

NAME : P. AMALI FATHIMA
POSITION : ASSISTANT PROFESSOR
FACULTY OF : B.COM WITH COMPUTER APPLICATION
PHONE/MOBILE : 9585308362
EMAIL ID : AMALIANU3@GMAIL.COM
DATE OF BIRTH : 14.01.1992

1. QUALIFICATION

| S. No. | DEGREE / DIPLOMA / CERTIFICATE | DISCIPLINE | NAME OF THE INSTITUTION | YEAR OF PASSING |
|--------|--------------------------------|------------|----------------------------|-----------------|
| 1. | UG | B.COM CA | FATIMA COLLEGE | 2009 -2012 |
| 2. | PG | M.COM CA | FATIMA COLLEGE | 2012 -2014 |
| 3. | M.PHIL. | COMMERCE | FATIMA COLLEGE | 2015 – 2016 |
| 4. | PHD | COMMERCE | MADURAI KAMARAJ UNIVERSITY | PURSUING |

2. TEACHING EXPERIENCE

| S. No. | INSTITUTION | FROM – TO (PERIOD) |
|--------|-----------------------------|------------------------------|
| 1. | DICOM (LANGUAGE TRAINER) | 2014-2015 (6MONTHS) |
| 2. | MADHA TV (SCRIPT WRITER) | 2015-2016(6MONTHS) |
| 3. | FATIMA COLLEGE (AUTONOMOUS) | 2016 – 2020 |
| 4. | THE AMERICAN COLLEGE | 2021 JULY 14 FROM – TILL NOW |

3. NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

| S. No. | PROGRAMME & THEME | ORGANIZED BY | DATE | PARTICIPATED/ PRESENTED | TITLE OF THE PAPER |
|--------|---|--|-------------------------|-------------------------|---------------------|
| 1 | NATIONAL SEMINAR ON “ON – LINE MARKETING IN TODAY’S SCENARIO” | DEPARTMENT OF B.COM CA | 10.2.2010 | PARTICIPATED | - |
| 2 | WORKSHOP ON PLACEMENT PREPARATION | TRAINING & PLACEMENT CELL | 23.7.2011 | | |
| 3 | WORKSHOP ON CAREER GUIDANCE – PATH FINDER -2012 | DEPARTMENT OF B.COM CA | 16.03.2012 | PARTICIPATED | - |
| 4 | NATIONAL LEVEL SEMINAR ON ORGANISED RETAILING | DEPARTMENT OF BUSINESS ADMINISTRATION & COMMERCE WITH COMPUTER APPLICATION | 9.3.2012 | PARTICIPATED | - |
| 5 | NATIONAL SEMINAR ON “INNOVATIVE MARKETING STRATEGIES | POST GRADUATE & | 15.12.2015 & 16.12.2015 | PRESENTED | A STUDY ON CONSUMER |

| | | | | | |
|---|---|--|------------------------|--------------|---|
| | FOR SUSTAINABLE GROWTH” | RESEARCH CENTRE OF COMMERCE,P ERIYAKULAM. | | | PREFERNCE TOWARDS ORGANIC FOOD PRODUCTS |
| 6 | NATIONAL LEVEL SEMINAR ON INDIAN RETAIL SECTOR IN THE GLOBAL ECONOMY EMERGING TRENDS, ISSUES AND CHALLANGES | DEPARTMENT OF COMMERCE, VIRUDHUNAG AR | 17.12.2015 | PRESENTED | A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING |
| 7 | NATIOAL LEVEL WORKSHOP ON NATIONAL LEVEL ELIGIBILITY TEST –PAPER I(UGC –NET) | PG AND RESEARCH DEPARTMENT OF COMMERCE, MADURAI | 26.09.2024 | PARTICIPATED | - |
| 8 | INTERNATIONAL CONFERENCE ON ARTIFICIAL INTELLIGENCE IN COMMERCE AND MANAGEMENT | SCHOOL OF COMMERCE,THE AMERICAN COLLEGE ,MADURAI | 06.01.2025&0 7.01.2025 | PRESENTED | A STUDY ON CUSTOMER’S UTILITIES PROSPECTS AND PROBLEM TOWARDS ONLINEPAYM ENTS WITH SPECIAL REFERENCE TOWARDS AIDED COLLEGE TEACHERS IN MADURAI CITY |

4. ARTICLES PUBLISHED IN JOURNALS/MAGAZINES/BOOKS

| S. N. O. | JOURNAL NAME | TITLE OF THE ARTICLE | MONTH/ YEAR | VO L. No . | ISS UE No . | PAG E No. | ISSN | PUBLISHER |
|----------|--|--|----------------|------------|-------------|-----------|----------------------------|--|
| 1 | NATIONAL LEVEL SEMINAR ON INDIAN RETAIL SECTOR IN THE GLOBAL ECONOMY EMERGING TRENDS, ISSUES AND CHALLANGES | A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING | DECEMBE R/2015 | - | - | 103 | 9788193002476 | SRI KALISHWARI COLLEGE,VIR DHUNAGAR DT.,SIVAKASI -626130. |
| 2. | INTERNATIONAL JOURNAL OF CURRENT RESEARCH AND MODERN EDUCATION (IJCRME) IMPACT FACTOR: 6.725, (WWW.RDMODERNRESEARHC.COM) VOLUME 2, ISSUE 1, | THE IMPACT OF ICT USAGE AND THE CHALLENGE S FACED BY THE EMPLOYEES IN PRIVATE BANKING SECTOR AT | JUNE/2016 | | 1 | 28-32 | ISSN (ONLINE): 2455 – 5428 | (WWW.RDMODERNRESEARHC.COM) |

| | | | | | | | | |
|----|--|--|-----------------------------------|----------|---------------|---------|---------------------------------------|---|
| | 2017 | MADURAI | | | | | | |
| 3 | INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS, AND SCIENCE | A STUDY ON IMPACT OF E-BANKING OPERATIONAL PERFORMANCE USING ICT IN PRIVATE BANKS MADURAI | MARCH 2018 | 2 | 12 | 66-67 | ISSN:2456-5571 | WWW.BODHIJOURNALS.COM |
| 4. | SARDAR PATEL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH | DIGITAL MARKETING AND E-COMMERCE CUSTOMERS UTILITY TOWARDS ONLINE PAYMENTS | JUNE 2021 | - | VO L 51 | - | ISSN 0378 – 4568 UGC CARE GROUP -1 | ANVESAK A BI-ANNUAL JOURNAL |
| 5. | CAHIERS MAGELLANES-NS CLARIVATE(WEB OF SCIENCE) UGC CARE LIST - II | CUSTOMERS UTILITIES TOWARDS ONLINE PAYMENTS | SEPTEMBER 2024 | 6 | 2 | - | ISSN 1624-1940 | HTTPS://MAGELLANES.COM/INDEX.PHP/CMN/ARTICLE/VIEW/846 |
| 6 | BUSINESS STUDIES UGC CARE -I | UTILITIES AND PREFERENCE TOWARDS ONLINE PAYMENTS WITH SPECIAL REFERENCE TOWARDS AIDED COLLEGE TEACHERS IN MADURAI CITY | JULY-DECEMBER 2024 | XL V | 2 | 253-257 | ISSN 0970-9657 | |
| 7 | BUSINESS STUDIES UGC CARE -I | UTILITIES TOWARDS ONLINE PAYMENTS | JANUARY – JUNE 2025 WITH IF 6.986 | XL VI | | | ISSN 0970-9657 | |

5. ACHIEVEMENTS

| S. No. | NAME OF THE AWARD | AWARD RECEIVED FOR | SPONSORS / SOURCE | DATE |
|--------|-------------------|-----------------------|-------------------|------|
| 1. | BEST DESERT | BEST DESERT IN M.PHIL | - | 2016 |