

PROFILE



Name : **Dr. S. NAMBI DEVI**
Designation : Assistant Professor,
Department : Commerce
Date of Joining : 03.01.2020
Contact No : 9884878320
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Academic Qualifications:

| Course | Name of the Institution | Year of passing |
|---------|---|-----------------|
| B.Com. | Govindammal Adithanar College for Women, Tiruchendur. | 2006 |
| M.Com. | Govindammal Adithanar College for Women, Tiruchendur. | 2008 |
| M.Phil. | Mannar Thirumalai Naicker College, Madurai. | 2009 |
| Ph.D | Madurai Kamaraj University | 2014 |
| CGT | Manonmaniam Sundharanar University, Tirunelveli. | 2005 |
| DGT | Madurai Kamaraj University | 2015 |

Teaching Experience

| Institution Name and Address | Department | Joining Date | Relieving Date |
|--|---------------|--------------|----------------|
| N.M.S.S.VellaichamyNadar College, Nagamalai, Madurai. | Commerce (CA) | 17.10.2013 | 31.05.2019 |
| MannarThirumalaiNaicker College, Pasumalai, Madurai. | Commerce | 10.06.2019 | 24.12.2019 |

RESEARCH EXPERIENCE

B.Com

Impact of Advertisement on Brand Preference of Television.

M.Com

A Study on Online Stock Trading in Thoothukudi

M.Phil

A Study on Priority Sector Lending By Canara Bank in Madurai District

Ph.D

Customer Perception towards BSNL Telecom Services – A Study with Special Reference to Madurai District.

M.Com Project Guided

- Project titled ‘A Study on Customer Satisfaction in Cavin’s Agro Products In Madurai City’ by A.M. Revathi Rani (18PCO33) during 2020-2021.

Publications

- Telecommunications in India with special reference to rural areas, Business Horizon, ISBN No. 978-81-910426-3-4, December 2010.
- Green Banking – An overview, banking sector in the global scenario, ISBN No.978-93-80812-05-2, January 2011.
- Green Telecom in India, Creativity and Innovation for Challenging Times Theory and Concepts, ISBN No.978-93-81568-01-09, February 2011.

- Growth of Indian Telecom Sector – Challenges and Opportunities, Emerging Trends in Service Sectors, ISBN No.978-81-922811-0-0, September 2011.
- Retailing formats in India – Retail marketing in India: Trends and Challenges, September 2011.
- Indian Telecommunication Industry – An overview, Monthly Public Opinion Surveys, Vol. LVII No.1, October 2011.
- Importance of Indian Telecom Sector, Indian Economic Panorama, Vol.22, No.2, July 2012.
- Women Empowerment through Education, Third Concept, ISBN No.0970-7247, Vol.26, No.302, April 2012.
- 3G Technology in India – Boon to mobile users, Southern Economist, ISBN No.0038-4046, Vol.50, No.22, March 2012.
- Development of agriculture in information and communication technologies- impact of global crisis on Indian business scenario, ISBN: 978-93-80506-09-8, December, 2012.
- Indian Retail Industry – An overview, Foreign Direct Investment in Retail Trade, ISBN No.978-93-806860-6-6, January 2013.
- Food Inflation in India causes and reasons, Inflation in Food Prices in Indian Economy, ISBN No.978-93-80686-23-3, March 2013.
- Rural Women Entrepreneurship: A way for Economic Empowerment, Research Explorer, ISSN No.2250-1940, Volume II, Issue 12, July 2013.
- Devotional Tourism in ThiruchendurSubramanyaSwamy Temple, Tourism Industry in India: Challenges and Opportunities, ISBN No.978-93-80686-81-3, August 2013.
- A Study on Awareness of E-Payment in Madurai City,Digital India – Innovation, Challenges and Growth ISSN No.2320-4168, vol-6, Special Issue-3, January 2018.
- A Study On Factors Determining The Customer Perception Towards Digital Banking System In Madurai, JETIR International Journal, ISSN: 2349-5162, vol-5, Issue 12, Dec-2018.

Paper presented

- Paper presented in national level seminar on “Role of NCW in Women Empowerment” at Govindammal Aditanar College for Women, Thiruchendur on 24th and 25th January 2007.
- Paper presented in state level seminar on “Women Entrepreneurs – An Overview” at Yadava College, Madurai on 10th February 2010.
- Paper presented in UGC sponsored national level seminar on “Non- performing Assets of Scheduled Commercial Banks in India” at S. Ramasamy Naidu College, Sattur on 4th and 5th March, 2010.
- Paper presented in national workshop on “Dairy Co-operatives and Rural Development in Tamilnadu” at Gandhigram Rural Institute Deemed University, Gandhigram on 18th & 20th March 2010.
- Paper presented in national level seminar on “Women Entrepreneurs – The changing Role of Women in India” at N.M.S.S.VellaichamyNadar College on 28th January 2011.
- Paper presented in UGC sponsored international seminar on “Green Banking – An overview” at M.S. University on 21st and 22nd January 2011.
- Paper presented in UGC sponsored national level seminar on “The Role and Development of Education in ICT” at Sri Parasakthi College for Women, Courtallam in 16th July 2011.
- Paper presented in one day national conference on “Growth of India Telecom Sector-Challenges and Opportunities” at Amman College of Arts and Science on 10th September 2011.
- Paper presented in UGC sponsored a national level seminar on “Retailing Formats in India” at MannarThirumalaiNaicker College, Madurai on 24th September 2011.

- Paper presented in national level seminar on “Investors Portfolio Management in Investment Alternatives” at St. Michael College of Engineering and Technology, Sivagangai District on 12th October 2012.
- Paper presented in national level conference on “Green Telecom in India” at Jaya Engineering College, Chennai on 25th November 2011.
- Paper presented in ICSSR sponsored on “Role of MSMEs Sector in The Emerging Indian Economy” at AyyaNadar Janaki Ammal College, Sivakasi on 14th and 15th December 2012.
- Paper presented in national level seminar on “Impact of Communication Technologies on Global Communications” at N.M.S.S.VellaichamyNadar College, Madurai on 28th December 2012.
- Paper presented in national level seminar on “India Retail Industry – an overview” at Sourastra College, Madurai on 1st and 2nd February 2013.
- Paper presented in national level seminar on “FDI in Indian Telecom Sector – An overview” at MannarThirumalaiNaicker College, Madurai on 2nd February 2013.
- Paper presented in national level seminar on “Food inflation in India – Cause and Reasons” at MannarThirumalaiNaicker College, Madurai on 22nd March 2013.
- Paper presented in UGC sponsored national level seminar on “Service Excellence in Telecom Sector” at MannarThirumalaiNaicker College, Madurai on 19th and 20th March 2013.
- Paper presented in national level seminar on “Challenges and Opportunities in India” at WavooWajeeha Women’s College of Arts and Science on 8th March 2013.
- Paper presented in national level seminar on “Rural Women Entrepreneurship: A way for Economic Empowerment” at Bharathidasan University, Tiruchirappalli on 29th and 30th April 2013.

- Paper presented in UGC sponsored national level seminar on “Devotional Tourism in ThiruchendurSubramanyaSwamy Temple” at MannarThirumalaiNaicker, Madurai on 12th August 2013.
- Paper presented in international level seminar on “Development of Agriculture in Information and Communication Technologies” at Vivekanandha College of Arts and Sciences for Women, Thiruchengode on 4th January 2014.
- Paper presented in national level on “Customer preference towards organized Retail Market – with special reference to Madurai” at Padmavani Arts & Science College for Women, Salem on 21st February 2014.
- Paper Presented In International Conference On Paradigm Shift Towards Cloud Banking, “A Study On Factors Determining The Customerr Perception Towards Digital Banking System In Madurai” At Sankara College Of Science and Commerce, Coimbatore On 12th October 2018.

Seminar participation

- Participated in a one day Orientation Programme on “Competitive Examinations” at GovindammalAditanar College for Women, Tiruchendur on 15th October 2005.
- Participated in a one day State level Seminar on “Inclusive Growth in India” at MannarThirumalaiNaicker College, Madurai on 16th December 2009.
- Participated in UGC sponsored National level Seminar on “Global Financial Crisis: Opportunities and Challenges” at The Madura College on 17th February 2010.
- Participated in national level seminar on “Investment Scenario in India” at N.M.S.S.VellaichamyNadar College, Madurai on 26th February 2010.
- Participated in national level seminar on “Challenges and Opportunities in Indian Banking Industry” at MannarThirumalaiNaicker College, Madurai on 9th September 2010.

- Participated in one day seminar on “Indian Business Model as a Global Strategy” at Vivekananda College, Madurai on 30th September 2010.
- Participated in one day inter-collegiate seminar on “Research Trends in Commerce” at Madurai Kamaraj University, Madurai on 5th October 2010.
- Participated in UGC – UPE organized national seminar on “Women Empowerment in India Challenges Ahead” at MannarThirumalai College from 24th and 25th January 2011.
- Participated in state level seminar on “Research Methods using SPSS” at MannarThirumalaiNaicker College, Madurai from 28th and 29th January 2011.
- Participated in state level seminar on “Sustainable Growth and Poverty Eradication – Challenges Ahead” at MannarThirumalaiNaicker College, Madurai on 8th September 2012.
- Participated in the UGC sponsored State level Seminar on “Foreign Direct Investment in the Indian Retail Sector-Prospects and Problems” at Sri Meenakshi Arts College for Women 6th March, 2013.
- Participated in UGC sponsored on “Examination reforms-2014” at N.M.S.S.VellaichamyNadar College on 22nd February 2014.

Workshop attended

- Participated in a one day workshop on “Application of SPSS for Data Analysis” at MannarThirumalaiNaicker College, Madurai from 29th and 30th October 2012.
- Participated in UGC sponsored state level workshop on Application of SPSS and avoidance of Plagiarism in Research at St.Xavier’s College, Palayamkottai on 7th and 8th March 2013.
- Participated in UGC sponsored All India workshop on Research Methodology & Technology Management in Higher Education at Pondicherry University, Puducherry on 14th and 15th March 2013.

- Participated in a UGC sponsored workshop on “Article Writing” at N.M.S.S.VellaichamyNadar College on 25th October, 2013.
- Participated in international workshop on Effective Teaching of Finance at Bharathidasan University, Tiruchirappalli on 27th and 28th July 2013.
- Participated in one day workshop on “KalviennumVelvi” The American college, Madurai on 1st February 2014.
- Participated in one day workshop on “Roadmap to successful entrepreneurship for commerce professionals” Kalasalingam Business school, srivilliputhur. on 15.3.2021.
- Participated in one day workshop on “SPSS” S.VellaichamyNadar College, Madurai on 14.6.2020 to 15.6.2020.
- Participated in one day workshop on “Creation of educational GIFs” Universal teachers academy, pondicherry on 6.9.2020.
- Participated in one day workshop on “Audio video editing” Universal teachers academy, pondicherry on 21.8.2020 to 25.8.2020.
- Participated in one day workshop on “Application of tally to coputation of GST” VHNSN College, Virudhunagar on 11.6.2020 to 13.6.2020.
- Participated in one day workshop on “Getting Accounting Knowledge in Tally with GST” Aditanar College of Arts and Science, Tiruchendur.on 10.1.2022 to 19.1.2022
- Participated in one day workshop on “NAAC Revised Guidelines: A Paradigm shift in quality initiatives ” Career College, Bhopal.on 26.7.2021 to 1.8.2021
- Participated in one day workshop on “Role of technology and some specific tools in research” SGT University, Delhi.on 28.6.2021 to 3.7.2021.
- Participated in one day workshop on “Blooms taxonomy based question paper design for outcome based education Ayya Nadar Janaki Ammal College, Sivakasi.on 27.9.2021.
- Participated in one day workshop on “Data analysis using R” GTN Arts College, Dindigul. on 5.7.2021 to 9.7.2021.

- Participated in one day workshop on “Data analysis using SPSS “ Dr.Ambedkar Government Arts College, Chennai. on 8.7.2021.
- Participated in one day workshop on “Creating interactive E-Assessment tools Universal teachers academy - India on 14.6.2021 to 18.6.2021
- Participated in one day workshop on “Creation of Research ID’s” Patrician college of arts and science, Madras on 3.7.2021
- Participated in one day workshop on “Innovative techniques in smartphone film making and video lecture making Sathyabama institute of science and technology, Chennai. on 17.7.2021.

Faculty Development Program attended

- Participated on Faculty Development Program at N.M.S.S.VellaichamyNadar College on 22 March, 2014.
- Participated in a Faculty Development Programme on “Enrichment of teaching skills” at 0AA – MAVMM School of management, on 14th February 2015.
- Participated in a Faculty Development Programme on “Academic research writing & publishing research papers” at 0AA – MAVMM School of management, on 24th January 2014.
- Participated in the Faculty Development Program on “COREL DRAW” at N.M.S.S.VellaichamyNadar College on 2&3 May 2018.
- Participated in the Faculty Development Program on Dsicover the Teacher in You at N.M.S.S.VellaichamyNadar College on 16 March 2019.
- Participated in Faculty Development Programme on “Best practices in IQAC towards better achievements at NIRF and NAAC” under Autonomy Grants at N.M.S.S.VellaichamyNadar College on 19 March 2019.
- Participated in Faculty Development Programme on “Outcome Based Education”, at MannarThirumalaiNaicker College, on 28 August 2019.
- Participated in Faculty Development Programme on “Invisible Scholars: Students With Learning Disabilities & Identification Of Students With Learning Disabilities”, at IQAC, St.Mary's College (Autonomous, Thoothukudi, on 2020.
- Participated in Faculty Development Programme on “The Role Of EDUTECH In Classroom Teaching And Learning”, at CAS in Linguistics, Annamalai University, 2020.

- Participated in Faculty Development Programme on “Teaching For Transformation & Excellence In Post Covid Era”, at Department of Commerce, The American College, Madurai., on 2020.
- Participated in Faculty Development Programme on “Interpersonal Relationship”, at Department of Commerce, PRIST Deemed University Thanjavur, Vallam, Tamil Nadu., on 2020.
- Participated in Faculty Development Programme on “Emotional Intelligence: Mastering The Emotions Of Teachers Of HEIs”, at Internal Quality Assurance Cell & Department of Business Management, Erode Arts and Science College, Erode., on 2020.
- Participated in Faculty Development Programme on “Research Methodology: Tools And Techniques”, at Department of History, M.V.Muthiah Government Arts College for Women, Dindigul., on 2020.
- Participated in Faculty Development Programme on “Research Ethics”, at Central Library, Vivekananda College, Tiruvedagam west, Madurai District., on 2020.
- Participated in Faculty Development Programme on “Teaching Pedagogies For Virual Classrooms”, at PG & Research Department of Commerce, Vivekanandha College of Arts and Science for Women (Autonomous) Tiruchengode, on 2020.