculty Development Program on ‘Research Methodology: A Roadmap for Application of Statistical Tools for Social Science Research’ held from 25.06.2020 to 01.07.2020 organized by G.Venkataswamy Naidu College, Kovilpatti.
- Participated in Five days Faculty Development Program on ‘Emerging trends in Functional Areas of Commerce and Business Administration Research’ held from 30.6.2020 to 04.07.2020 organized by SAS School of Management and Vinayaka Mission Research Foundation, Salem.
- Participated and successfully completed in Ten days National level online JOT on ‘Implementation of GST in Tally’ held from 01.07.2020 to 10.07.2020 organized by ManonmaniamSundaranar University, Tirunelveli and Aakkam Industrial Training and Research Institute, Coimbatore.