

PROFILE

Name : S.Taj Sulthana
Designation : Lecturer
Department : Commerce (IT)
Date of Joining : 24.08.2015
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EDUCATIONAL QUALIFICATIONS:

Qualification	Name of The Institution	Institution/University	Year Of Passing	Marks (%)
M.Phil	Fatima college. Madurai	Madurai Kamaraj University	April 2014	69
M.Com	Fatima college. Madurai	Madurai Kamaraj University	April 2013	72
B.Com(CA)	Fatima college. Madurai	Madurai Kamaraj University	April 2011	72
HSC	Nirmala Girls Hr.Sec.School	State Board	March 2008	82
SSLC	Railway Mixed Hr.Sec.School	Anglo Indian Board	April 2006	68

SKILLS:

- ✓ DCA
- ✓ MS office
- ✓ Tally
- ✓ Web designing in HTML

AREA OF SPECIALISATION:

- ✓ Marketing
- ✓ Research Methodology

RESEARCH EXPERIENCE:

1. M.Phil – “ A STUDY ON SATISFACTION OF SOUTHERN RAILWAY ELECTRICAL DEPARTMENTS EMPLOYEES IN MADURAI CITY ”
2. Ph.D (Ongoing) – “POLICY HOLDERS PREFERENCE TOWARDS HEALTH INSURANCE IN MADURAI DISTRICT OF TAMILNADU.”

ACCOLADES:

CO-CURRICULAR

- ✓ Participated in the national seminar on “Recent Trends in capital market” held on march 11th and 12th, 2009, and presented a paper on “Debt and equity Market” in Fatima college, Madurai-18.
- ✓ Participated in the national seminar on “Online Marketing in Today’s Scenario” held on February 10th, 2010 in Fatima College, Madurai-18.
- ✓ Participated in state level student seminar and won first prize on the topic FDI in Indian Retail Business Challenges and opportunities in Thiagrajar College, Madurai-9.
- ✓ Participated in intercollegiate symposium on “LIC in the service of the nation” held on 3rd September 2010.
- ✓ Participated in the one day workshop on “Moulding perception to achieve greater things in life” held on 29th august 2012 in Fatima College, Madurai-9.
- ✓ Participated in the UGC sponsored workshop on “E-Commerce for everyone” held on 2nd march 2012 in Fatima College, Madurai-9.
- ✓ Presented a paper on Green marketing initiatives by Indian corporate sector in the national seminar held on 5th march 2013 in Fatima College, Madurai-9

- ✓ Presented a paper on Trends in Mobile learning in the national conference held on 9th&10th January 2014 in Lady Doak College, Madurai -2.
- ✓ Presented a paper on Tourism industry-constraints and strategies in the national conference held on 7th February 2014 in Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi.
- ✓ Participated in the AIACHE Golden Jubilee Grand Finale Celebration held at The American College, Madurai, Tamil Nadu from 7th to 11th October, 2016.
- ✓ Presented and Published a paper on, "Women Entrepreneurs: Functions, Problems and Solution" ISBN:978-93-85109-88-1, ISSN:2349-8684,in the International conference held on 7th January 2017 Organized by The American College, Madurai, Tamil Nadu.
- ✓ Published a paper on, "GST and Agricultural Services", October2017 in the Journal EAGLET, ISSN: 2320-4168, The American College, Madurai, Tamil Nadu.
- ✓ Presented and Published a paper on, "Challenges and Opportunities in Micro, Small and Medium Enterprises in India" ISBN: 978-93-86712-19-6, in the National Conference held on 16thFebruary 2018, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Participated in "Two day National Workshop on Applications of AMOS in Social Science Research" held on 12th and 13th October 2018, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Participated and Published a paper in Green Banking: Opportunities and Challenges, ISBN: 978-93-88398-34-3, in the International Conference held on 1st and 2nd February 2019, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.

- ✓ Participated in the Workshop on “Development of Website” held on 3rd August 2019, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Presented a paper on, “Cloud Marketing” ISBN: 978-93-89658-48-4, in the International Conference on “Sustainability, Transformation, Development in Business and Management” held on 24th January 2020, Organized by The Department of Commerce, The American College, Madurai, Tamil Nadu.
- ✓ Participated in Webinar on “Digital Marketing” organized by the Department of Commerce, The American College, Madurai held on 04 February 2021.
- ✓ Participated in 5 days National level e- Workshop on Innovative Techniques in SPSS and Data Analysis, on 3rd and 7th January 2022 Organised by Sathyabama Institute of Science and technology, Chennai.
- ✓ Participated and attended the International course online on Research ethics in higher education jointly organized by the Internal quality assurance cell(IQAC), Rani Anna Government College for women, Tirunelveli on 14 – 17 February 2022
- ✓ Participated in the one-day NCW Sponsored 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.
- ✓ Participated in the online international conference on “ New Education Policy: The opportunity to Integrate values in Curriculum Designing on 26th February 2022 organised by St.Francis College for women in collaboration with Globalethics.net.india.
- ✓ Participated in Online Faculty development programme titled, “How to prepare a research paper for submission to a quality journal” on 28th February 2022 by Department of Management, JMIT, Radaur.

- ✓ Published an article titled "A STUDY ON ATTITUDE OF POLICY HOLDERS TOWARDS HEALTH INSURANCE IN MADURAI CITY" in Ugc care list journal Shodhasamhita : Journal of Fundamental & Comparative Research Vol. VIII, No. 1 (XXXV) : 2022 ISSN: 2277-7067.
- ✓ Published an article titled "IMPACT OF COVID - 19 ON HEALTH INSURANCE SECTOR DURING POST COVID" in Ugc care list journal JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, Vol. XCVI, No.10, 2023, ISSN: 0972-0766.
- ✓ Published an article titled "ISSUES AND CHALLENGES OF THIRD PARTY ADMINISTRATORS IN HEALTH INSURANCE SECTOR" in Ugc care list journal: Humanities and Social Science Studies, Vol. 12, Issue 2, No. 1, July – December 2023, ISSN 2319-829X .

EXTRA CURRICULAR

- ✓ Participated in state level foot ball tournament.
- ✓ Women inter college winner in hand ball