

**Ms.S.Rajalakshmi M.Com.,M.Phil.,
PGDCA ., (Ph.D)**
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CAREER OBJECTIVE

Seeking a position to utilize my skills and abilities in the sector that offers professional growth while being resourceful, innovative and flexible.

EDUCATIONAL QUALIFICATION

Course	Institution	Board/University	Period of study	Percentage of marks
Ph.D	Theivanai Ammal College for women, Villupuram	Thiruvalluvar University	2019-2022	Doing
M.Phil	St'Jospehs College of Arts & Science , Cuddalore	Thiruvalluvar University	2011-2012	75 %
M.Com	St'Jospehs College of Arts & Science , Cuddalore	Thiruvalluvar University	2009-2011	70 %
B.Com	C. Kandaswami Naidu College, Cuddalore	Thiruvalluvar University	2005-2008	45 %
Higher Secondary	St'Annes Girls Hr, sec School , Cuddalore	State Board	2004-2005	73 %
High School	St'Annes Girls Hr, sec School , Cuddalore	State Board	2003-2004	75%

CERTIFIED COURSES

- Certified in Tally Accounting Programme

DIPLOMA COURSES

Post Graduate in Computer Application

AREA OF INTERESTS

- Marketing
- Financial Management
- Human Resource management
- Accounting
- Auditing
- Banking

PUBLICATION

- International conference on Evolving International Trade – Rewriting the rules with Reference to – Make in India – Green Accounting in Finance Re- Engineering on 1st October 2015 at Adaikalamatha Institute of Management & Research
- International conference on Digital India Prospects and Challenges on 20th August 2015
- International Journal of creative Research Thoughts ISSN: 2320-2882 on the Topic “ A study on customer satisfaction towards Laptop Brands in Villupuram.
- Journal of Emerging Technology and innovative Research on the Topic “ A study on Customer Satisfaction Towards Reliance JIO in Cudalore District.
- Journal of Emerging Technology and innovative Research on the Topic “ A study on Customer Perception Towards Sony TV. With reference to Villupuram.
- International conference for Women Empowerment through Financial inclusion on the Topic “ A study on Role of Women Entrepreneurs on 3rd Feb 2023.

PRESENTATIONS

- National Level Seminar on Current Trends in Internet Marketing – “ Brand Awareness on 6th September 2016 at Loyala College
- National Level Seminar Business strategies in Indian Scenario – “ Marketing strategy” on 24th February , 2016 at Loyala College
- State Level seminar on Indian Service sector in Globalised Environment – Innovations & Challenges – “ Retailing “ on 23th February 2012 at St’Josephs College of Arts & Science

- International conference for Women Empowerment through Financial inclusion on the Topic “ A study on Role of Women Entrepreneurs on 3rd Feb

FDP AND WORKSHOP

- National Level workshop on Research Methodology at St’Josphes College of Arts & Science ,
- ICT Academy conducted Two days Faculty Development Program on Communication skills 13th October to 14th October 2016
- ICT Academy conducted Two days Faculty Development Programe on stress Management on 16th October to 17th October 2017
- 7 Days National Level Faculty Development programme on Online Teaching platform and Tools on 06.12.2023 to 12.02.23 at Chanakya National Law University, Patna.
- National Webinar on “Managing Personal Finance and wealth creation “ at Government Engineering College Godhra Panchmahal , Gujrat. 02.02.2023.
- National Webinar on “Financial Empowerment and career opportunities in Financial and securities Market “ at PES’S RSN College of Arts & Science Ponda – Goa, on 3.02.23
- National webinar on Financial Empowerment through wealth creation on 15th Feb 2023 at Alamganj Rangamati college , Dhubri, Assam.
- A one day National webinar on Financial Empowerment and career opportunities in Securities Market on 17.02.23 at Govt Engineering College, Dahod, Gujrat.
- National webinar on Financial Empowerment and career opportunities in securities market organized by Guru Nanak Dev University, Amritsar on Feb 08,2023.
- Women and child Development organized one day National webinar on 20 Feb 2023 in the Topic” Strategy For managing personal Finance
- One day National webinar on Financial Empowerment though wealth creation at
- Mandare College of Commerce , Economics & management on 27.02.23
- Five days National Online Faculty Development Programme for Enhancing skills for Effective Teaching Learning PRACTICES FROM 22.02.23 TO 26.02.23 AT Theivanai Ammal College for women , Villupuram.
- National Webinar on Financial Empowerment through wealth creation on 24.02.23 at Engineering College, Tuwa.
- National Webinar on Financial Empowerment through wealth creation on 9th March 2023 at Alliance University.

PG PROJECT GUIDED

- A study on Customer Satisfaction Towards Amway Products with special Reference to Nutrilite protein powder in Villupuram. 2016
- A study on Customer Satisfaction on postal service in Villupram 2016
- A study on consumer behavior in selected Mobile Service with reference ti Villupuram, 2016
- A study on performance Analysis of Axis Bank with reference with villupuram ,2017
- A study on Brand perception in Laptops with special reference to Dell Laptop in Villupuram, 2017
- A study on Financial performance Analysis of Indian Overseas Bank, 2017
- A Study on Consumer Perception Towards Online Marketing , 2017
- A study on Customer Satisfaction towards Nestle Product in Villupuram, 2018
- A study on Customer Satisfaction towards Britannia Biscuits in Villupuram , 2018

TRAINING PROGRAMME

- Attended 7 Days experiential Training Programme on Feb 2016-17 & Feb 2017- 18 at ICAT Academy , Pondicherry

PROJECT AND INDUSTRIAL EXPOSURE

- Project “ A study on Customer Satisfaction towards Iron Wheel Shipping Company Chennai.
- Project “ A study on Customer Satisfaction towards Amway Products,
- Internship Training at “IWSC” Chennai.

Field : Management

Period: June & July , 2011

ACHIEVEMENTS

- Award for Best Role as Mentor for the NPTEL Online Certification Courses Feb – April2017.
- Women Trasforming Nation Awards 2023 by Women Lead2030

EXPERIENCE:

- Working Assistant professor in commerce from Theivnai Ammal College for women (Autonomous) Villupuram, 16.09.2013- to May 2020.

EXTRA-CURRICULAR ACTIVITIES

- Have been as a Co-ordinator of Entrepreneurial Training Programme on 2016-17 conducted Awareness Camp & 2 Days Training Programme
- National Service Scheme Member for 2014-15
- Have been as Academic Affairs for 2014-15 to still in TACW.
- Have been Co ordinator of PG Service Learning for 2016-17 & 2018-19 in TACW
- Have been Co ordinator of Feedback of 2018-19 in TACW
- Have been an Memembr of ISO in 2015-16
- Have been as Member of College Development Council 2017-18 in TACW
- Have been Co ordinator of Fine Arts Co – Ordinator for 2018-19 in TACW
- Have been Co ordinator of Journal Club in 2016-17 in TACW
- Have been conducted Invited Lectures & Video conferences

PERSONAL INFORMATION

Fathers name: Mr. K. Sivaraman

Mothers name: Mrs. S. Jayalakshmi

Date of birth : 18.07.1988

Languages known: English, Tamil

Hobbies: Painting and Gardening.