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Name : Dr. A.V. Chellamma
Qualification : M.Com., M.Phil., Ph.D
Designation : Assistant Professor of Commerce
Patrician College of Arts and Science
Adyar, Chennai
No.Of.years Experience : 3 & a half years
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Academic Qualification:

Course	Institution	Year of Passing	Board/ University	Percentage
B.Com.	A.P.C. Mahalaxmi College for Women, Thoothukudi	2013	Manonmaniam Sundaranar University	70%
M.Com.	A.P.C. Mahalaxmi College for Women, Thoothukudi	2015	Manonmaniam Sundaranar University	72%
M.Phil.	V.O.Chidambaram College, Thoothukudi	2016	Manonmaniam Sundaranar University	74.6%
Ph.D.	V.O.Chidambaram College, Thoothukudi	Submitted	Manonmaniam Sundaranar University	

Journal Publication

1. Published a paper on the topic “**Fundamental Analysis of Media and Entertainment Industry in India**” in the *International Journal of Informative & Futuristic Research*, published on vol 3- issue 7, April 2016.
2. Published a paper on the topic “**A study on Preference of Investment – With Special Reference to Salaried Class Women in Thoothukudi**” in the *International Journal of Informative and Futuristic Research*, published in Vol 4 – Issue 7, March 2017.
3. Published a paper on the topic “**A Study on Consumer Behaviour towards Liquid**

Detergent in Thoothukudi Town” in the *Zenith International Journal of Multidisciplinary Research*, published on vol 7 (8), Pp 33 – 42 , August 2017

4. Published a paper on the topic “**A Study on factors influencing customers’ satisfaction level in purchasing Liquid Detergent at Thoothukudi Town**” in the *Contemporary Issues in Technology and Management*, Pp 55 - 63 Nov 2017
5. Published a paper on the topic “**Fundamental Analysis of Sensex Companies**” in the *International Journal of Research in computer Application and Management*, published in Vol 8 (2018), Issue 04, April 2018
6. Published a paper on the topic “**A Study on Awareness and Attitude of Consumers in Buying Foods through Online**” in the *International Journal of Recent Research Aspects*, ISSN: 2349 – 7688, Special Issue: Conscientious Computing Technologies, April 2018, pp. 515 – 518
7. Published a paper on the topic “**Influential factors of savings pattern of working women in Thoothukudi**” in the *International Journal of Emerging Technologies and Innovative Research*, published in Vol 6, Issue 6, June 2019, Pg No: 741 – 745
8. Published a paper on the topic “**A Study on contribution of Working Women towards Economic Stability of family – with special reference to Thoothukudi Town**” in the *International Journal of Emerging Technologies and Innovative Research*, published in Vol 6, Issue 6, June 2019, Pg No: 496 – 502, ISSN – 2349-5162
9. Published a paper on the topic “**A Study on Service Quality provided by Southern Railway to Passengers of Tirunelveli Junction**” in the *EPRA International Journal of*

Multidisciplinary Research (IJMR), published in Vol 5, Issue 8, August 2019, Impact Factor (SJIF) 5.61 (ISI) 1.188, ISSN Online: 2455-3662

10. Published a paper on the topic “**A study on shift of traditional classroom methods to online teaching methods in higher education scenario during lockdown**” in the International Journal of Multidisciplinary Research and Development, published in Vol 7, Issue – 7, July 2020, Pg No – 96 – 100, E-ISSN: 2349-4182, P-ISSN: 2349-5979, Impact Factor: RJIF 5.72

Paper presentations:

1. Presented a paper on the topic “**Marketing Mixing in E-Marketing**” in the state level seminar conducted by Department of Commerce, Don Bosco College of Arts & Science, Keela Eral, Tuticorin.
2. Presented a paper on the topic “**Technological Development in Banking Sector**” in the International Seminar on “*Managerial Perspectives on Globalization, Technology & Innovation*” conducted by the Department of Management Studies, University of Madras, Chennai.
3. Presented a paper on the topic “**Micro Finance and Poverty Alleviation**” in the National level Seminar on “*Micro Finance and Entrepreneurship*” conducted by PG & Research Department of Commerce, V.O.Chidambaram College, Tuticorin.
4. Presented a paper on the topic “**A Significance Triple Bottom Line and Sustainability report in accordance with sustainability of Listed Companies**” in a International Conference “*Triple Bottom Line for sustainability (Profit, Planet & People)*” conducted by PG & Research Department of Commerce, St.Xavier’s College (Autonomous), Palayamkottai.
5. Presented a paper on the topic “**A Study on the status of women workers in export organization of Thoothukudi**” in a International Conference “*Women: Empowered to Lead*” International Conference conducted by PG Department of Commerce (Unaided), A.P.C.Mahalaxmi College for Women, Tuticorin

Seminar/ Conference/ Workshop/ Camps/ FDP Attended:

1. Participated in a seminar titled “**Empowering Women**” as a One Day Seminar organized by Women’s Studies Centre of Manonmaniam Sundaranar University at A.P.C. Mahalaxmi College, Thoothukudi.
2. Participated in “**My Classroom Experience**” , an Inter Collegiate Seminar conducted by

Internal Quality Assurance Cell at A.P.C. Mahalaxmi College, Thoothukudi

3. Participated in “**India’s current Economic Turmoil – Causes and Controlling Measures**” as a One Day National Seminar organised by Department of Commerce held at A.P.C.Mahalaxmi College, Thoothukudi.
4. Participated in “**Communication**”, an international Workshop conducted by the Department of Management Studies at Infant Jesus College of Engineering, KeelaVallanadu.
5. Participated in “**Public Distribution System in India**”, a national seminar conducted by PG & Research department of Commerce held at V.O.C.College, Tuticorin.
6. Participated in “**Managerial Excellence in Global Competition**”, an international Seminar organized by Department of Commerce, Commerce (UA), Commerce CA held at A.P.C.Mahalaxmi College for Women, Thoothukudi.
7. Participated in “**Budding styles in banking industry**”, as a National Seminar conducted by Department of Commerce held at Sri Sarada College for Women, Tirunelveli.
8. Participated in “**Skill India-Employable Young India**” a Two Days National Workshop conducted by Department of Commerce, Commerce (UA), Commerce CA held at A.P.C.Mahalaxmi College for Women, Thoothukudi.
9. Participated in “**Recent trends in E-Marketing**” a State level seminar conducted by Department of Commerce, Don Bosco College of Arts & Science, Keela Eral, Tuticorin.
10. Participated in “**Managerial Perspectives on Globalization, Technology & Innovation**” an International Seminar conducted by the Department of Management Studies, University of Madras, Chennai.

11. Participated in “**Micro Finance and Entrepreneurship**” a National level Seminar on conducted by PG & Research Department of Commerce, V.O.Chidambaram College, Thoothukudi.
12. Participated in “**National Level Three Day Workshop on Data Analysis and Interpretation using SPSS and AMOS**” organized by Department of Youth Welfare Studies, School of Youth Empowerment, Madurai Kamaraj University, Madurai.
13. Participated in “**Triple Bottom Line for sustainability (Profit, Planet & People)**” an International Conference conducted by PG & Research Department of Commerce, St.Xavier’s College (Autonomous), Palayamkottai.
14. Participated in “**E – Commerce Security Challenges and Solutions**” one day State Level Seminar conducted by PG Department of Commerce (Unaided), A.P.C.Mahalaxmi College for Women, Tuticorin.
15. Participated in “**Women: Empowered to Lead**” International Conference conducted by PG Department of Commerce (Unaided), A.P.C.Mahalaxmi College for Women, Tuticorin.
16. Participated in “**Changes in Indirect Taxes and its challenges**” One day National Level Seminar conducted by PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli
17. Participated in “**Recent Trends in Multi Disciplinary Research**” International Conference held at V.O.Chidambaram College, Tuticorin
18. Participated in “**Application of SPSS Software**” One National Workshop held at Holy Cross Home Science College, Thoothukudi on 14th July 2018
19. Participated in “**Seven Days Workshop on Research Methodology and SPSS in Social Science**” organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, dated from 12th to 18th November 2018
20. Participated in “**Workshop o Scholarly Writing and Publishing Research Papers**” organized by Internal Quality Assurance Cell, V.O.Chidambaram College, Thoothukudi on 02.02.2019
21. Participated in National Conference on “**Dimensions of E-Commerce and E-Management in Business Environment and Its Implications**” organized by

Department of Commerce, Manonmaniam Sundaranar University Constituent Model College on 27th February 2019 in Nagalapuram-628 904, Thoothukudi District.

22. Participated in “**Values and Spirituality for Overcoming Challenges**” organized by Annamalai University and Brahma Kumaris and Education Wing, RERF(Rajyoga Education and Research Foundation) on June 8th and 9th 2019 in Mount Abu- 207 501 (Rajasthan)
23. Participated in International Level Workshop “**Writing Quality Research Papers – Publishing in Scopus and CARE approved Journals**” organized by Department of Commerce, Manonmainam Sundaranar University conducted on 19th July and 20th July 2019
24. Participated in “**Role of Faculty in Institutional Development**” organized by V.O.Chidambaram College conducted on 17th August 2019
25. Participated in State Level Workshop “**Research Methodology Boot Camp-I**” organized by St.Xavier Institute of Business Administration conducted on 12th October 2019
26. Participated in Online Faculty Development Programme on “**DHRONA – The Art of Teaching and Learning for the Nxt Gen**” organized by Department of Business Administration, Dwaraka Doss Goverdhan Doss Vaishnav College on 9th April to 11th April 2020
27. Participated in National Workshop on “Fine Tuning Research Planning Using Elsevier Tools: Science Direct, Scopus and Mendeley” organised by Research Development Committee, K.J.Somaiya College of Science and Commerce, Autonomous In Collaboration with Elsevier on 25th April 2020
28. Participated in Webinar “**Research Outcomes: Technical Paper Writing Research Proposal, Patent Filing**” organized by DataTeach.ai conducted on 22nd April 2020
29. Participated in Online National Faculty Development Programme for “**Engendering the Next Generation Educators**” organized by Nehru Arts and Science College, Comibatore during 23rd to 28th April 2020
30. Participated in Online Workshop on “**Examination Guidance for Qualifying NET/SET**” organized by I.Q.A.C and Department of Post Graduation, M.S. College of Arts, Science, Commerce & BMS, Mumbra on 29th April 2020

31. Participated in Online Faculty Development Program on “**Examinations in wake of COVID-19**” organised by Department of Commerce – Shift II, Patrician College, Chennai in Association with DigitalEdu IT Solution on 8th May 2020
32. Participated in Webinar on “**Selection of Appropriate /statistical Tools: A Critical Way for Successful Research**” organised by Research Advisory Committee, St.Mary’s College (Autonomous), Thoothukudi on 12th May 2020
33. Participated in Online Faculty Development Program on “**E-Content Preparation – Finding Copyright free images and sounds**” organised by Loyola College of Education, Chennai in Association with Universal Teachers Academy on 13th May 2020
34. Participated in National Level Webinar on “**Current Scenario of e-Commerce Business**” organised by Department of Commerce with CA, Rathinam College of Arts and Science, Coimbatore on 13th May 2020
35. Participated in Five Days Workshop on “**Tally**” organised by V.O.Chidambaram College, Thoothukudi from 13th to 17th May 2020
36. Participated in One – Week Faculty Development Program on “**Innovative Teaching and Learning Practices (Framework, Methodology, Course Outcomes and Assessment Setting)**” organised by Center for Research Consultancy and Publications, VIMS B-School, Coimbatore from 13th to 19th May 2020
37. Participated in Webinar on “**Modern Teaching Techniques**” organised by Dr.Zakir Husain College, Ilayangudi and Oneyes Technologies, Chennai on 17th May 2020
38. Participated in Two Days National Level Faculty Development Program on “**Art of Writing and Publishing Research Paper and Application of Statistical Tools**” organised by Aurora’s Degree and PG College, Hyderabad on 27th and 28th May 2020
39. Participated in National Webinar on “**COVID – 19 and Maslow’s Hierarchy of Needs: How is Our Motivation hanging?**” organised by Research and PG Department of Commerce, MES Asmabi Collegem, P.Vemballur, Kerala on 26th May 2020
40. Participated in National Webinar on “**Lesson Plan in Digital Mode**” organised by Nadar Saraswathi College of Education, Theni on 28th May 2020
41. Participated in Online Workshop on “**Data Analysis using SPSS**” organised by Department of Mathematic The American College, Madurai from 28th to 30th May 2020

42. Participated in International Webinar on “**How bold are you**” organised by National Service Scheme, Rajapalayam Rajus’ College, Rajapalayam on 30th May 2020
43. Participated in One Day Webinar on “**How to Crack UGC NET exam in Commerce**” conducted by Professor Academy on 14th June 2020
44. Participated in One Day National Level Webinar on “**Change Your Mindset; Change Your Lifestyle**” organised by Department of Commerce (SF), Rajapalayam Raju’s College, Rajapalayam on 14th June 2020
45. Participated in Faculty Development Programme on “**Research Capacity Building under UGC Scheme, STRIDE Component - 1**” organised by V.O.Chidambaram College, Thoothukudi from 15th to 17th June 2020
46. Participated in Two Days Online Workshop on “**Tamil Script Writing**” organised by Department of History, A.P.C.Mahalaxmi College for Women, Thoothukudi on 25th and 26th June 2020
47. Participated in Webinar on “**The Real Relationship between You and Your Success**” organised by Internal Quality Assurance Cell, A.P.C.Mahalaxmi College for Women, Thoothukudi on 27th June 2020
48. Participated in National Webinar on “**Our Cosmic Consciousness**” organised by Department of Mathematics, Servite Arts and Science College for Women, T.Idaiyapatty, Thogaimalai on 29th June 2020
49. Participated in Five Days Online Faculty Development Programme on “**Evolution from Offline to Online Teaching**” organised by Internal Quality Assurance Cell and Faculty Development Programme Committee, Satish Pradhan Dnyanasadhana College, Thane in Association with Department of Information Technology University of Mumbai from 30th May 2020 to 3rd June 2020
50. Participated in Webinar on “**Startup as a Digipreneur**” organised by PG Department of Commerce (SF) and Institution’s Innovation Council, A.P.C.Mahalaxmi College for Women, Thoothukudi on 3rd July 2020
51. Participated in Webinar on “**Be the Change**” organised by ICT Academy on 10th July 2020

Online Courses Attended:

1. Participated in 15 days Refresher Course on “**Research Methodology**” organized by Institute for the development and for the learning process during 1st April to 15th April 2020
2. Participated in Two days Online Course on “**Personality Development**” organized by Department of Business Administration, Vivekanadha College of Arts and Science for Women conducted on 17th and 18th April 2020
3. Participated in Online Course on “**Income Tax Law and Practices - Basics**” organised by Patrician College of Arts and Science, Chennai conducted on 11th May 2020
4. Participated in Online Crash Course on “**Personality – Its Your Personality**” organised by Department of Business Administration, Wavoo Wajeetha Women’s College of Arts and Science, Kayalpatnam on 13th June 2020

List of Programmes Organised:

1. Coordinated a Motivational Talk on “**Women Empowerment**” organised by the APCian Alumnae Association, A.P.C. Mahalaxmi College for Women, Thoothukudi held at A.P.C. Mahalaxmi College for Women, Thoothukudi on 23rd January 2019
2. Coordinated the “**APCian Fiesta 2k19**”, an Intercollegiate Cultural Competition, organised by the APCian Alumnae Association, A.P.C. Mahalaxmi College for Women in association with AAGAM, Conservatory of Arts at A.P.C. Mahalaxmi College for Women, Thoothukudi on 21st September 2019
3. Coordinated a One Day Workshop on “**Easy Exercises to Ease**” organised by the Department of Commerce in association with Health Club, A.P.C. Mahalaxmi College for Women, Thoothukudi on 1st July 2020
4. Coordinated a Two Days Webinar on “**Strengthening the You in You**” organised by the APCian Alumnae Association in association with Students Council, A.P.C. Mahalaxmi College for Women, Thoothukudi on 16th July 2020 and 17th July 2020

